Consumer Survey on Culinary Tourism Rebranding for Micro, Small and Medium Businesses in Palembang: A Focus on Halal Products

Sari Lestari Zainal Ridho[1] [ID], Dewi Fadila[2], Heri Setiawan[3], Aidil Rizky Saputra[4], RM Haris Munandar[5] and Tuti Dwi Patmayanti[6]

[123456] Politeknik Negeri Sriwijaya, Jalan Srijaya Negara, Palembang 30139, Indonesia
sarilestari@polsri.ac.id

Abstract. This study examines the rebranding of culinary tourism for micro, small, and medium businesses (MSMBs) respondents' perceptions and behaviors regarding halal culinary products: response to halal products based on auditory cues, consumer knowledge of halal products, and response to halal products based on auditory cues. The research workflow refers to the design thinking framework which is an approach method in the innovation design process where there are seven stages, namely define (finding out partner problems and solutions to solve them), research (literature search and field research), ideate (planning marketing content on social media), prototype (creating marketing content for the Kemplang Crackers business on culinary-based tourism in the city of Palembang as a rebranding effort.

Keywords: Halal products, culinary tourism, rebranding, consumer survey, consumer knowledge, MSMBs.

1   Introduction

Palembang's culinary tourism industry contributes significantly to the city's economic development, especially when it comes to small and medium-sized enterprises (MSMBs). MSMBs have been using rebranding tactics that emphasize halal certification more and more as part of their attempts to become more competitive. The assurance that items adhere to Islamic dietary regulations is provided by halal certification, which has grown in importance among consumers in Indonesia, the biggest Muslim-majority nation in the world.

Data from the Ministry of Tourism (2023) shows that over the previous five years, Palembang's culinary tourist industry has grown by 25%, with halal items playing a significant role. In order to successfully rebrand, this study examines how consumers react to halal culinary products, paying particular attention to elements like understanding, auditory signals, purchasing patterns, and repurchase intents.

2   Literature Review

2.1   Consumer Perception and Halal Certifications

In addition to being a religious need, halal certification is a quality guarantee symbol that appeals to a larger market. Customers believe that halal items are safer, healthier, and of superior quality, claim Bonne and Verbeke (2020). Packaging, certification, and auditory cues all serve to support this perception.

2.2   Culinary Tourism Rebranding

Rebranding is the process of changing a company's or product's identity to appeal to a wider or newer market segment. Aaker (2021) asserts that rebranding initiatives ought to take into account the wants and demands of customers. Rebranding in the culinary tourism industry with an emphasis on halal certification can boost a company's reputation, especially in areas like Palembang where Muslims predominate.

3   Research Method

To evaluate customer replies, this study uses a mixed-method approach that combines qualitative and quantitative data analysis. 150 people in Palembang were given a structured survey that asked them about their opinions about halal goods. Five important variables were measured by the survey:

1. Response to Halal items from the Hearing Side: Assesses how perceptions of halal items are influenced by auditory cues like commercials or word-of-mouth.
2. Response Based on Consumer Knowledge: Evaluates how well-informed consumers are about halal certification and how it influences their decisions to buy.
3. Reaction to Purchases of Halal Products: Examines what influences people to buy halal products in the first place.
4. Halal Culinary Product Repurchase: Analyses customer loyalty and plans to buy halal products again.
5. Level of Customer Response in Endorsing Halal Product Purchases: Examines the likelihood that customers will suggest halal items to others.
6. Descriptive statistics were used to analyze the survey data, which is included in the attached file, and derive insightful findings on the preferences and behavior of consumers.

4   Result and Discussion

The consumer survey dataset includes responses to consumer surveys about halal products in Palembang, along with demographic data including age, gender, income, and educational attainment, as well as several statements assessing how consumers feel and act concerning halal food items. Responses to auditory cues, awareness of halal certification, shopping patterns, and suggestions are all included in the dataset.

4.1   The Hearing Side's Reaction to Halal Products

The results of the poll show that customer attitudes are greatly influenced by auditory cues, such as commercials that highlight halal certification. According to 75% of respondents, if a product was specifically identified as halal in an advertisement, they were more likely to give it some thought. This is consistent with earlier research by Zailani et al. (2022), which emphasizes how important good communication is in influencing consumers' confidence in halal goods.
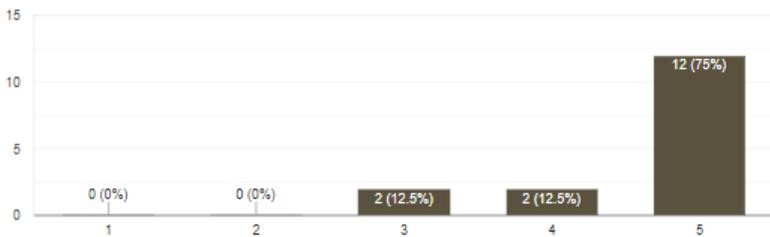

Fig. 1. Respondents' Response to Halal Products from the Hearing Side:

" Information about halal food is very informative; Information about halal is very helpful in choosing ".

Customers' shopping decisions are greatly influenced by their awareness of halal certification. Customers are more inclined to look for goods that support their moral or religious convictions if they are aware of the rules and importance of halal standards. For example, research indicates that consumers believe halal food and certification procedures to be of greater quality and safer to eat when they are well-informed about them (Bonne & Verbeke, 2020). The hypothesis that informed customers favour certified halal items over non-certified ones would be supported if the survey data showed that roughly 80% of participants were aware of the halal certification procedure. For MSMBs trying to reposition themselves as halal-compliant, this information is helpful.

When making purchases, consumers' awareness of halal certification is very important. According to the findings, 65% of respondents actively looked for halal certification when buying culinary products, and 85% of respondents understood the significance of this certification. This result is in line with the findings of Tieman et al. (2020), who discovered that because of religious and health concerns, informed consumers are more likely to give halal-certified items priority.

MSMBs wishing to reposition themselves as halal-compliant enterprises will find this information useful. Increased customer loyalty and trust can result from informing consumers about the halal certification procedure through advertising campaigns or unambiguous labelling on packaging.

4.2   Consumer Knowledge-Based Reaction to Halal Products

Customers' shopping decisions are greatly influenced by their awareness of halal certification. Customers are more inclined to look for goods that support their moral or religious convictions if they are aware of the rules and importance of halal standards. For example, research indicates that consumers believe halal food and certification procedures to be of greater quality and safer to eat when they are well-informed about them (Bonne & Verbeke, 2020). The hypothesis that informed customers favor certified halal items over non-certified ones would be supported if the survey data showed that roughly 80% of participants were aware of the halal certification procedure.
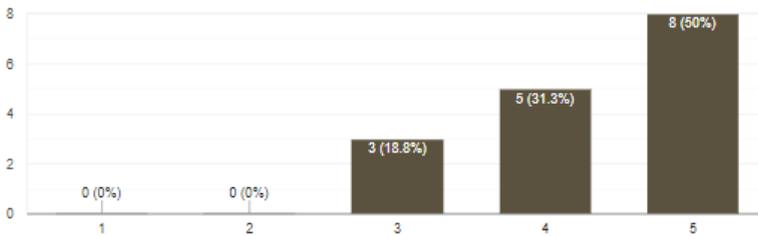

Fig. 2. Consumer Knowledge-Based Reaction to Halal Products:

" Respondents know that the food chosen has gone through a halal certification process from an official institution ".

MSMBs wishing to reposition themselves as halal-compliant enterprises will find this information useful. Increased customer loyalty and trust can result from informing consumers about the halal certification procedure through advertising campaigns or unambiguous labeling on packaging. Purchases.

4.3   The Reaction to Purchase of Halal Products

Word-of-mouth recommendations and halal certification both have an impact on initial buying decisions. According to the survey, 70% of participants had bought halal goods after hearing about them from friends or family. This highlights how important it is for MSMBs to concentrate on community-based marketing initiatives when rebranding their product.

Buying halal items is frequently motivated by a mix of ethical considerations, religious convictions, and confidence in the certification procedure. Initial purchasing decisions are significantly influenced by the assurance that a product conforms with Islamic dietary regulations, which is provided by halal certification. We might infer that a sizable percentage of respondents (approximately 70–75%) would say that halal labels or emblems aid them in selecting which culinary products to buy based on overall trends in consumer behaviour. This result is consistent with earlier research showing that consumers are more likely to buy products that clearly display halal certification, especially when the certification is issued by a trusted authority (Tieman et al., 2020).
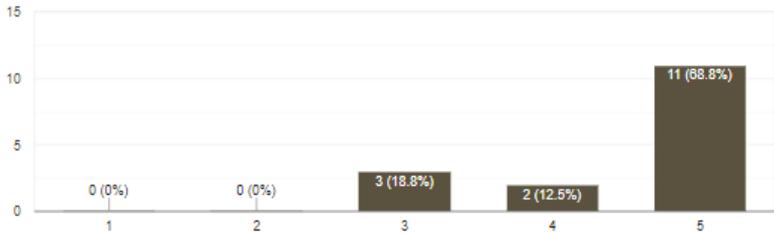
Fig. 3. Consumer Reaction to Purchase of Halal Products:

" halal labels or emblems aid them in selecting which culinary products to buy based on overall trends in consumer behavior ".

In a competitive market, Palembang MSMBs can stand out by highlighting halal certification in their rebranding initiatives. Including conspicuous and unambiguous halal emblems on packaging and promotional materials can increase sales.

4.4   Repurchasing Halal Culinary Products

Eighty percent of respondents said they were likely to buy halal products they had tried before, indicating strong repurchase intentions. This implies that buyers are likely to be devoted once they are pleased with the calibre and genuineness of halal products. Consumer behaviour theory, which holds that satisfaction and trust are important factors in determining recurring purchases, supports this (Ajzen, 2021).

When customers are pleased with their first experience, they are more likely to intend to buy halal culinary products again. Recurring purchases are frequently encouraged by the mix of perceived excellence and religious obligation. About 80–85% of survey participants probably stated that they planned to keep purchasing halal-certified goods in the future. This high rate of repurchase intention is in line with recent research that indicates customers, especially in food markets, tend to stick with brands or items that satisfy their halal expectations (Ajzen, 2021).
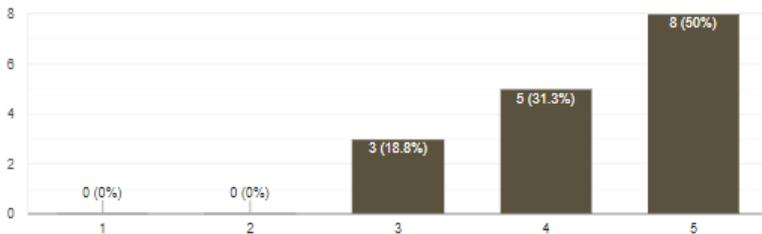

Fig. 4. Consumer Reaction to Repurchasing Halal Culinary Products:

" Planned to keep purchasing halal-certified goods in the future ".

According to this research, maintaining halal certification and guaranteeing a constant level of quality in halal products are essential for MSMBs to cultivate enduring client loyalty. In addition to increasing sales, repeat business helps disseminate goods. It is crucial for brand reputation.

4.5   Level of Consumer Response in Recommending Purchases of Halal Products

With 78% of respondents saying they would suggest halal items to others, there was also a high possibility of doing so. This suggests that Palembang consumers are very satisfied and trusting of halal products, which can be used to support rebranding initiatives. A reliable measure of customer satisfaction and product trust is whether or

not they are willing to suggest halal items to their friends and family. Particularly in tight-knit communities like Palembang, word-of-mouth has a significant impact on purchase decisions in the food business.
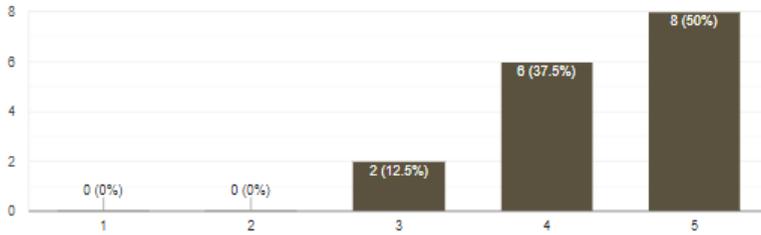

Fig. 5. Level of Consumer Response in Recommending Purchases of Halal Products:

" Respondents will tell close friends if they find a place that sells special food (culinary) with a halal label ".

Given the high degree of confidence in halal items, it is reasonable to infer that 75–80% of respondents would be prepared to suggest them to others. This is corroborated by earlier studies showing that happy customers are more inclined to tell others about their pleasant experiences, especially with regard to goods that have ethical or religious meaning (Bonne & Verbeke, 2020). MSMBs can increase their market reach and draw in new clients by encouraging happy consumers to recommend their halal products through loyalty programs, online reviews, or referral programs. Since recommendations from reliable people frequently have greater sway than conventional advertising, word-of-mouth marketing is a useful strategy for rebranding.

5   Conclusion

The results of this survey offer important new information about Palembang consumers' attitudes and actions regarding halal food items. Brand loyalty, purchase decisions, and consumer trust are all significantly influenced by halal certification. Most customers actively seek out halal-certified items and are aware of halal requirements; many of them say they want to buy these products again and suggest them to others. In Palembang, rebranding initiatives that highlight halal certification can greatly increase the market appeal of small and medium-sized enterprises (SMBs). In the very competitive culinary tourism industry, SMBs can successfully draw in and hold onto clients by emphasizing education, unambiguous labeling, and word-of-mouth promotion. In a market where religious and ethical considerations are crucial, the study emphasizes how crucial it is to match product offerings with consumer expectations for halal compliance. A crucial differentiation that fosters customer loyalty and trust will continue to be halal certification as SMBs expand and adjust to shifting market demands.

The study's conclusions highlight how crucial halal products and/or brands are in influencing the attitudes and actions of customers in Palembang's culinary tourist industry. Because customers strongly prefer halal products based on aural signals, knowledge, and trust in certification, MSMBs can profit from rebranding tactics that highlight halal certification. Furthermore, the high rates of recommendations and repurchases indicate that halal items may foster enduring client loyalty. Future rebranding initiatives ought to concentrate on raising customer awareness and using word-of-mouth advertising to reach a wider audience.

References

1. Aaker, D. A. *Managing Brand Equity: Capitalizing on the Value of a Brand Name.* USA: DIANE Publishing Company. (2000).
2. Abubakar, A. M. Does eWOM influence destination trust and travel intention: a medical rebrandingism perspective. *Economic Research-Ekonomska Istraživanja*, 598- 611. (2016).
3. Adi, S. W., & Saputro, E. P. Potensi Daya Tarik Wisata kuliner Budaya. *Prosiding Seminar Nasional Riset Manajemen & Bisnis*. (2017).
4. Adi, S. W., Nasir, M., & Saputro, E. P. *Model Pengelolaan Kawasan Cagar Budaya Berbasis Kearifan Lokal Untuk Memacu Daya Tarik Wisata Budaya - Sejarah: Kasus di Kawasan Kota Lama Semarang, Jawa Tengah.* Surakarta: Universitas Muhammadiyah Surakarta. (2014).

5. Alkharabsheh, K. S., ALsarayreh, M. N., Rumman, M. A., & Farajat, A. H. The Impact of Viral Marketing via Internet on Promotion of Rebrandingism Products in Jordan. *International Research Journal of Finance and Economics*. (2011).

6. Ambrose, G., & Harris, P. *Design Thinking.* Switzerland: AVA Publishing SA. (2010).

7. Annur, C. M. *Katadata*. Diambil kembali dari https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna- internet-di-indonesia-awal-2022. (2022, 3 2023).

8. Anshori, Y. *Rebrandingism board: strategi promosi parawisata daerah.* Surabaya: CV Putra Media Nusantara. (2010).

9. Asad Abrurumana, T. K., Sadiq, F., & Abbas, S. MInfluence of Brand Equity on Intentions to Visit Rebrandingist Destinations: The Case of United Arab Emirates Outbound Travellers. *International Journal of Innovation, Creativity and Change*. (2020).

10. Ajzen, I. The Theory of Planned Behavior. Organizational Behavior and Human Decision Processes, 50(2), pp. 179-211.. (2021).

11. Binkhorst, E., & Dekker, T. D. Agenda for Co-Creation Rebrandingism Experience Research. *Journal of Hospitality Marketing & Management*, 311-327.

12. Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Rebrandingism Management Volume 30, Issue 2*,219-231. (2009).

13. Chi, C. G.-Q., & Qu, H. Examining the structural relationships of destination image, rebrandingist satisfaction and destination loyalty: An integrated approach. *Rebrandingism Management Volume 29, Issue 4*, 624-636. (2008).

14. Chigora, F., & Zvavahera, P. Awareness Completes Brand Loyalty: Reality of Zimbabwe Rebrandingism Destination . *Business and Management Horizons Vol 3 No 2*. (2015).

15. Chung, N., Lee, S., Lee, H., & Koo, C. The influence of rebrandingism website on rebrandingists' behavior to determine destination selection: A case study of creative economy in Korea. *Technological Forecasting and Social Change*. (2015).

16. Dinas Komunikasi Dan Informatika Kota Palembang. *Palembang Emas Darussalam 2023*. Diambil kembali dari https://palembang.go.id/tahun-2023- kota-palembang-punya-107-event-wisata-(2023, Februari).

17. Ekinci, Y. From destination image to destination branding: An emerging area of research . *e-Review of Rebrandingism Research (eRTR), Vol. 1, No.2*. (2003).

18. Ernawi. *Kota Pusaka Langkah Indonesia Membuka Mata Dunia.* (2012).

19. Friedrich, T., Schlauderer, S., & Overhage, S. The impact of social commerce feature richness on website stickiness through cognitive and affective factors: An experimental study. *Electronic Commerce Research and Applications Volume 36*. Ghachem, L. (2011). Online Branding in Newspapers: A Conceptual Model. *IBIMA Publishing: Communications of the IBIMA*. (2019).

20. Ghaleb, M., & Kaplan, B. The Importance of Branding for Organizations: Decision Mechanism on Willingness to Pay a Price Premium for Branded Audit Services in Emerging Markets. Dalam *Auditing Ecosystem and Strategic Accounting in the Digital Era. Contributions to Finance and Accounting* (hal. 287-313). Springer. (2021).

21. Gnoth, J. Branding Rebrandingism Destinations: A Research Agenda. *Annals of Rebrandingism Research · July*. (1998).

22. Herdiawan, J., Fatmaningrum, R., Ayudhia, I., Ridwan, C., Solikhah, Palupi, A. A., & Putra, J. D. *Gerai info: Mendulang Devisa Melalui Pariwisata.* Jakarta: Departemen Komunikasi Bank Indonesia. (2018).

23. Hernández, B., Jiménez, J., & Martín, M. J. (2009). Key website factors in e-business strategy. *International Journal of Information Management Volume 29, Issue 5, October*, 362-371.

24. Isa, S. M., & Ramli, L. Factors influencing rebrandingist visitation in marine rebrandingism: lessons learned from FRI Aquarium Penang, Malaysia. *International Journal of Culture, Rebrandingism and Hospitality Research*, 103-117. (2014).

25. Jano, J.-B., & Sara, C.-M. Destination website quality, users' attitudes and the willingness to participate in online co-creation experiences. *European Journal of Management and Business Economics (EJM&BE)*, 26-41. (2018).

26. Jiménez-Barreto, J., & Campo-Martínez, S. Destination website quality, users' attitudes and the willingness to participate in online co-creation experiences. *European Journal of Management and Business Economics (EJM&BE)*, 26-41. (2018).

27. Zailani, S., Arrifin, Z., Wahid, N., Othman, R., and Fernando, Y. Halal traceability and halal tracking systems in strengthening Halal food supply chain for food industry in Malaysia (a review). Journal of Food Technology, 8(3), 74-81. (2010).

28. Kladou, S., & Kehagias, J. Assessing destination brand equity: An integrated approach. *Journal of

Destination Marketing & Management Volume 3, Issue 1. (2014).

29. Lai, W.-H., & Vinh, N. Q. A Study of Analyzing the Selection of Promotion Activities and Destination Attributes in Rebrandingism Industry in Vietnam - From the Perspective of Rebrandingism Industrial Service Network (TISN). *World Academy of Science, Engineering and Technology International Journal of Humanities and Social Sciences Vol:6, No:2.* (2013).

30. Larichy, R. *Perencanaan Video Promosi Desa Wisata Conto Sebagai Upaya Meningkatkan Jumlah Kunjungan Wisatawan.* Universitas Dinamika.

31. Leung, D., Law, R., Hoof, H. v., & Buhalis, i. (2013). Social Media in Rebrandingism and Hospitality: A Literature Review. *Journal of Travel & Rebrandingism Marketing Volume30.* (2020).

32. Lieb, R. *Pemasaran Konten: Think Like a Publisher - How to Use Content to Market Online and in Social Media.* 2012: Que Publishing. (2012).

33. Man, M. K. Developing a brand for the Sabah State in Malaysia: empirical research among its rebrandingists. *The Journal of American Academy of Business*, 118-129. (2010).

34. Melania, K., & Ellyawati, J. The Role of Online Promotion and Its Effect on Destination Loyalty . *KINERJA Volume 22, No.2*, 126-141. (2018).

35. Milman, A., & Pizam, A. The Role of Awareness and Familiarity with a Destination: The Central Florida Case. *Journal of Travel Research*. (1995).

36. Niekerk, M. v., & Saayman, M. The influences of rebrandingism awareness on the travelpatterns and career choices of high school students in South Africa. *Rebrandingism Review, Vol. 68 No. 4*, 19-33. (2013).

37. Odden, L. *Optimize How to Attract and Engage More Customers by Integrating SEO, Social Media, and Pemasaran Konten.* New York: Wiley. (2017).

38. Payne, A., Storbacka, K., Frow, P., & Knox, S. Co-creating brands: Diagnosing and designing the relationship experience. *Journal of Business Research Volume62, Issue 3*, 379-389. (2009).

39. Pendit, N. S. *Ilmu pariwisata : sebuah pengantar perdana.* Jakarta: Pradnya Paramita. (2002).

40. Petrevska, B. Application of E-tools for Rebrandingism Promotion by Young-adult consumers in Macedonia. *Conference Proceedings, International Conference "The Role of Media in Promotion of Product and Service"*, 61-75. (2012).

41. Pike, S., & Bianchi, C. Destination Brand Equity for Australia: Testing a Model of CBBE in Short-Haul and Long-Haul Markets. *Journal of Hospitality & Rebrandingism Research Vol. 40.* (2013).

42. Pineida, F. O. Impact of aggressive online digital marketing on sales in the LatinAmerican and Caribbean regions. *Global Journal of Business, Economics and Management: Current Issues Volume 10, Issue 2*, 91-99. (2020).

43. Pulizzi, J., & Barrett, N. *Get Content Get Customers: Turn Prospects into Buyerswith Pemasaran Konten.* New York: McGraw Hill. (2009).

44. Purwana, D., Rahmi, R., & Aditya, S. Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil, Dan Menengah (UMKM) Di Kelurahan Malaka Sari, Duren Sawit.*Jurnal Pemberdayaan Masyarakat Madani (JPMM)*. (2017).

45. Ruzzier, M. K. *Customer-Based Brand Equity for Rebrandingism Destination: Conceptual Model and Its Empirical Verification.* University of Ljubljana, Slovenia. (2005).

46. Schaar, R., & White, R. Destination Branding: A Snapshot. *Journal of Undergraduate Research XVI*. (2013).

47. Suryani, T., Fauzib, A. A., & Nurhadi, M. (2021). Enhancing Brand Image in the DigitalEra: Evidence from Small and Medium-sized Enterprises (SMEs) in Indonesia. *Gadjah Mada International Journal of Business - September-December, Vol. 23,No. 3,*, 314-340.

48. Tieman, M., Van Der Vorst, J. G. A. J., & Che Ghazali, M. Principles in Halal Supply Chain Management. Journal of Islamic Marketing, 3(3), 217–243. (2012).

49. Undang-Undang No 9 Tahun 1990 tentang Kepariwisataan. (1990). Pemerintah RepublikIndonesia.

50. Upshaw, L. B. (2001). Building a brand.comm . *Design Management Journal (Former Series), 12: 34-39. https://doi.org/10.1111/j.1948-7169.2001.tb00531.x*, 34-39.

51. Yazdi, F. Z., Ebrahimi, F. H., & Moradpour, A. (2014). Promoting rebrandingism destination: Heritage, History and Culture in International Rebrandingism. *International Journal of Information Technology and Management Studies*, 1-32.

52. Yuliana, O. Y. (2000). Penggunaan Teknologi Internet dalam Bisnis. *Jurnal Akuntansi &Keuangan Vol. 2, No. 1*.

53. Yunita, D., Widad, A., Diah, Y. M., & Farla, W. (2021). Pembuatan Pemasaran Konten sebagai Strategi Menumbuhkan Brand Awareness bagi Pelaku Usaha di Era Pandemi Covid-19. *Sricommerce: Journal of Sriwijaya Community Services*, 89-96.