

Effect Of Halal Tourism On Interest For Visit Of Tourists In Medan City

Dewi Andriany¹

¹*Department of Management, University of Muhammadiyah Sumatera Utara, Medan, Indonesia, mutiaarda@umsu.ac.id*

Mutia Arda²

²*Department of Management, University of Muhammadiyah Sumatera Utara, Medan, Indonesia, dewiandriany@umsu.ac.id*

abstract

Halal tourism is a kind of alternative for Islamic tourists who want to get not only tourism needs, but also spiritual needs. Halal tourism, not only for Muslim tourists, non-Muslim tourists are also allowed to enjoy halal tourism. This is the background of the need to develop tourism potential in the city of Medan, especially halal tourism, given the strategic location of Medan as one of the entrances to the trade area. The purpose of this study was to analyze the effect of halal tourism on the intention of visiting tourists in Medan. The population in this study are people who have stayed at the Grand Darussalam Syariah Medan hotel where the number is not known with certainty. The sampling technique used is nonprobability sampling. The population in this study is not clearly known, so the type of sampling used is purposive sampling which is taking the subject of research based on the criterias. The Lemeshow formula is used for unknown populations, so the sample in this study was 98 people. The analysis technique used is simple linear regression analysis. The partial and simultaneous test results show that halal tourism has a positive and significant effect on intention to visit. Based on the results of the study it was found that halal tourism gave a variation on intention to visit by 81%.

Keywords: Halal Tourism, Interest for Visit

I. Introduction

Indonesia as a country with the largest Muslim population in the world, it is fitting for the tourism sector to see this as a promising market potential. Most tourists feel awkward with the presence of halal tourism concepts that prioritize Islamic values. However, halal tourism can be said to only complement conventional tourism that already exists. The position of halal tourism is a kind of alternative for Islamic tourists who want to get not only tourism needs, but also spiritual needs. Halal tourism, not only for Muslim tourists, non-Muslim tourists are also allowed to enjoy halal tourism.

Halal tourism is not too familiar in Medan City, but several hotels including the hilal 1 and hilal 2 categories are increasingly developing in Medan. Hilal 1 is a classification for sharia hotel business which is considered to meet all the criteria of sharia hotel business needed to serve the minimum needs of Muslim tourists. Whereas Hilal 2 sharia hotel is a classification for sharia hotel business which is considered to meet all the criteria of sharia hotel business needed to serve the moderate needs of Muslim tourists. The

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existence of the new moon shows a fundamental difference between Islamic hotels and conventional hotels, both from facilities and services, (Kemenpar, 2014).

Halal tourism is any tourism object or action which is permissible according to Islamic teachings to use or engage with Muslims in the tourism industry, (Battour & Ismail, 2016). This means that in the context of halal tourism the basis used is Islamic law in services and tourism products that are not only in Islamic countries, but also non-Islamic countries. Halal tourism can include halal hotels, halal restaurants, halal resorts and halal trips.

According to Zulkifli's view quoted from (Akyol & Kiliç, 2014), Halal tourism market is classified into three namely food, lifestyle (cosmetics and textiles), and services (travel packages, finance, transportation). Based on the above description, it can be concluded that the emergence of halal tourism cannot be separated from the development of religious tourism and Islamic tourism. The positive development trend of halal tourism gives hope that this type of tourism will develop well in the future. This is the background of the need to develop tourism potential in the city of Medan, especially halal tourism, given the strategic location of Medan as one of the entrances to the trade area.

From the description above the authors take a research object with the title that is the effect of halal tourism on the intention to visit tourism in the city of Medan.

II. Theoretical review

Halal Tourism

Tourism is a complex concept that includes various social, behavioral, economic, political, cultural and environmental considerations (A, 2013; Azhar & Jufrizen, 2017). Halal tourism is a tour in which comes from nature, culture, or artificial, which is framed with Islamic values where its activities are supported by various facilities and services (hotels, restaurants, travel agents, spas) provided by the community, business people, government and government areas that meet Islamic / Islamic provisions, Battour, M., Battor, M., & Bhatti, M. A. (2014). The halal tourism indicators used in the study cite from (Isa, Chin, & Mohammad, 2018) :

1. Worship facilities

Worship facilities such as easy to get a mosque in Medan, easy to find a place of worship (musollah) in tourist areas, public spaces, shopping areas, hotels, parks and so on, the call to prayer heard in various areas, Qibla instructions available in hotel rooms, available lots of clean water in toilets in public areas.

2. Halalnes (Food and Entertainment)

Halalnes like halal food is widely available in tourist areas, there are separate halal kitchens (special) in hotels or restaurants, available swimming pools for women (separate) in hotels, there is a ban on sex broadcasting in entertainment equipment in hotels.

3. Alcohol and Gambling

Alcohol and gambling such as drinking alcoholic beverages in public spaces are prohibited by the local government, and gambling activities in public spaces are prohibited by the local government.

4. Dress Code and Morality

Dress code and morality such as hotel and restaurant staff wearing closed clothes, local governments prohibit the practice of prostitution, local governments prohibit various advertisements, posters, or publications that highlight sexual activities (such as kissing, making out, etc.) in public spaces.

5. Cognitive Value of Quality

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Cognitive values of quality such as tourism services and products available are well managed, the quality of services and products is continuously improved.

6. Cognitive Value of Price

Cognitive value of price such as tourism services and products in the city of Medan has pocket-friendly prices.

7. Tourist Satisfaction

Tourist satisfaction as tourist services in the city of Medan in accordance with expectations.

Interest for Visit

Intention is a determinant that represents a person's behavior. Intention is an awareness of one's motivation or decision to exert effort in carrying out a behavior, (Tiono, 2016: 35). The word intention can be defined as the interest (interest) felt by an individual towards something. In the field of tourism marketing, or it can be pursued again the definition of intention is the attraction that can be felt by tourists towards a tourist attraction that has a certain attraction, (Cahyanti & Anjaningrum, 2017: 38). Interest for visit is the last process in the consumer decision making process. This consumer decision making process starts from the emergence of the need for a product or brand (need arousal) followed by information processing by consumers (Consumer Information Processing). Furthermore, consumers will evaluate the product or brand. The results of this evaluation which eventually led to the intention or intention to buy or visit. According to Whang et al., 2016 in (Rangga, Faisal, Rizky, 2016 : 33) “ Visit Intention refers to the probability of what tourist feel for a certain time so it can build subjective perception that affects the behaviour and the final decision”.In his research,, (Jalilvand et.al, 2013) establish three indicators that can be used in measuring the intention to visit, namely:

1. I predict I will visit (Iran) in the future.
2. I will visit (Iran) rather than other tourist destinations.
3. If everything goes as I think, I will plan to visit (Iran) in the future.

III. Research Methods

This type of research is quantitative descriptive research. Quantitative descriptive research is research that aims to describe or describe the characteristics (characteristics) of a situation or object of research (Arikunto, 2010: 281). The nature of this research is explanatory research, namely research that intends to explain the position of the variables studied and the relationship between one variable with another variable (Sugiyono, 2011: 38). The population in this study are people who have stayed at the Grand Darussalam Syariah Medan hotel where the number is not known with certainty. The sampling technique used is nonprobability sampling. The population in this study is not clearly known, so the type of sampling used is purposive sampling which is taking the subject of research based on the criteria set by the researcher (Cozby and Bates, 2012). Certain consideration criteria for the sample in this study are respondents who meet the following criteria: (1) respondents had stayed at the hotel Sharia Grand Darussalam, (2) respondents intend to return to Medan city again, (3) respondents know about the concept of halal tourism. The formula used to determine the number of samples is the Lemeshow formula for unknown populations with tolerated deviations of 10%, so the number of samples is 98 people.

The type of data collected in this study comes from: 1) Primary data obtained from the distribution of a list of statements (questionnaire) with google form tools, 2) Secondary data, namely data obtained from books, journals and other data that supports research. Data collection techniques used in this study were: 1) questionnaire, and 2) documentation study. The analysis technique used is simple regression analysis.

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Based on the results of statistical analysis with the SPSS 22 program for Windows, the results of validity and reliability tests are obtained as follows:

Table 1: Validity and Reliability Test Results.

No	Corrected Item-Total Correlation	Status Validitas	Cronbach's Alpha	Status Reliabilitas
1	,966	Valid	,984	Reliable
2	,925	Valid	,975	Reliable
3	,827	Valid	,965	Reliable
4	,926	Valid	,955	Reliable
5	,878	Valid	,886	Reliable
6	,967	Valid	,984	Reliable
7	,926	Valid	,975	Reliable
8	,867	Valid	,884	Reliable
9	,840	Valid	,987	Reliable
10	,926	Valid	,985	Reliable

Based on the results of data processing, all instrument items are declared valid because the item-total correlation value is corrected $> r$ table value. All instrument items were declared feasible to use, this can be proven from the Cronbach alpha value of all instruments greater than the constant value 0.6.

IV. Research Results and Discussion
Research Results

The value of t table in this study is 1.660 (by looking at table t at the 0.05 significance level).

Table 2: Partial Significance Test (t-Test)

Model	Unstandardized Coefficients		t	Sig
	B	Std. Error		
(Constant)	,664	,504	1,515	,133
halal tourism	,724	,047	17,371	,000

a. dependent variable: intention to visit

Based on Table 2 can be explained as follows; The value of t count $> t$ table halal tourism (X) is $17,371 > 1,66$ and the significant value of halal tourism $0,000 < \alpha 0,05$, so that halal tourism variable has a positive and significant effect on the intention to visit. This is indicated by the respondent's statement to the questions posed related to the intention to visit which was responded positively by most respondents. Judging from the constant value, it can be shown that if there is no halal tourism, intention to visit can still occur.

Table 3: Simultaneous Significance Test Results (F-Test)

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Model	Sum of Square	Df	Mean Square	f	Sig
Regression	232,112	1	116,056	492,684	,000 ^b
Residual	22,378	96	,236		
Total	254,490	97			

Based on Table 3 it was found that a significant level of 0,000 was smaller than alpha 0.05 (5%). Thus the simultaneous halal tourism variable significantly influence the intention to visit. This means that there is an influence of halal tourism on intention to visit. Therefore there is an influence between variable X with variable Y. In conclusion, the regression model above is correct and feasible.

Furthermore, to find out the magnitude of the influence of the independent variables on the dependent variable is to use the test coefficient of determination R in Table 4:

Table 4: Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,755 ^a	,712	,810	,485

Adjusted R Square value obtained is 0.810 or 81% indicating the ability of halal tourism variables in explaining variations or effects that occur on intention to visit 81%, while the remaining 19% is influenced by other variables outside of this study.

Discussion

In the context of the development of halal tourism, we can trace that the development of halal tourism cannot be separated from religious tourism, Islamic tourism and then develops into halal tourism. For more details about the differences between conventional tourism, religious tourism and Islamic tourism or halal tourism can be seen in the following table:

Table 5: Differences Between Conventional Tourism, Religious Tourism And Islamic Tourism Or Halal Tourism

No.	Ratio	Conventional	Religious	Islamic (Halal)
1	Object	Nature, culture, heritage and cuisine	Places of worship and historical relics	All
2	Purpose	Cheer up	Increase spirituality	Increase spirituality by entertaining
3	Target	Touching satisfaction and pleasure which has a dimension of lust, solely for entertainment	Spiritual aspects that can calm the soul in search of inner peace.	Fulfill desires and pleasures and foster religious awareness.

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4	Worship Facilities	Just a complement	Just a complement	Being an integral part of tourism objects, worship rituals are part of the entertainment package
No.	Ratio	Conventional	Religious	Islamic (Halal)
5	Guide	Understand and master information so that it can attract tourists to attractions.	Mastering the history of figures and locations that are tourist attractions	Make tourists interested in objects while awakening the religious spirit of tourists. Able to explain the function and role of sharia in the form of happiness and inner satisfaction in human life.
6	Culinary	General	General	Halal Specific
7	Relations with the Community	Complementary and only for material gain	Complementary and only for material gain	Integrated, Interaction based on sharia principles
8	Travel Agenda	Every time	Specific Times	Pay attention to time

Source: Final Report of Sharia Tourism Development, Kemenpar 2015

Based on the results of the study above, it is known that halal tourism has a positive and significant effect on tourist intention to visit Medan. This shows that the better implementation of halal tourism in the city of Medan will increase the intention of tourists visiting the city of Medan. Judging from the distribution of respondents' answers it is known that most of the respondents sampled in this study came from the province of Aceh, the majority of which were Muslims. Then followed by respondents from other cities around the city of Medan. Most of the main objectives of respondents coming to the city of Medan are for shopping trips and other business needs. This is because the city of Medan is famous as one of the entrances of trade areas.

Judging from the frequency of respondents' answers, from the seven indicators of halal tourism in this study, namely worship facilities, halalnes, alcohol and gambling, dress code and morality, cognitive value of quality, cognitive value of price, tourist satisfaction showed answers that were mostly positive. But related to worship facilities and halalnes indicators, some answers to questions still show less positive responses such as lack of cleanliness of toilets and places of ablution in several public places in the city of Medan and the absence of separation of public facilities such as swimming pools for women in tourist attractions and hotels . Muslim-only swimming pools only exist in certain places such as Muslimah Swimming Pool in Taman Kuswari Indah Complex Club House Phase 2 Jl. Kiwi - Medan Sunggal which has been established since 2017.

There are various factors that influence the decision making process of a tourist to make a trip. These factors are: (1) characteristics of tourists, both social, economic characteristics (age, education, income, and previous experience), as well as behavioral characteristics (such as motivation, attitudes, and

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values adopted), (2) awareness of the benefits of travel, knowledge of the destination to be visited, destination image, (3) description of the trip, which includes distance, length of stay in the tourist destination, time and cost constraints, shadow of risk, uncertainty, and level of trust in the travel agency, (4) excellence tourist destination areas, which include the types and nature of attractions offered, quality of service, physical and social environment, political situation, accessibility, and behavior of local people towards tourists which is also very important as one of the attributes of the tourist destination is the image that is owned, (I Gde, 2005). Results of previous studies, (Handayani, et.al, 2019 : 424) that cultural factors, social factors, personal factors, and psychological factors make a significant contribution that is 83.4% of consumer decisions in selecting halal tourism destinations. Based on previous research, (Bismala, et.al, 2019 : 768) that North Sumatra province has several strengths from tourist destinations in North Sumatra, among others: nature and religious based destinations, hospitality of local residents, community economic capacity, the beauty of North Sumatra tourist destinations, policy of North Sumatra agrotourism development.

V. Conclusion

Based on the results of the study concluded that halal tourism affects the intention to visit tourism in the city of Medan with a regression coefficient of 0.724. It is suggested to be able to increase the intention of visiting tourists to the city of Medan to maintain the cleanliness of worship facilities in public places, especially in places of tourist attractions such as the palace maimun, museums, shopping centers, and other eating places. Related to halalnes, tourists not only need halal food but also policies such as special separation of public facilities such as women's swimming pools at tourist attractions and hotels. For this reason, the Medan city government is also expected to be able to increase cognitive value of quality such as tourism services and products available that are managed well and sustainably, cognitive value of price such as services and tourism products in Medan city that have pocket-friendly prices, and increase tourist satisfaction such as tourist services in the city of Medan in accordance with expectations.

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