

## The Effect of Service Quality, Halal Tourism on Brand Image of Hotels in Padang

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### Abstract

Halal tourism is an emerging issue currently due to the increase of the Muslim tourists around the world. This research aims to investigate the relationship between halal tourism (Islamic facilities, Halal, general Islamic morality, and alcohol and gambling free) and service quality towards the hotel brand image in Padang. The population in this study were tourists who visited the city of Padang and stayed at the hotel. This study used 75 respondents as the samples. The analysis was carried out by using SPSS software. The findings show that halal tourism has a significant influence on brand image of hotels in Padang. Service quality is also a significant antecedent of Brand image. Furthermore, some limitations and further studies are discussed.

**Keywords:** Halal Tourism; Service Quality; Brand Image; West Sumatra

### Introduction

West Sumatra is one of the province in Indonesia who won the award of "World's Best Halal Destination" at the 2016 World Halal Tourism Award (WHTA) competition in Abu Dhabi, Emirate Arab Union (UAE) in December 2016. It is estimated that the Muslim population is 30% of the world in 2025 (Ukessays, 2014). The increasing number of tourist visit has been reached in to 1.5 % a year in West Sumatra based on the data of the world's Muslim population. Wardi et al. (2018) said that with the population of West Sumatra as halal tourism was warmly discussed. This makes West Sumatra especially Padang need to improve itself in offering Islamic tourism. Halal is important for Muslim tourists. Iniesta-Bonillo *et al.* (2016), halal tourism provides satisfaction for Muslim tourists. Battour and Ismail (2016) also stated that halal tourism provided facilities for Muslims to carry out worship while traveling. Dealing with this, it is named as halal tourism. According to a book entitled "The Lawful and the Prohibited in Islam, written by Sheikh Yusuf al-Qaradawi, an Islamic scholar and chair of the International Muslim Scholars Association, the term Halal is defined as "what is permitted, and what is permitted by the lawgiver, Allah" (Al-Qaradawi, 2013; p. XXV). From an Islamic perspective, halal is defined as Al-Qaradawi refers to any practice or activity that is 'permitted' according to Islamic teachings.

Increasing tourist arrivals to West Sumatra have an impact on the high demand for hotels which are a place of rest for tourists (Lado-Sestayo, Fernández-Castro 2018). The hospitality industry is a competitive market which is one of hotel management indicator such as service quality hotels, Islamic-based hotel services (halal tourism) that create a good hotel brand image for customers.

Contrast from previous research, researcher discussed two things. The first, there is a theoretic contribution relationship between halal tourism and the hotel brand image. The second is the relationship between service quality and the hotel brand image. Indeed, this research can give recommendation to hotel management in enhancing the hotel brand image through service quality and halal tourism.

According to Surachman (2008) brand image is a part of a brand that can be recognized but cannot be pronounced, such as symbols, letter designs or special colors, or customer perceptions of a product or service represented by the brand. Kotler and Keller (2012) stated that customers might have different responses to the company's image or brand. While Kotlet and Keller,(2012) brands are a set of brand associations that are formed and attached to the minds of consumers. Consumers who are accustomed to using certain brands tend to have consistency with brand image. An effective image will have effect on three things. The first, strengthening the product character and the proposed

value. Second, convey the character in a different way so that it is not confused with the competitor's character. Third, giving emotional strength that is more than just a mental image.

Consumers often base purchasing decisions on a company's Brand image (Kim & Kim, 2005). A high brand image can give consumers confidence in paying premium prices (Cretu & Brodie, 2007). Muslims in doing every activity are always related to their religion, therefore the concept of halal traditions must be in line with the rules of Islamic religion Unique brand image distinguishes the value of brands and brands so that they can put the brand in a certain position in the minds of consumers that contribute to increasing brand equity potential. Brand image has a relationship with halal tourism and service quality which will be discussed later.

Service quality is the customer's assessment and it is the main appliance of the hospitality business industry. The hospitality industry satisfies visitors and increase goal loyalty. Service quality is an evaluation of tourists for the expected service. If the industry fails to provide quality services, customers turn to other goals (Sparks & Westgate, 2002). The main factors that influence the quality of service are the customer's expectation of service and customer's perception of service. If the perception of service is convenient with what the customers expected, then the quality of the service is good and positively recommended. If the service exceeds more than what the customers expect, then the quality of service is the ideal service quality. Conversely, if the service is worse than what the customer expects, then the quality of service is not good.

As Muslim tourists increased, the need for halal tourism also increased. According to Jafari and Scott (2014) Halal tourism is a motivation from Muslim tourists who tend to fulfill muslim customers Sharia law requirements who are sensitive to products and services that appropriate to Sharia (Jafari & Scott, 2014). Halal is a reference for Muslims to do something that can be done and not done based on the recitation of the Koran and hadith which is the main source of law and guidance of life. In Islam, traveling activities are considered as 'worship and da'wah' (Laderlah et al., 2011). Tourism can be a 'worship' if the purpose of the trip is because of Allah. "Da'wah" means activities that call for, invite and call people to believe and obey Allah. Islamic tourism has many benefits and helps tourists to reduce flatness, anxiety, tension and recalibrate their minds. Islamic tourists can obtain knowledge and information by thinking about the beauty of Allah's creation (Al-Hamarnah & Steiner, 2004)

Effect of Halal tourism on brand image

There is often a misperception in mentioning Islamic branding (Battour *et al.*, 2014). This happened because of a misunderstanding of the meaning of halal itself. There are differences between Islamic brands and conventional brands of Islamic brands about giving the truth and giving worship to sellers and buyers, selling not only life but also worship (Alserhan, 2010). It was found that halal had a significant effect on the brand of a product and included sharia products and services. (Battour *et al.*, 2014). Halal tourism indicators used in this study are based on Wardi, abror and trinanda, 2018 namely worship facilities, Halal, halal morality, free alcoholic beverages, and gambling. Thus, halal tourism affects the hotel brand image. The hypothesis is:

H1. Halal tourism has a significant impact on the hotel brand image

Service quality is the overall description of the characteristics and characteristics of a product or service, based on their ability to express satisfaction or needs indirectly (Kozak, 2003). When a customer feels the service performance is the same as or higher than his expectations, he will be satisfied and remember that as a good product and service provided has a good service quality and brand image. Some studies suggest that the perception of service quality in a place has a positive influence on affective brand image in a place that feels good, comfortable and good ((Ramanathan and Ramanathan, 2013). Service quality has an effect on destination image both affective image and cognitive image and will ultimately have a positive influence on one's behavior to make decisions (Lee, *et al.*, 2018). The hypothesis proposed is:

H2. Service quality has a significant relationship to the hotel brand image

**Table 1 Research Variables**

Num.	Variabel	Indicator	Source
1	Brand Image	Comfortable hotel atmosphere	Liu et al, 2017
		This hotel offers high quality services	
		This hotel is luxurious	
		This hotel is expensive and lawful	
		This hotel is a free from alcoholic beverage	
		This hotel makes me feel special brand image has a positive impact on hotel guests to stay in hotels	
		Friendly hotel service	
		This hotel is large and spacious	
		This hotel gives a religious feeling	
		Hotel provide services beyond my expectations of halal food and non halal food	
2	Halal Tourism	This hotel has a long history	Wardi, Abror dan trinanda,2018; Abror et.al., 2019
		I feel a different feeling in this hotel than other hotels	
		I can easily find prayer rooms in hotels	
		The hotel provides supporting tools for worship	
		I can hear the call to pray at prayer time	
		I can easily find halal food	
		I can find a separation of kitchens that cook halal food with those that don't	
		Eliminate pornography channels on hotel channels / television	
		I can find a ban on prostitution in hotels	
		There is a prohibition to display excessive acts of affection in public	
3	Service Quality	I saw a censorship of an adult scene on the film that was aired	Chen et al, 2013
		There is a prohibition on drinking alcoholic drinks in public places	
		Prohibition of gambling activities in public places	
		I saw a lot of plants around the hotel	
		Packaging materials, napkins and hotel menus use materials that are environmentally friendly	
		Tableware used in eco-friendly hotels that are not classified as disposable	
		The hotel conforms to the AC temperature of the general public's needs and government regulations	
		The hotel has good air circulation and natural lighting	
		The toiletries used by hotels are economical in terms of water supply	
		Hotels provide halal food and services	
Food and services provided by the hotel meet my needs			
The food provided by the hotel is consistent with the promised menu			
Hotels are responsive in providing needed services			
The hotel provides the best to meet customers' special needs			
Customer needs for services and food can be understood by the hotel well			
Hotel employees can answer questions about the hotel			
Hotels can ensure the best halal food			
Employees have professional knowledge and good and standardized education			

Table Cont...

Customer needs can be met by hotel employees
Every time meeting with hotel staff customers always shows concern for customers
Employees oriented to the service environment and care about customer needs
The hotel notifies environmental ideas and policies
Food and services offered by hotels can be suitable for halal environmental protection
Compared to other hotels, this hotel has more halal food available
Compared to other hotels, there are no alcoholic drinks in this hotel
Compared to other hotels, this hotel has a ban on pornography and pornographic action
Food and drinks offered by the hotel are delicious and delicious
The hotel offers delicious and halal Padang food
Design food menus according to the hotel
The food and drinks offered by the hotel are natural
Hotels provide a measure of nutritional value, calories, and halal food

Source: Previous Research (Chen et al, 2013, Liu et al, 2017, Wardi et al, 2018)

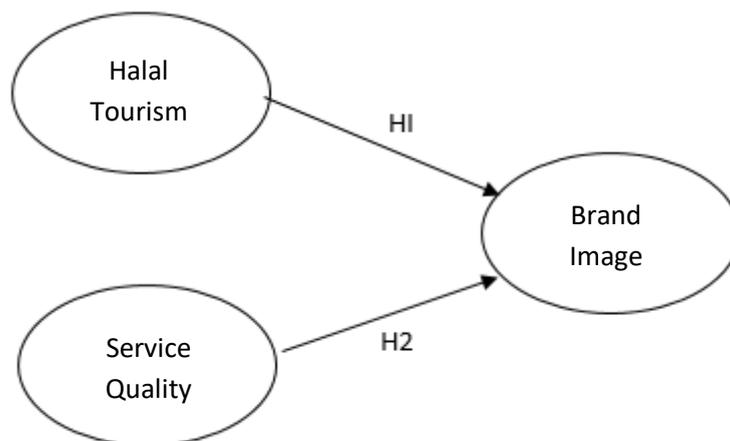


Figure 1 Research Model

### Methods

This research was conducted in West Sumatra. West Sumatra is the best place for halal tourist destinations in 2016 as the World's Best Halal Travel Destination by ITW Abu Dhabi. The type of research used is to explain the position of the variable being examined, and the relationship between one variable and other variables, and test the hypothesis. The isolation of research is all the people and tourists who came to the West Sumatra. Determination of samples using Random Sampling is said to be simple (simple) because taking members of the sample from the population is done randomly without considering the strata that exist in that population (Sugiyono, 2012: 121). The feasible sample size in the study was between 30 and 500. The sample used in this study was 75 people. The technique used in sampling is incidental sampling. is a sampling technique based on coincidence, that is, anyone who randomly encounters a researcher and is suitable as a data source.

Analysis of the data used in this study is multiple linear regression analysis is a linear relationship between two or more independent variables (X1, X2, ... Xn) with the dependent variable (Y). The

analysis aims to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable. The data used is interval or ratio.

The coefficient ( $X_1, X_2, \dots, X_n$ ) shows how much the percentage variation of the independent variables used in the model is able to explain the variation of the dependent variable.  $R^2$  is equal to 0, indicating that the independent variable used in the model does not explain the smallest variation in the dependent variable. Conversely  $R^2$  equals 1, then the variation in the independent variables used in the model explains 100% variation in the dependent variable. The level of significance uses  $\alpha = 5\%$  (5% or 0.05 significance is a standard measure that is often used in research).

Testing criteria:

$H_0$  is accepted if  $F$  is calculated as  $< F$  table

$H_0$  is rejected if  $F$  count  $> F$  table

## Results and Discussion

Based on gender, most of the tourists are female (58.7%) and men (41.3%) a year. The highest age is 30-50 years (44%), 17-30 years (32%), <17 years (13.7). In addition, in terms of undergraduate education, the highest position is (64%) and high school (26%). The study has validity, reliability, outliers, normality, multicollinearity, and homogeneity of variance. Therefore, after all the tests, we only used 75 responses that could be used from the 90 questionnaires collected

**Table 2 Construct validity and reliability**

Constructs	Items	Mean	Std. dev	Cronbach's Alpha if Item Deleted
Brand Image	BI.1	3,52	0,723	0,680
	BI.2	3,77	0,815	0,706
	BI.3	3,23	1,122	0,710
	BI.4	3,31	0,87	0,695
	BI.5	3,35	0,908	0,679
	BI.6	3,67	0,759	0,705
	BI.7	3,73	0,777	0,692
	BI.8	3,19	1,159	0,712
	BI.9	3,19	1,087	0,692
	BI.10	3,40	0,822	0,712
	BI.11	3,75	0,887	0,707
	BI.12	3,52	0,76	0,688
Halal Tourism	HI.1	3,20	1,078	0,631
	HI.2	3,41	0,917	0,669
	HI.3	3,55	0,827	0,657
	HI.4	3,67	0,759	0,649
	HI.5	3,76	0,786	0,643
	HI.6	3,36	1,074	0,65
	HI.7	3,44	1,03	0,653
	HI.8	3,71	0,955	0,74
	HI.9	3,67	0,759	0,633
	HI.10	3,44	0,889	0,657
	HI.11	3,31	0,822	0,675

**Table 3 Construct validity and reliability**

Constructs	Items	Mean	Std. dev	Cronbach's Alpha if Deleted
	SQ.1	3,44	0,826	0,943
	SQ.2	3,52	0,795	0,943
	SQ.3	3,76	0,836	0,940
	SQ.4	3,24	1,113	0,938
	SQ.5	3,67	1,044	0,941
	SQ.6	3,72	0,763	0,942
	SQ.7	3,71	0,897	0,940
	SQ.8	3,41	0,917	0,940
	SQ.9	3,33	0,827	0,940
	SQ.10	3,43	0,888	0,940
	SQ.11	3,65	0,780	0,943
	SQ.12	3,79	0,810	0,940
	SQ.13	3,25	1,175	0,939
	SQ.14	3,23	1,110	0,938
	SQ.15	3,19	1,193	0,938
	SQ.16	3,21	1,154	0,938
	SQ.17	3,27	1,155	0,938
	SQ.18	3,73	0,741	0,942
	SQ.19	3,76	0,867	0,941
	SQ.20	3,39	0,914	0,940
	SQ.21	2,40	0,930	0,948
	SQ.22	3,73	0,759	0,942
	SQ.23	3,77	0,831	0,940
	SQ.24	3,45	0,934	0,941
	SQ.25	3,35	0,830	0,940
	SQ.26	3,67	0,759	0,942
	SQ.27	3,72	0,879	0,940
	SQ.28	3,19	1,111	0,938

Source: Secondary Processing Data 2019

Based on the results of data processing, Cronbach's Alpha if the Deleted Item is above 0.3 means that the validity requirements have been met because the r value calculated is greater than 0.3. It is known that: halal tourism indicators are four with 11 questions in the questionnaire. The calculated value is greater than 0.3. Service quality indicators are 7 with 28 questions in the questionnaire obtained r count greater than 0.3. The brand image indicator is 7 with 12 questions in the questionnaire obtained r count greater than 0.3.

**Table 4 Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17,543	4,186		4,191	0,000
	HT	0,271	0,128	0,241	2,118	0,038
	SQ	0,141	0,037	0,431	3,788	0,000

Source: Secondary Processing Data 2019

Standart value T table  $df = n-k=75-3=72 = 1,99300$ . Based on the data of the findings above can be obtained  $y = 3,716 + 0,783x_1 + 0,215x_2 + e$ . Based on the results of the data processing, Cronbach's Alpha if Item Deleted is above 0.3 means that the validity requirements have been met because the calculated r value is greater than 0.3. It is known that: halal tourism indicators are four with 11 questions in questionnaire. Obtained r count value greater than 0.3. The indicator of service quality is 7 with 28 questions in questionnaire obtained r count greater than 0.3. Brand image indicator is 7 with 12 questions in questionnaire obtained r count greater than 0.3.

Table 5 Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	761,567	2	380,784	20,396	,000 <sup>b</sup>
	Residual	1344,22	72	18,67		
	Total	2105,787	74			

Source: Secondary Processing Data 2019

Evaluation of reliability is seen based on the Cronbach's Alpha table. Cronbach's Alpha value is for each variable. The recommended value is 0.6 according to Arikonto (2002). Based on the results of data processing, it was found that Cronbach's Alpha values above 0,6 found *Cronbach's Alpha* values of  $x_1=0,804$ ,  $x_2=0,904$  dan  $Y= 0,895$ . All *Cronbach's Alpha* values known above 0,6 means that has met the requirements so that the composite reability value  $x_1=0,804$ ,  $x_2=0,904$  dan  $Y= 0,895$ . That they have fulfilled reliability based on composite reability.

These results were obtained from significant tests. The hypothesis 1 variable halal tourism  $x_1=0,804$  has a significant value  $x_1=0,014$  smaller than 0.05 so that it looks significant because  $x_1$  has a significant effect on the value of Y. The hypothesis 2 variable service quality  $x_2=0,904$  has a significant value  $x_2= 0,001$  smaller than 0.05 so that it looks significant because  $x_2$  has a significant effect on the value of Y. The hypothesis of 3 variable halal tourism and service quality from the ANOVA table with a significant level of 0,000 smaller than 0.005 so that it looks significant because  $x_1$  and  $x_2$  have a significant effect on the value of Y. Based on the results of the coefficient of determination located in the adjusted R Square table is 0.848, which means 84.8 variable service quality and halal tourism together affect the brand image of hospitality services in Padang City

Indonesia with a large population and the majority of Islamic religion makes Indonesia one of the world's Islamic tourist destinations, so that the development of halal tourism is growing rapidly Wardi *et al.* (2018) says halal tourism is not only halal products, in the form of halal food and beverages without alcohol, still provide all tourist information without lying to tourists with false information. Halal tourism has a significant impact on the hospitality service brand image (H1). This is in line with the findings of Ismail *et al.* (2016) stated that the halal logo gives more value to the brand image of products in Malaysia. Availability of Islamic facilities in a tourist place makes it easy for Muslim tourists. As stated by Wardi *et al.*, (2018). The availability of Islamic facilities and places of worship such as prayer rooms, makes it easy for Muslim tourists so that they prefer and enjoy holidays.

Service quality has a significant effect on hospitality service brand image (H2). Lee *et al.*, (2018). Declaring service quality of a hotel gives more trust to the hotel. Hotels that have good service quality provide trust in hotels. Halal tourism and service quality together have a significant effect on Brand Image (H3). This benefits the world of Muslim tourism. By combining between quality service and halal tourism, Islamic hotels are created, where hotels applying Islamic rules to their respective hotels and Muslim tourists more comfortable to stay and enjoying the vacation.

## Conclusions

Based on the research we conducted found halal tourism has an effect of 0.783 or as large as 78.3% with a significant value of 0.014 so that it is smaller than *the level of significance* ( $\alpha$ ) of 0.050 towards the hospitality brand image in Padang City so that the decision is rejected and H1 is accepted. Based on the research we conducted found service quality had an effect of 0.215 or as large as 21.5% with a significant value of 0.001 so that it was smaller than the level of significance ( $\alpha$ ) of 0.050 towards the hospitality brand image in Padang City so that the decision was rejected and H1 was accepted. Based on the research we conducted found halal tourism and service quality had an effect of 208.105 with a significant value of 0.000 so that it was smaller than the level of significance ( $\alpha$ ) of 0.050 towards the hospitality brand image in Padang City so that the decision was rejected and H1 was accepted.

From the research that we have done, there are some things that need to be improved for hotel owners to become tourist destination hotels and support government programs as Islamic tourist attractions, among others, to provide wider places of worship, facilitate access from tourist attractions to hotels, for example by transportation directly. In the future, it is necessary to specifically make sharia hotels that accommodate all the needs of Muslim tourists, especially and can accommodate non-muslim tourists.

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