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Analysis of the Influence of Halal Tourism on the Interest of Foreign Tourists: Case Study on Islamic Tourism Places in West Sumatra

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ABSTRACT

Halal tourism in West Sumatra is currently an attractive nominated among the world community, so many foreign tourists vacation to attractions in West Sumatra. This study aims to see the Influence of halal tourism on the interest of foreign tourist case studies on Islamic tourist attractions in West Sumatra. This quantitative research method uses descriptive analysis and data collection with questionnaires. The level is the Likert scale from correspondent data on tours that have come to West Sumatra, with correspondent data of as many as 38 tourists. The results of this study are: Based on the ANOVA test, a value of $F = 0.197$ was obtained with a probability of significance of 0.022, a significance value of 0.022 when compared to a value of $\alpha (0.05)$, then the H_0 hypothesis was rejected, and the H_a hypothesis was accepted, which means that there is a significant influence on halal tourism on the interest of foreign tourist, a case study on Islamic tourist attractions in West Sumatra. The Level of Influence of Halal Tourism Variables on Foreign tourist Case Study on Islamic Tourism Places in West Sumatra was 0.385 or 38.5%. In comparison, 61.5% were influenced by other variables not included in this study. Halal tourism has a positive and significant effect on the Interest of Foreign to Islamic Tourist Attractions in West Sumatra because the significance value is 0.022 with an influence of 38.5%.

1. INTRODUCTION

1.1. Research Background

Indonesia's tourism potential is immense. True, the grandeur and abundance of nature are present in all 17 000 island groups. Also, Indonesia has various cultures, languages, and local philosophies, which is fascinating to observe. Under the guise of tourism, As a leading industry, tourism has contributed significantly to the gradual growth of the economy, income, and employment. The results of the Ministry of Tourism's activities have created a false impression that the tourism industry will be an essential growth sector for business. Indonesian Tourism Its share of the national GDP in 2016 was 4.13 percent. 2017 the tourism industry generated 205,04 trillion dollars, while 12 million jobs were created. Tourism is one of the primary contributors to Indonesia's gross domestic product. In Indonesia, halal tourism is one of the most prominent tourism concepts currently developing. Many

tourists are unaware of halal tourism, which is still largely unknown to the broader public. Sharia tourism emphasizes halal and safe products for Muslim and non-Muslim visitors.

As a leading tourist destination, the West Sumatra Province has tremendous tourism potential, including natural tourism and cultural, historical, and culinary tourism. Tourism has become one of the pillars of West Sumatra Province's regional administration in recent years. Foreign tourist arrivals in West Sumatra increased annually from 2011 to 2014, reaching 56,111,000 visits registered by multiple agencies. However, it indicates a slight decline in 2015, with 48,773,000 fewer numbers than in 2014. In most nations that visit West Sumatra, including Malaysia, Australia, and Singapore. Malaysia will stay for as long as one year. There were 43,588,000 visits in 2014. Australia There were 2,344,000 visits to the website. These visits were noted in 2014[1]

In actuality, however, there is still a great deal of ignorance among foreign tourists regarding halal tourism rules in West Sumatra. These standards are intended to maintain security, order,



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and Islamic values for West Sumatra tourists. The development of halal tourism in West Sumatra faces a challenge, however, due to the less hospitable attitude of the local population. Opportunities to encourage the development of halal tourism exist in West Sumatra, whereas challenges, if not addressed, become factors impeding the development of halal tourism. To make this a challenge in West Sumatra, all stakeholders must work together, including the government, private leaders, and the community. Halal tourism is the solution to all Muslim and non-Muslim tourists' requirements and desires when visiting a tourist destination. Halal tourism is a novel phenomenon in the tourism industry of Indonesia. The market potential for this form of tourism aimed at Muslim consumers is substantial. The development of halal tourism in West Sumatra presents several synergistic problems, partly due to the absence of a shared vision and cooperation and coordination between tourism operators, the government, and stakeholders. Each interest group translates halal tourism on its own, leading to discussions about its implementation..[2]

To increase foreign tourist visits, efforts can be made to maintain security and increase knowledge of the rules that foreign tourists must follow. In accordance with Ghufrani's assertion that halal tourism in Indonesia is still considered a new industry, this initiative aims to increase the number of visitors and revenue generated by halal tourism in West Sumatra. Tourists are familiar with halal tourism, founded on managing tourist objects that offer places of worship, restaurants serving halal food and beverages, and other supporting facilities. In addition, there is considerable tourist interest in West Sumatra. Then Wahyu said To create conditions for gambling tourism and non-alcoholic drinks in West Sumatra, the government can first issue policies that rigorously regulate the flow of alcoholic beverages and gambling activities in public places. In addition, the government can persuade Islamic institutions and society to foster this environment actively. Second, the availability of halal cuisine must be increased by adding official MUI halal certifications in both tourist and residential areas, including shopping and residential areas..[3]

Previous research about the Analysis of the Influence of Halal Tourism on the Interests of Foreign Tourists: Case Studies of Islamic Tourist Attractions in West Sumatra has been conducted, but this research differs from its predecessors in that several entities that support the implementation of Halal tourism have established themselves in multiple regions. Through the Ministry of Tourism, the Indonesian government must promptly finalise regulations on the development of halal tourism and prepare standardisation of the concept of halal tourism. Increasing the significance of Halal Certification Improving the quality of human resources is also crucial for developing Halal tourism in Indonesia..[4]

The dimensions of halal tourism have been adjusted to the indicators implemented by the Global Muslim Travel Index (GMTI).[5] At the national and international levels, the concept of halal tourism for visiting foreign tourists and the behaviour of the people of West Sumatra after obtaining the title of halal tourism. Halal tourism must be supported by comprehensive laws and regulations that foster cooperation among parties involved in the halal certification process..[6]..

1.2. Research Objective

This research aimed to know the influence of Halal tourism on the Interest of Foreign Tourists to Islamic Tourist Attractions in West Sumatra..

2. MATERIALS AND METHODS

This research method is quantitative with descriptive analysis and data collection using questionnaires, and the level is a Likert scale based on correspondent data from 38 visitors who have participated in tours to West Sumatra. Customer participants who were interviewed provided samples. The method of data collection is a questionnaire, and the gauge is a Likert scale. This gauge is utilized in surveys. The response of an entity is used to calculate area and volume. Distribution type is the used data type [7]

3. RESULT AND DISCUSSION

3.1 Regression Test

To answer the following hypothesis, the simultaneous effect (Test F) between the Influence of Halal Tourism on the Interests of Foreign Tourists Case Studies of Islamic Tourism Places in West Sumatra can be seen in the following table:

Table 1. The ANOVA of Regression Analysis
ANOVA^b

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	.951	2	.476	.197	.022 ^a
Residual	82.238	36	2.419		
Total	83.189	38			

The results of the ANOVA test, in this section it is shown that the results obtained are $F = 0.197$ with a sig. 0.022, because the significance $< \alpha (0.05)$ is much smaller than 0.05, H_0 is rejected, and H_a is accepted, meaning that there is a significant effect simultaneously between the Influence of Halal Tourism on Interests of Foreign Tourists Case Study of Islamic Tourism Places in West Sumatra.

In addition, this study intends to reduce the factors that are thought to influence the interest of foreign tourists in case studies of Islamic tourist spots in West Sumatra. To know for sure, it can be seen from the results of multiple regression analysis using the SPSS Version 18.00 program as in Table 2.

Table 2. Result of the Coefficients Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.702	9.445		.392	.698
Y	.236	.078	.078	.459	.049

The results of the coefficients test, in the Influence of Halal Tourism section, stated the constant value (a) = 3.702; value B

(Influence of Halal Tourism) = 0.236 and t value = 0.459 with a $\text{sig.} = 0.049$. Based on the coefficients table, the regression calculation equation is obtained: $X = 3.702 + 0.236Y$. Note: A constant of 3,702 states that if there is no increase, the Influence of Halal Tourism on the Interests of Foreign Tourists Case Study of Islamic Tourism Places in West Sumatra is 3,702.

The regression coefficient of 0.236 states that for each addition (because of the + sign) if the Effect of Halal Tourism on the Interests of Foreign Tourists Case Study of Islamic Tourism Places in West Sumatra is 0.236 and vice versa. So the + sign states the direction of the relationship in the same direction, where an increase or decrease in the independent variable (X) will result in an increase or decrease in the dependent variable (Y). In other words, an increase or decrease in the Influence of halal tourism will affect an increase or decrease in the interest of foreign tourists in case studies of Islamic tourist attractions in West Sumatra.

Furthermore, to find out the significance test whether the Influence of halal tourism has a significant effect on the interest of foreign tourists in the case study of Islamic tourist spots in West Sumatra, a regression test will be carried out. This regression test is done by testing the hypothesis.

If the probability value is less than or equal to the value of α or ($\text{Sig} < \alpha$), then H_0 is rejected, and H_a is accepted, meaning that the effect is significant. If the probability value is greater or equal to the value α or ($\text{Sig} \geq \alpha$), then H_0 is accepted and H_a is rejected, meaning that the effect is insignificant.

Table coefficients obtained by the variable Influence of Halal Tourism a significance value of 0.049 compared to α (0.05) it turns out that the value of $\text{sig} < \alpha$ thus H_0 is rejected and H_a is accepted meaning that there is a significant influence of Halal Tourism on Interests of Foreign Tourists Case Study of Islamic Tourism Places in West Sumatra.

Based on the analysis above, simultaneously, the Influence of halal tourism on the interest of foreign tourists is a case study of Islamic tourist spots in West Sumatra. There are other factors besides the variables studied that have an effect on the Property Management of Muslim traders at the Aur Kuning Market, Bukit Tinggi City. This is supported by the resulting R Square value. This R Square value can be seen in the following table:

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.101 ^a	.0385	.125	.985	1.394

In Table 3, it appears that the results of the model summary table, in this section, the value of $R = 0.101$ is displayed, and the coefficient of determination (Adjusted R square) is 0.385. Because the value of the correlation coefficient is in the range of 0.20-0.399, it can be concluded that Halal Tourism has a low influence on the Interests of Foreign Tourists to Islamic Tourism Places in West Sumatra. This shows the understanding that the interest of foreign tourists in case studies of Islamic tourism in West Sumatra (Y) is influenced by 38.5% by the variable Influence of halal tourism (X) while the rest ($100\% - 38.5\% = 61.5\%$) is influenced for other reasons not included in this study.

Based on the results of the analysis of the Influence of Halal Tourism on the Interests of Foreign Tourists, Case Studies of

Islamic Tourist Attractions in West Sumatra can be described in Figure 1.

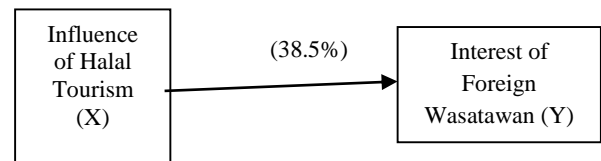


Figure 1. Results of Multiple Regression Analysis
The influence between 1 Independent Variable and 1 Dependent Variable

3.2. Research Findings

While observing the activities of foreign tourist interest in West Sumatra, researchers found several interesting things from this study which were used as researchers as research findings on foreign tourist interest in case studies of Islamic tourist attractions in West Sumatra. The findings in the research are as follows:

Halal tourism has a positive and significant effect on the Interest of Foreign Tourists to the Islamic Tourist Attractions in West Sumatra because the significance value is 0.022 with a large influence of 38.5%. Because of the significance $< \alpha$ (0.05), H_a is accepted and H_0 is rejected. This means that Halal Tourism has a significant influence on the Interests of Foreign Tourists to Islamic Tourism Places in West Sumatra. The mission and efforts of the West Sumatra Province Tourism Office continue to issue Halal certification for restaurants and eateries in the city of Padang. The lack of regulations regarding halal tourism in West Sumatra's regions has resulted in the slow development of halal tourism. This application can be used to view, search and find information about halal tour packages, making it easier for tourists to see halal tour package routes in the province of West Sumatra. Based on the results of tests carried out using the black box method, this application is following the operating system. West Sumatra Province is one of the provinces in Indonesia that is serious about developing halal tourism. Still, not only the government must be serious about promoting halal tourism, but also the community must participate in it. Optimizing the characteristics of halal destinations in West Sumatra will improve the quality of experience and satisfaction of visitors to sharia tourist destinations. This is important because it affects the number of Muslim tourists visiting West Sumatra. Apart from that, Indonesia is also carrying out halal tourism diplomacy efforts through outreach trips, participating in national and international exhibitions, as well as through the media and seeing the results of an increase in the number of visits by Middle Eastern tourists as the main goal. Halal tourism target market.[8]

4. CONCLUSION

In this study, the researchers concluded the Analysis of the Influence of Halal Tourism on the Interests of Foreign Tourists to Islamic Tourism Places in West Sumatra, with the following analysis: Based on the ANOVA test, a value of $F = 0.197$ was obtained with a significance level of Probability of 0.022, a significance value of 0.022 when compared with a value of $< \alpha$ (0.05) then the H_0 hypothesis is rejected and the H_a hypothesis is accepted, which means that there is a significant

influence on Halal Tourism on the Interests of Foreign Tourists Case Study of Islamic Tourism Places in West Sumatra. The level of Influence of halal tourism variables on the interest of foreign tourists is a case study of Islamic tourist spots in West Sumatra, which is 0.385 or 38.5%, while 61.5% is influenced by other variables not included in this study.

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