



# Service Performance Analysis of Halal Tourism Based on CHSE Protocol in New Normal Era in Lampung Province

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**Abstract.** Halal tourism in Lampung is still in the introduction stage when viewed from the product life cycle. Lampung Province has great potential, but has not been managed optimally due to a lack of operational budget from the government, some tourist facilities seem inadequate, still lack facilities, cleanliness, parking areas, and lack of road access. The CHSE Protocol as a reference for the implementation of tourism by the Indonesian Ministry of Tourism and Creative Economy in the new normal period is an absolute requirement to avoid the increase in Covid-19 cases which have had a bad impact on the Indonesian economy, especially the tourism sector which was paralyzed during the pandemic. The main problems of this research are: a) how is the performance of the quality of halal tourism services provided to tourists in Lampung province during the new normal period? b) How is the level of conformity between expectations and the performance of halal tourism services felt by tourists in the new normal? The purposes of this study are: a) to determine the performance of the quality of halal tourism services provided to tourists, b) to determine the level of conformity between expectations and the level of performance of halal tourism services perceived by tourists. The research method is descriptive verification by distributing questionnaires. The sample method is non-probability sampling, with purposive sampling technique for halal tourists who enjoy halal tourism services in the province of Lampung. The validity test uses factor analysis and Cronbach alpha as the reliability test. Qualitative data analysis uses frequency tabulation to describe the demographics of respondents, while quantitative analysis uses important performance analysis, Cartesian diagrams to map critical attributes that need to be addressed to support better service quality, increase the number of tourist arrivals, increase regional income and Indonesia's GDP.

**Keywords:** Halal Tourism · CHSE Protocol · New Normal · Service Quality · Satisfaction

## 1 Introduction

As the tourism industry expands and becomes more competitive on a global scale, it is crucial to comprehend how foreign tourists behave and what their needs, wants, and

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interests are when developing tourist destinations [1]. The tourism sector is regarded as one of the most important sectors for any country's Gross Domestic Product (GDP), as well as an important part of most countries' economic and social existence, including countries with Muslim-majority populations. Nowadays, many professionals and academics appreciate the value of Islamic tourism as a market (Battour and Ismail, 2016). Islamic tourism has emerged as a lucrative niche market in the travel and tourism sector [2].

Halal is an Arabic term that refers to the religion of Islam that is defined as halal or permissible under sharia provisions. These include food, products, and services available to Muslims. Because Muslims avoid all things that are questionable or are classified as "makruh or shubhah" (questionable or disgusting) [3]. Indonesia's halal tourism industry supports national economic development and has established Indonesia as the global hub for halal travel in the future [4]. Halal tourism is not just restricted to religious tourism [4], so non-Muslim tourists are welcome to participate. The Indonesian Ulama Council (MUI) and the Ministry of Tourism have made it a priority to ensure that halal certification is available to all tourists, not just Muslim tourists.

According to the Republic of Indonesia's Ministry of Tourism and Creative Economy, 13 provinces have the potential to provide and develop halal tourism, one of which is Lampung Province. The main focus of developing halal tourism destinations in Lampung province is Pasir Putih Beach, Way Kambas National Park, Krakatau Islands Nature Reserve, Kiluan Bay, and the Royal Site of Skala Brak. Siger Tower and Bandar Lampung City. Culinary tourism is an alternative to natural tourist destinations. In Lampung province, halal culinary tourism includes halal restaurants and halal restaurants that serve a superior menu of traditional Lampung cuisine.

The Corona pandemic, which results in the Covid-19 disease, is currently causing havoc in the tourism industry. National and international tourism are significantly impacted by the widespread Covid 19 infection. According to research by the United Nations World Tourism Organization (UNWTO), there will be a 58% to 78% decrease in foreign visitor arrivals in 2020 compared to 2019. This also occurred in Indonesia, particularly in the province of Lampung. In the last six years, from 2015 to 2020, both domestic and foreign tourist arrivals increased in Lampung Province, but after the occurrence of Covid 19 in 2020, they dramatically decreased. The Table 1 contains more information:

According to the data in the Table 1, there has been a significant reduction in the number of tourist visits to the province of Lampung. Apart from the Covid-19 protocol, namely 3M (Wearing Masks, Washing Hands, Keeping Distance), the concept of a tourism protocol currently launched by the Indonesian Ministry of Tourism and Creative Economy, namely the CHSE (Cleanliness, Healthy, Safety, Environment Sustainable) protocol, is expected to help accelerate tourism recovery in Indonesia. The CHSE protocol policy, which is used in the tourism industry, is meant to provide travelers with assurance that the location and tourism products adhere to procedures.

The current direction of national tourism development, according to the RPJM of the Ministry of Tourism and Creative Economy for 2020–2024, is Quality Tourism Experience. Tourist comfort can be achieved by providing safe, clean, and orderly public facilities, infrastructure, and facilities in tourist destination locations, which must be

**Table 1.** The Data of Tourist Arrival to Lampung Province, 2014–2020

Year	Sum of Foreign Tourist (people)	Sum of Local Tourist (people)
2015	114.907	5.645.710
2016	155.053	7.421.774
2017	245.372	11.734.804
2018	274.742	13.101.371
2019	298.063	10.445.855
2020	1.531	2.548.394

Source: Central Bureau of Statistics, Republic of Indonesia (2020)

prepared by every tourist attraction manager. The Ministry of Tourism and Creative Economy continues to face major challenges in the areas of connectivity and infrastructure. Halal tourism in Lampung is currently at a low level, owing to the fact that it is still in the early stages of the product life cycle. Lampung has great potential, according to the Head of the Lampung Tourism Office, but has not been managed optimally due to a lack of a government operational budget [5], and some tourist facilities in South Lampung appear inadequate [6], particularly in marine tourism areas in West Lampung and Pesawaran. The majority of coastal tourism in Lampung still needs services such as lodging and hygiene, parking sites, and road access. “Lampung The Treasure of Sumatra” is a government tourism promotion initiative that requires quality upgrades such as suitable amenities and infrastructure for tourists visiting the tourist destinations that are promoted. In this instance, the Lampung administration must assess the overall quality of tourism artifacts, particularly in the city’s most popular tourist destinations. Customer satisfaction is defined as the level of product and service performance that meets buyer expectations [7]. The primary issues, according to this definition, are: (a). How is the performance of the quality of halal tourism services given to halal visitors in Lampung in the new normal era?, (b). In the new normal, how do halal visitors in Lampung perceive the level of conformity between their interests/expectations and the performance of the quality of halal tourism services?

## 2 Literature Review

Tourism, according to the Tourism Law of the Republic of Indonesia No. 10 of 2009, is a journey undertaken by a person or group of people to visit specific destinations for recreational purposes, personal development, or researching the uniqueness of tourist attractions visited for a temporary period. Tourism is defined by Jaelani (2017) as an activity that occurs when a person crosses international borders for the purpose of vacation or business, remaining at least permanently 24 h but less than one year. The growth of demand for commercial tourist and hospitality services in conformity with Islamic law has been referred to as “halal tourism,” “halal hospitality,” “sharia tourism,” or “Islamic tourism”. Halal is an Arabic word that implies “authorized, acceptable, and permitted”.

Halal refers to any product that adheres to Islamic Sharia law, including food and beverages, banking and finance, tourism, cosmetics, employment, travel and transportation services, and others [8]. Halal Tourism is defined by Halbase (2015) and El-Gohary (2016) as providing packages and tourist places that are specifically intended to fulfill Muslim considerations and needs. Thus, the principles of halal tourism include: halal food, halal transportation, halal hotels, halal logistics, halal financing, Islamic vacation packages, and halal spas [9]. Halal principles can be derived from two perspectives: religious and industrial. This halal notion might be seen as a business opportunity from an industrial standpoint (Table 2).

Some of the halal characteristics that must be met according to Islamic law, known as sharia, are the availability of halal food, prayer rooms, places free of pork and alcohol, and sports and spa facilities with separate rooms for men and women [10, 11]. Stephenson divides halal tourism into two categories (tangible and intangible) that include the elements of halal tourism. For example, the concepts of halal tourism apply to a wide range of services in the hospitality business, such as human resource management (example: uniform dress code for workers) and marketing, advertising, and other public amenities (example: no gambling, casinos, nightclubs). Furthermore, cultural and social activities are developed in tourism management organizations in order to promote a halal-friendly environment and image.

Measuring service quality in the tourism industry differs from measuring service quality in businesses. Yoeti (2003) proposes five major components of overall tourism industry products that can be utilized as determinants of the quality of tourist objects in tour and travel Marketing [12], which are employed in Komarlina's (2009) research on the determinants of the quality of tourism objects [13], namely:

#### A. *Tourist Attraction*

Is the allure of an object or tourist site that motivates travelers to select a tourist attraction based on the following criteria: (1) Natural Attraction: Destinations' landscape, seascape, beaches, climate, and other geographical elements, (2) Building Attraction: historic and modern architecture, monuments, parks and gardens, industrial archeology, speciality shops, (3) Attractions for culture include historical and folklore, religion and art, and theater, (4) Social Attraction: language, lifestyle of the locals.

#### B. *Destination Services and Facilities*

Accommodation, restaurants, transportation, sport and activity, other facilities, retail outlets, and other services are all facilities whose function is to suit the needs of tourists who remain temporarily in the tourist areas they visit.

#### C. *The DEstination's Image and Perception*

The image for a tourist attraction area is strongly influenced by the various tourism products available in the area of the tourist attraction in question, and the image possessed by a tourist attraction greatly influences potential tourists in traveling, such as the image

**Table 2.** Comparison between Conventional, Religious, and Halal Tourism

No.	Aspect	Conventional	Religious	Halal
1.	Object	Nature, Culturem Heritaage, Culinary	Worship Place, historical heritage	All
2.	Purposes	Entertain	Increase sprituality	Increasing spirituality through entertainment
3.	Target	Satisfaction pleasure based on lust dimension, only for fun	Spiritual factors that can help the soul attain inner serenity	Fulfilling cravings and pleasures while also cultivating religious awareness
4.	Guide	Understand and grasp the information so that it can attract guests to the tourist destination.	Learn about the figure's and location's history.	Make the artefact appealing to tourists while also evoking the spirit of religious tourism. Capable of explaining the role of happiness and contentment in human life.
5.	Worship facility	Only a compliment	Just a complement	Worship rituals have become entertainment packages as tourism objects.
6.	Culinary	General	General	Halal specifics
7.	Relations with the Community on the Tourism Object Environment	Complementary and exclusively for material gain	Complementary and exclusively for material gain	Sharia-compliant interaction
8.	Travel agency	Everytime	Certain time	Keep an eye on the time.

Source: Ngatawi Al Zastrow in Hamzah and Yudiana (2015) access from <http://www.kemenpar.go.id/userfiles/2015%20Kajian%20Pengembangan%20Wisata%20Syariah.pdf>

of the Province of Bali as the Island of the Gods, or Japan as the Land of the Rising Sun, or the amazing Sakura Country.

#### D. *The CUstomer's Price (Price)*

People will not spend their money on tourist vacations if their household necessities and family education have not been addressed; in other words, people who travel are people who have spare money that will not damage their household life.

According to Kotler (2009; 92) a gap occurs between companies and their consumers [14]. Before purchasing a service, buyers have expectations regarding the provider based on personal needs, previous experience, word of mouth recommendations, and advertising. The quality of the company's services can be tested with each service installation. Failures in service delivery can be attributed to five gaps, including: (a) The Disparity in Management and Consumer Expectations. Sometimes, management is not quite aware of what customers desire. (b) The disconnect between management perception and service quality requirements. Although management may be fully aware of what customers desire, performance standards are not always specified. (c) Disconnect between Service Quality Specification and Service Delivery. Employees may be inadequately trained, incompetent, or fail to fulfill standards, or they may be confronted with competing expectations, such as taking the time to listen to clients while yet serving them fast. (d) Service Delivery and External Communication Gap. Statements made by representatives and company marketing impact consumer expectations. External communication has deviated significantly from customer expectations. (e) Gap between Perception of Service and Expected Service. The gap occurs when customers have an incorrect opinion of the quality of service. Tjiptono (2012; 182–189) proposes the following measures for improving service quality: a) Identifying the Main Determinants of Service Quality, b) Managing Customer Expectations, c) Managing Evidence of Service Quality, d) Targeting Consumers About Services, e) Developing Quality Culture, f) Creating Automatic Quality, g) Following Up on Services, h) Developing Service Quality Information Systems [15].

### 3 Research Method

#### A. *Research Design*

The descriptive quantitative research method was applied in this study. In this study, data in the form of numbers were collected from data collectors, interpreted, and the results were shown. The Importance Performance Analysis approach is used in this study to assess a phenomena or a service quality problem. The findings of service attribute calculations are turned into critical value levels, allowing it to be determined which qualities are priority for service enhancement in halal tourism in the province of Lampung.

#### B. *Variable Measurement*

The attributes of the 5 dimensions of the quality of halal tourism objects, namely: tourist attractions, amenities, accessibility, image of tourist objects, and prices. (a) Tourist Attraction; an attraction or tourist location that motivates travelers to choose a tourist attraction based on the following qualities, particularly timely service delivery. The indicators including: landscape, beaches/mountain; souvenir and merchandise availability; festival/event; (b) Amenities; All facilities whose purpose it is to meet tourists who stay for a while in the destination area of the tourist attraction being visited, includes: hotel/cottage service, restaurant service; (c) Accessibility; elements or factors of convenience provided for tourists to visit and for that they have to pay a certain price,

including: easy access to area, quality of road, public transportation, street sign; (d) Image of Tourist Object; The image is influenced by a number of variables, including the local culture, community marketing efforts, and other characteristics that will indirectly influence potential tourists in deciding and selecting tourist attractions. The indicators including: hospitality, cleanliness, and security; (e) Price; Tourists' readiness to purchase travel packages or pay certain fees to visit a tourist site, including: price destination, food price.

### *C. Data Collection Method, Instrument Test, Population & Sample, Data Analysis*

The questionnaire in this study has two parts: one about service performance and expectations and one about the identity of consumer data. The researcher then collated statements using a Likert scale ranging from 1 to 5. The population in this study are local tourists and foreign tourists who enjoy halal tourism in Lampung. Data collection method used questionnaire distributed to 100 respondents. The validity test used factor analysis. valid if KMO, Sig, Anti Image and Loading Factor values  $>0.5$ . Reliability test used Cronbach alpha.

The data analysis method used uses 5 phases; define phase, measurement phase, analyze phase, improve phase. The data analysis method used uses 5 phases; (a) define phase; This stage is the first stage, namely determining the attributes of the 5 dimensions of the quality of halal tourism objects, (b) measurement phase; analyzed whether there is a gap between the performance of halal tourism services with tourist perceptions/expectations (Gap Analysis) using the Importance Performance Analysis (IPA) method, (c) analyze phase; This analysis phase seeks to understand the source of the problem of the gap between the performance of halal tourism objects and the expectations/perceptions of tourists that lead to dissatisfaction, and look for the causes that lead to it.(d) improve phase; This analysis phase seeks to understand the source of the problem of the gap between the performance of halal tourism objects and the expectations/perceptions of tourists that lead to dissatisfaction, and look for the causes that lead to it.

## **4 Results and Finding**

### *A. Validity and Reliability Test Result*

The pre-test has been carried out by distributing questionnaires to 30 respondents conducted by researchers to respondents who have and are currently enjoying halal tourism in Lampung during the new normal era after CHSE Protocol was applied. The questionnaires that have been distributed were tested for validity and reliability to find out whether the questionnaires were valid and reliable with the help of SPSS 25. The pre-test that had been carried out showed that the questionnaires used were valid and reliable (Table 3).

**Table 3.** Validity Test Results

Variable	Indicator	KMO (Kaiser-Meyer-Olkin)	Anti Image	Loading Factor	Description: > 0,5
Tourist Attraction	1	0,745	0,793	0,661	Valid
	2		0,794	0,780	Valid
	3		0,744	0,768	Valid
Amenities	1		0,500	0,500	Valid
	2		0,500	0,500	Valid
Accessibility	1	0,777	0,826	0,835	Valid
	2		0,835	0,765	Valid
	3		0,736	0,878	Valid
	4		0,742	0,854	Valid
Image of Tourist Object	1	0,836	0,810	0,867	Valid
	2		0,820	0,825	Valid
	3		0,849	0,813	Valid
Price	1	0,769	0,500	0,500	Valid
	2		0,500	0,500	Valid

Source: data processed by researchers, 2022

### B. Reliability Test Results

Cronbach Alpha was used to test the reliability. The indicators obtained for each variable are Cronbach's Alpha > 0.6 and the value of Cronbach's Alpha is greater than Cronbach's Alpha if the item deleted (Table 4).

### C. Analysis of Performance Levels and Importance with the Important Performance Analysis Method

The level of importance and level of performance are analyzed to establish the extent to which expectations or wants are compared to the performance of services perceived by consumers, in this case visitors, to the quality of halal tourism items given by the Lampung province government (Tables 5 and 6).

### D. Level of Conformity/Gap

A calculation has been made regarding the level of conformity between the level of importance and the level of performance of the quality of halal tourism objects in the province of Lampung based on the results of the assessment of the level of importance and the results of the performance assessment.



**Table 4.** Reliability Test Result

Variable	Indicator	CronbachAlpha	Cronbach Alpha if item deleted	Description > 0,6
Tourist Attraction	1	0,795	0,775	Reliabel
	2		0,742	Reliabel
	3		0,746	Reliabel
Amenities	1	0,847	0,802	Reliabel
	2		0,841	Reliabel
Accessibility	1	0,853	0,812	Reliabel
	2		0,849	Reliabel
	3		0,786	Reliabel
	4		0,802	Reliabel
Image of Tourist Object	1	0,892	0,860	Reliabel
	2		0,873	Reliabel
	3		0,875	Reliabel
Price	1	0,892	0,860	Reliabel
	2		0,873	Reliabel

Source: data processed by researchers, 2022

**Table 5.** Analysis of The Level of Expectations/Interests of Tourists on The Quality Performance of Halal Tourism Objects

Quality of Halal Tourism	Indicator	Level of Importance					Total (Yi)
		1	2	3	4	5	Skor
Tourist Attraction	Landscape, beaches/mountain	0	0	0	59	51	491
	Halal Souvenir and merchandise availability	0	0	14	81	15	441
	Festival/event	0	0	14	81	15	441
Amenities	Sharia Hotel/cottage service	0	0	7	75	28	461
	Halal Restaurant Service	0	0	14	67	29	455

(continued)

**Table 5.** (continued)

Quality of Halal Tourism	Indicator	Level of Importance					Total (Yi)
		1	2	3	4	5	Skor
Accessibility	Easy access to area	0	0	10	68	32	462
	Quality of road	0	0	0	82	28	468
	Public Transportation	0	0	21	62	27	446
	Street sign	0	0	0	71	39	479
Image of tourist object	Hospitality	0	0	10	80	20	450
	Cleanliness	0	0	0	77	33	473
	Security	0	0	10	77	23	453
Price	Price Destination	0	0	9	78	23	454
	Halal Food Price	0	0	13	59	38	465

Source: data survey, 2022

**Table 6.** Analysis of the Quality Performance Level of Halal Tourism Object

Quality of Halal Tourism	Indicator	Level of Performance					Total (Xi)
		1	2	3	4	5	Skor
Tourist Attraction	Landscape, beaches/mountain	0	0	12	53	45	473
	Halal Souvenir and merchandise availability	0	4	14	77	15	433
	Festival/event	0	10	68	29	5	355
Amenities	Sharia Hotel/cottage service	0	5	14	67	24	440
	Halal Restaurant Service	0	0	18	68	24	446
Accessibility	Easy access to area	0	0	68	24	18	390
	Quality of road	0	28	71	8	3	316
	Public Transportation	0	5	14	62	4	320
	Street sign	77	15	14	4	0	165
Image of tourist object	Hospitality	0	5	14	67	24	440
	Cleanliness	0	5	10	67	28	448
	Security	0	3	16	71	20	438
Price	Price Destination	0	3	6	78	23	451
	Halal Food Price	1	2	13	56	38	458

Source: data survey, 2022

**Table 7.** Conformity Level Analysis

Quality of Halal Tourism	Indicator	Total Score (Xi)	Total Score (Yi)	TKi	
Tourist Attraction	Landscape, beaches/mountain	473	491	96,34%	Very good
	Halal Souvenir and merchandise availability	433	441	98,18%	Very good
	Festival/event	355	441	80,49%	Good
Amenities	Sharia Hotel / cottage service	440	461	95,44%	Very good
	Halal Restaurant Service	446	455	98,02%	Very good
Accessibility	Easy access to area	390	462	84,41%	Fairly good
	Quality of road	316	468	67,52%	Not Good
	Public Transportation	320	446	71,74%	Fairly good
	Street sign	165	479	34,44%	Not Good
Quality of Halal Tourism	Indicator	Total Score (Xi)	Total Score (Yi)	TKi	
Image of tourist object	Hospitality	440	450	97,78%	Very good
	Cleanliness	448	473	94,71%	Very good
	Security	438	453	96,69%	Very good
Price	Price Destination	451	454	99,33%	Very good
	Halal Food Price	458	465	98,49%	Very good

Source: data proceed by researcher, 2022

-Calculate the value to determine the priority of performance improvement in increasing customer satisfaction (in this case are halal tourists in Lampung province) with the formula:

$$TKi = \frac{\text{Conformity Level}}{Yi} = \frac{Xi \times 100\%}{Yi}$$

Xi = Halal tourism service rating scale  
 Yi = Tourist expectations/interest scale

The interpretation of the level conformity 95–100%, is very good. The level of conformity 85–94%, then it is said to be good. The level of conformity between 70–84%, it is said to be fairly good, and the level of conformity is below 70%, it is said to be not good (Table 7).

**E. Findings**

The study found that the level of tourist interest attributes on the quality performance attributes of attractions shows that there are 9 out of 14 attributes that had reach “very good” namely: tourist attraction, halal souvenirs and merchandise availability, sharia hotel, halal restaurant service, hospitality, cleanliness, security, price destination, halal food price. One attribute, notably the festival/event attribute, has achieved “good” conformance level. Two attributes meet the conformity level “fairly good,” including easy

to access and public transportation. Meanwhile, the conformity level attribute had reach “not good” in the quality of road and street sign.

This means that the confirmation level of performance of halal tourism services as much as 64.29% has been very in line with expectations, 7.15% has been appropriate, 14.28% is fairly good level, and 14.28% is not appropriate.

## 5 Conclusion and Suggestion

### A. Conclusion

The findings of this study can be concluded that the performance of halal tourism services in the province of Lampung during the new normal era by implementing the CHSE protocol, 71.44% was at a very good and good level in tourist attraction, amenities, image of tourist object, and price, and the remaining 28.56% was at a fairly good and not good level mostly in accessibility dimension.

### B. Suggestions

Suggestions for the Lampung Provincial Government to immediately improve the performance of halal tourism services by increasing accessibility, namely by repairing roads to halal tourism objects, placing road signs/directions to tourist destinations more clearly, roads being repaired. For operators of tourist transportation service providers to improve conditions & facilities in the vehicle to make it more comfortable while traveling.

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