

The Effect of Halal Destination Attributes on Visiting Decision

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Abstract—Bandung is one of the cities developing halal destinations in West Java, Indonesia. With a variety of attractions and supported by various facilities, the accommodation sector in the form of sharia hotels and halal-certified restaurants experienced grows fast as a step to accommodate Muslim tourists who visit the city of Bandung. This study aims to determine the effect of halal destination attributes that focuses on sharia hotels and halal-certified restaurants on visiting decision. The type of research used is verification with explanatory survey method and using cross sectional. The sample in this study was 209 respondents of foreign Muslim tourists who visited Bandung. The analysis technique used is path analysis. The result shows that halal destination attributes (X) to the visiting decision (Y) are simultaneously and partially influential. This study concludes that in the city of Bandung, there needs to be quality improvement on aspects that support halal tourism.

Keywords—*halal tourism; halal destination attribute; visiting decision.*

I. INTRODUCTION

Indonesia is improving to reach the target of 20 million foreign tourists and 275 million domestic tourists in 2019. One strategy in order to manage the market opportunities of tourism industry carried Government through the Ministry of Tourism is to make Indonesia as the world's Best Halal Tourism. Indonesia gradually showed improvement in the category of Best Destinations for Muslim Travelers with the third place for member organizations of the OIC (Organization of Islamic Cooperation) [1] by emphasizing aspects of Muslim-friendly services and facilities.

These strategic issues are triggered based on trends in global of halal tourism. Some of the country's Muslim minority is even preparing for the needs of Muslims in order to support the security and comfort of enjoying the time to visit the country. The growing halal tourism factors believed to have bright prospects in enhancing the economy of the sector of the tourism industry [2].

The concept of halal tourism is growing and starting to generally be accepted by emphasizing service and facilities on sightseeing provided by tourism industry in meeting the needs of Muslim travelers [3], [4], [5].

In the year 2016 Tourism Ministry awarded West Java province of one of the top 10 Halal Tourism Destinations along with East Java, Central Java, Yogyakarta, Jakarta, West

Sumatra, Riau and Aceh, Riau, South Sulawesi and Lombok [6]. Bandung is one of the cities developing halal destinations in West Java. With a diverse tourist attraction and supported by various facilities, the accommodation sector in the form of Sharia hotels and halal-certified restaurants has grown as a step to accommodate the needs of Muslim tourists visiting the city of Bandung in the middle of the development trend of tourism.

In meeting the needs of Muslim tourists in traveling, a destination requires tourism products or attributes that are in accordance with the teachings and Islamic law. Therefore, exploring halal attributes [5] can help in marketing halal destinations by customizing products and services that satisfy the Muslim travelers so that they can increase the number of tourists visiting and economic growth as well as become an influential factor of a visit [4], [7].

Religious factors play a role in decision-making for travelers [8] to a halal destination that provides facilities and services such as the election of Muslim-friendly hotel, service, food and drinks, as well as Muslim-friendly tourist attraction. In the concept of a decision for a visit [9], things in religion is included in the sub-culture factor other than personal, social, and psychological factors being influential in decision making.

Fluctuating levels of tourists visit especially foreign tourists has decreased the growth of visits by -9.09% in the year of 2017 [10]. On the other hand, the development of the accommodation sector in the form of sharia hotels and halal-certified restaurants raises several related issues i.e (1) sharia hotel standards after the revocation of the Minister of Tourism and Creative Economy Regulation Number 2 of the year 2014 concerning guidelines for implementing sharia hotel businesses [11], (2) the difference of a halal-certified restaurants information officially recognized. This research aims to know the effect of halal destination attributes that focuses on sharia hotels and halal-certified restaurants against tourists visiting.

II. LITERATURE REVIEW

A. Halal Destination Attribute

Halal destination attribute is the value of a product and service that can be perceived either physical or nonphysical in accordance with Islamic jurisprudence [4] [7]. There are several dimensions in halal tourism destinations such as attributes i.e availability of Muslim-friendly hotels, halal food, halal assurance and dining options [1], Muslim-friendly phone

application, Muslim-friendly airport, halal holiday, halal healthcare facilities and services, halal cruise, halal swimming suit, and halal tourism websites [5]. The focal point of this research is the aspect of amenities found in Bandung in the form of sharia hotels, and halal-certified restaurants which are adaptations of the elaboration of the Halal Destination Attribute Dimensions.

B. Visiting Decision

Visiting decision is the behavior of tourists to decide to visit the desired destination. This concept was adopted from the purchasing decision theory [12] used in the service. There are six dimensions of purchase decisions i.e product choice, brand choice, dealer choice, purchase amount, purchase timing, and payment method.

III. METHOD

This research used verification quantitative approach. The analysis technique used is path analysis. Data were obtained through the dissemination of the questionnaire directly and through the google form. The sample in this study were 209 respondents of foreign Muslim tourists who visited Bandung.

The study of literature in this research was obtained from various sources such as journal, annual report, and book that printed or electronic media. The other secondary data are collected from MUI (Majelis Ulama Indonesia), BPS (Badan Pusat Statistik), and hotel and restaurant website such as the number and name of participants and address. The data analyzed by using SPSS 23.0.

IV. FINDINGS AND DISCUSSION

Profile of Muslim Foreign Tourists in Bandung, foreign Muslim tourists are dominated by tourists from Malaysia at 41.63% (87 tourists) followed by Singapore at 28.23% (59 tourists) and India at 7.66% (16 tourists). Cultural factors like similarities clumps, the closeness of the country geographically is believed to be one of the important factors for tourists visiting the city of Bandung. Consistent with study that the culture, subculture i.e nationality, religion, race, and geographic region as well as social class plays an important role in affecting consumer purchase behavior [9]. 48% of Muslim foreign tourists visiting the city of Bandung is the male and female of 52% with an average age of majority 25-29 years. Age and gender are part of personal factors that influence consumer buying behavior [9].

Employees are the most tourists visiting the City of Bandung, with a total of 105 travellers or 50.48% with the majority earning \$500-\$ 1000/month. While categories unemployed into the lowest percentage that is 0.48% or 2 tourists with earnings < \$500. Income is one indicator of the strengths that influence visiting decisions [9]. 44.5% or 93 tourists choose to travel to the city of Bandung for 1-2 day. information through the internet is becoming the dominant source of information for tourists. Muslim-friendly applications such as Muslim Pro, HalalTrip, HalalMui, and so on become sources of information the choice of the tourist value of 29.20% (61 of tourists). Information media such as television, radio, magazines, and other occupying the lowest score with a

value of 1.90% (4 travellers). This relates to the majority of the tourists with the age range 20-29 years into the largest number of tourists. The age range was the dominant age for internet users [13].

TABLE I. RECAPITULATION OF RESPONDENT PROFILE

	Category	Frequency	Percentage %
Nationality	1. Malaysia	87	41.63%
	2. Singapore	59	28.23%
	3. India	16	7.66%
	4. Turkey	14	6.70%
	5. UAE	7	3.35%
	others	26	12.43%
Gender	Male	101	48%
	Female	108	52%
Age	20-24 years old	45	10.2%
	25-29 years old	88	25.0%
	30-34 years old	41	36.4%
	35-39 years old	22	12.5%
	> 39 years old	13	15.9%
Profession	Employed	105	50.24%
	Self-employed	60	28.71%
	Unemployed	2	0.96%
	Retired	11	5.26%
	Student	21	10.05%
	Other	10	4.78%
Monthly income	< 500\$	37	17.70%
	500\$ - 1000\$	106	50.72%
	1000\$-1500\$	46	22.01%
	> 1500\$	19	9.09%
Visit duration	1-2 days	96	44.50%
	3-5 days	67	32.10%
	> 5 days	49	23.40%
The main source of information on sharia hotels and halal restaurants in Bandung	Social media	58	27.80%
	Website travel info	56	26.80%
	Application muslim-friendly (HalalMUI, Halaltrip, MuslimPro)	61	29.20%
	Media information (Television, Radio, Newspapers, etc.)	4	1.90%
	Family or relatives	30	14.40%

A. Hypothesis Test and Significance Test (Test F) Halal Destination Attribute (X) for Visiting Decision (Y) Attribute

TABLE II. ANOVA OUTPUT HALAL DESTINATION ATTRIBUTE (X) AGAINST VISITING DECISIONS (Y)

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8438.905	2	4219.452	123.011	.000 ^b
Residual	7066.091	206	34.301		
Total	15504.995	208			

a. Dependent Variable: Y
b. Predictors: (Constant), X1.2, X1.1

Based on table II results indicate that $F = 123,011$ is the value of F from the correlation between each dimension attribute dimension halal (X) against visiting decision variable (Y) simultaneously with the level of probability of sig. 0000.

TABLE III. HALAL DESTINATION ATTRIBUTE PATH COEFFICIENT (X) AGAINST THE DECISION OF A VISIT (Y)

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF	
	B	Std. Error	Beta					
(Constant)	-2.147	2.825		-7.60	.448			
1 X1.1	.583	.082	.602	7.103	.000	.308	3.245	
X1.2	.885	.477	.157	1.856	.065	.308	3.245	

a. Dependent Variable: Y

Data show the existence of a partial influence among variables kosher destination attribute (X) against the decision of a visit (Y). To know the t_{table} is done by looking at the t_{table} on the degree of freedom (df) and $\alpha = 5\%$ by comparing t with t_{table} then it can be described:

- There is a significant influence between sharia hotel dimensions (X_{1.1}) on visiting decisions (Y) with a value of 0.000 or <0.05.
- There is a significant influence between the dimensions of halal-certified restaurants (X_{1.2}) on visiting decisions (Y). Although the significance value is 0.065 or greater than 0.05 (significance level), the value of $t > t_{table}$ (1.856 > 1.660055).

The complete influence of halal destination attribute againsts visiting decision is presented in Fig. 1

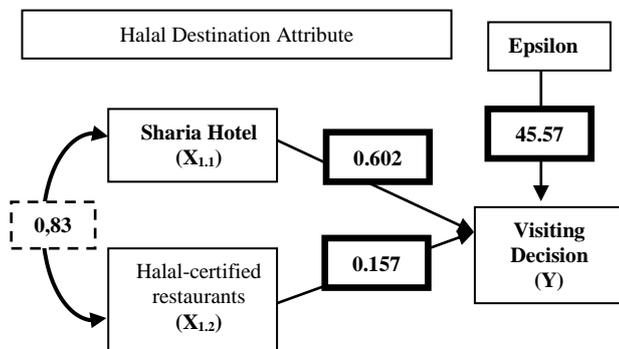


Fig. 1. Path Diagram of Hypothesis Testing Halal Destination Attributes to Visiting Decisions

The value of $F = 123,011$, compared to F_{table} is 3.94 then $F > F_{table}$ which means that each dimension halal destination attribute (X) simultaneously has significant effects against visiting decision variable (Y).

Because the significance value of 0.000 is smaller than 0.05, H_0 is rejected and H_1 is accepted. $H_1: b_i \neq 0$ means that there is a significant influence between halal dimension attributes consisting of sharia hotels and halal-certified restaurants on visiting decisions. The results of testing the hypothesis which states that there is an influence between the halal dimension attributes on visiting decisions [4].

B. Partial Hypothesis Test and Significance Testing (Test t) Halal Destination Attribute (X1) Againsts Visiting Decision (Y)

Based on the path diagram of the hypothesis testing in Fig. 1, direct and indirect calculations are made between the dimensions of the halal destination attribute to the visiting decisions presented in table IV

TABLE IV. TEST RESULTS FOR PATH COEFFICIENTS, DIRECT AND INDIRECT EFFECTS OF HALAL DESTINATION ATTRIBUTES ON VISITING DECISIONS

X ₁	Direct Effect Against Y	Indirect Effect		R ² Y X _{1.1} Y X _{1.2}	t	Sig.	Result
		X _{1.1}	X _{1.2}				
X _{1.1}	0.362404	0.078636		0.44104	7.103	.000	H0 rejected
X _{1.2}	0.024649	0.078636		0.103285	1.856	.065	H0 rejected
R ²				0.544325			

Based on the results of the calculation, it can be noted that the influence of the total attribute of halal to visit destinations is 0.544325 or 54.43% and the rest of 45.57% is affected by other factors that are not included in this research.

This research proves that the dimension of the Sharia hotel (X) has a significant influence of visit. [5]. Further research verified that halal-certified restaurant has significant effects against the decision of a visit [1].

V. CONCLUSION

The halal destination attribute variables consisting of sharia hotels and halal-certified restaurants against visiting decisions

affect simultaneously and partially. Although the results of data obtained from research as well as some findings in the field of related attributes of halal to visit destinations rated good. The increased efforts of Bandung as the development of halal destinations must be done.

Government agencies/related agencies as well as businessmen in halal tourism in particular should synergize in an effort the development of halal destinations in Bandung. This will certainly affect the massive development in the tourism sector. For example, the regulations or guidelines regarding all aspects of tourism development related halal that's clear and allows it to be applied.

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