

HALAL RESTAURANTS AGAINST THE VISITING DECISION INBOUND MUSLIM TOURISTS IN THE SUPER TOURIST AREA LAKE TOBA WITH SATISFACTION AS INTERVENING VARIABLE

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Abstract: *The study aims to analyze halal hotels against moderated muslim inbound tourist visiting decision by satisfaction in the tourist area super lake toba. The sample used in this study was 102 respondents who were tourists inbound muslim in the tourist area super lake toba. Quantitative research methods with path analysis using an analysis tool that is SEM with the help of Amos version 20.0. The results of this study indicate Halal Tourism is not just about serving allowed food and beverages for Muslim, but it is a basic need. Indeed, recently reported that halal food consumption is a key aspect of Muslim tourism. Little availability (or unavailability) and low performance of halal food at a destination lowers the quality of Muslims' overall tourism experiences and generates their avoidance behaviors for that place. Halal food availability factors, halal food health/nutrition factors, halal food accreditation factors accreditation with a halal certificate, halal logos), and halal food cleanness/safety/hygiene factors are all crucial constituents of assessing halal food performance at international destinations . Indeed, and asserted that availability, health/nutrition.*

Key Words: *Halal Restaurants, Visiting Decision, Satisfaction.*

1. INTRODUCTION:

Tourism is now seen as a sector of the global economy that is very promising in the future. UNWTO stated that in 2017 there were approximately 1.3 billion people who traveled between countries. The contribution of the tourism sector to the world economy is currently considered quite significant, namely: 10% of world GDP, 1/10 of the world's labor supply, USD 1.34 trillion on the value of world exports, and 30% of the world's export services. Asia Pacific is the destination that attracts the second largest tourists, which is 323 million tourists with a growth of about +6% per year. It is estimated that by 2030 there will be 1.8 billion tourists in the world with 57% of them will be able to encourage economic growth in tourist destinations. More promisingly. As we know that the global boom halal market has increased in recent years. In 2018 the number of global Muslim tourists is predicted to reach 140 million. With the increase in travel and expenditure of Muslim tourists in the world, it will automatically increase the needs of Muslim tourists in the form of halal lifestyle products, namely travel and tourism, media and recreational, pharmaceutical, education, halal food, Islamic finance, fashion, medical care and wellness, and art and culture.

Indonesia as the largest Muslim country in the world, has a very high potential to become its main tourist destination. Since the launch of halal tourism in 2014, Indonesia's competitiveness level has reached the world's best ranking gmti version 2019. Until 2018, Indonesia's halal tourism market grew 15% by reaching 2.8 million muslim foreign tourists and foreign exchange of more than 30 trillion. The Ministry of Tourism believes that the strength of Indonesia's halal tourism lies in the readiness of destinations to become destinations for global Muslim tourist visits. Tourism destinations must be able to meet the specific needs of Muslim tourists when traveling. There are additional requirements that are specific to the fulfillment of needs as Muslims when traveling, called 'halal tourism'.

The strength of Indonesia's halal tourism lies in the readiness of destinations to become destinations for global Muslim tourist visits. Tourism destinations must be able to meet the specific needs of Muslim tourists when traveling. Ancillary is an additional need that is needed by Inbound Muslim tourists when visiting a tourist destination. The existence of a tourist destination must be supported by the existence of institutions that manage it or known by the term. The institution will be useful for tourists because they will be facilitated with various services such as information, security and various other services. Ancillary is concerned with the availability of an organization or the people who take care of the destination. This becomes important because even though the destination already has attractions, accessibility and good amenities, but if no one organizes and takes care then in the future it will definitely be abandoned. The organization of a destination will do its job like a company. Managing destinations so that they can provide benefits to relevant parties such as the government, the surrounding community, tourists, the environment and other stakeholders.

Halal restaurant In the concept does not only focus on the type of food served is halal and hygienic. But all aspects related to the running of the restaurant company must be in accordance with the values in Islam. Some Islamic values in terms of meaning and drink, namely meat consumed must be included in animals allowed in Islam, namely cows, buffalo, goats and others, then the second thing is that every animal will be consumed must be slaughtered by mentioning the name of Allah, then the process in cooking and serving awake from unclean, as well as the tools used must be holy and not derived from materials that are prohibited in Islamic poetry. More complete application of Islamic values in halal restaurants, as stated by Zulkifli (2011) the drinks and food served must be halal.

All animals to be consumed such as cows, chickens must be slaughtered in accordance with sharia principles, all recipes must be halal and go through a process in accordance with sharia. All kitchen furniture should not be included in the items. But in reality in tourist destinations are not ready with halal restaurants. Both in the menu and in the ingredients used in producing food is not yet believed to be idolatry, this proved to be flat - the average restaurant in tourist destinations has not been equipped with halal brands and permission from MUI for the idolatry of food products, so that inbound Muslim tourists who visit may still have doubts about the idolatry of food products in restaurants, It should be as a tourist destination area should be able to give confidence to tourists. Inbound Muslims who visit, although the average survey results show tourists who come to visit the super lake toba area are Muslim tourists

2. LITERATURE REVIEW:

2.1. Halal Restaurant:

Food that is halal according to its substance is food that is basically halal for consumption. And it has been set in the holy qur'an and al-hadith. The example is beef, chicken, goat, fruits such as apples, dates, grapes, and so on. Halal how to obtain it is food obtained in a good and legitimate way according to Islamic sharia, food will become haram if the way to obtain it in a vanity way because it can damage our bodies and harm others and is prohibited by sharia. Halal food tourism does need to be developed, such as the research conducted by (Majid, Abidin, Majid, & Chik, 2015), which explains that the lack of knowledge of tourists towards halal food criteria is still very high. Seven out of ten tourists at restaurant A consider that halal food is food that is free from the elements of pigs or dogs. Even eight out of ten tourists in restaurant B consider halal food is food that has a halal logo on a culinary tour. This proves that culinary tourists in the city of Surabaya are still lay against the criteria of food standards sharia, as if forgetting that halal food must be side by side with toyyiban.

2.2. Tourist Satisfaction:

Many expert talks about tourist satisfaction, Aliman (2016) define tourist satisfaction as the extent of the tourist's fulfillment pleasure which occurred from the trip experience about a product or service feature that fulfills the tourist's desire, expectations and wants in association with the trip. Satisfaction is created by the comparison of the customer's expectation before and after consumption. In tourism context, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experience. The tourist is satisfied when experiences go beyond the expectations.

2.3. Visiting Decision:

Choices modify their travel behaviour; or if they decide to continue with their travel plans, they acquire information (Amara, 2012). Travellers that love risk and want adventure did not seek a lot of information (Murphy, Mascardo, & Benckendorff, 2007), and those who feared risk not only gathered information from various sources, but also considered particular vacations and lodging facilities (Amara, 2012). According to (Maser & Weiermair, 1998) higher is the perceived risk, the more information search occurs, and the more rational decision-making becomes. Potential tourists rely on others' experiences for their decision making in an effort to decrease uncertainty and increase the exchange utility (Kotler, Bowen, & Makens, 2013). Tourist decisions to stay home or choose safer destinations are translated into significant losses for the tourism industry of the country suffering from terrorism (Sonmez, Apostopoulos, & Tarlow, 1999). Based on the basis of the theory that has been outlined, researcher formulated the conceptual framework in this study:

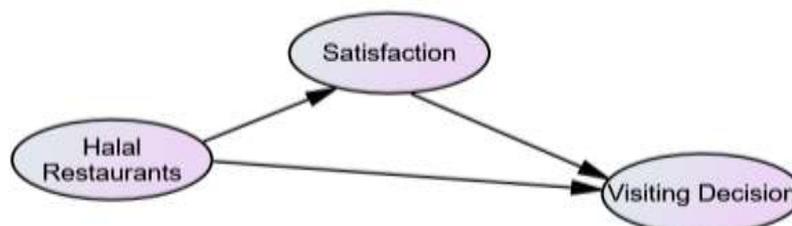


Figure 1: Conceptual Framework

3. METHODS:

The object in this study is all tourists inbound muslim in the tourist area super lake Toba. Samples were obtained from 5-10 from the number of indicators (17 x 6 = 102). So the samples became 102 tourists who visited tourism in the tourist area super lake Toba. Withdrawal of samples with probability sampling techniques using the accidental sampling approach. Data collection with a Likert scale questionnaire (5-1). The analysis tool used is the Structural Equation Model (SEM) with the help of AMOS version 20.0. The data analysis technique used is path analysis.

4. RESEARCH RESULTS:

The full model test is carried out in two stages: full model before modification and full model after modification. The full model test before modification is carried out to find out how far the initial model formed in meeting the Goodness Of Fit (GOF) criteria before the model is modified. The following will present a full model image before modification:

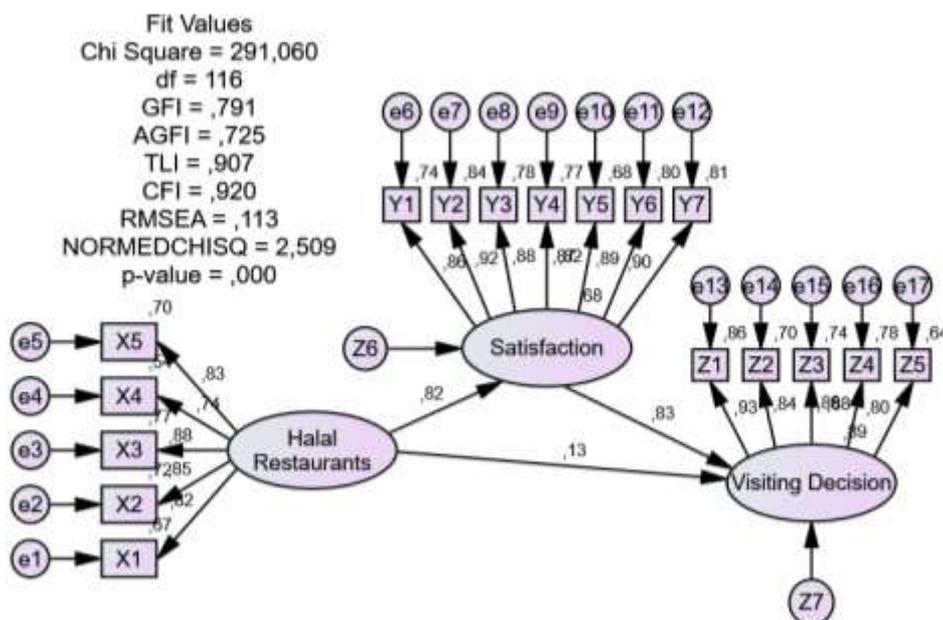


Figure 2: Full Model Before Modification

Based on Figure 2, the GOF value has not been fulfilled, such as the GFI value (0.791 < 0.90), AGFI value (0.725 < 0.90) and the p-value value that is not yet significant at 0.000. Because Figure 2 has not been able to explain the research model correctly and properly, so it needs to be modified.

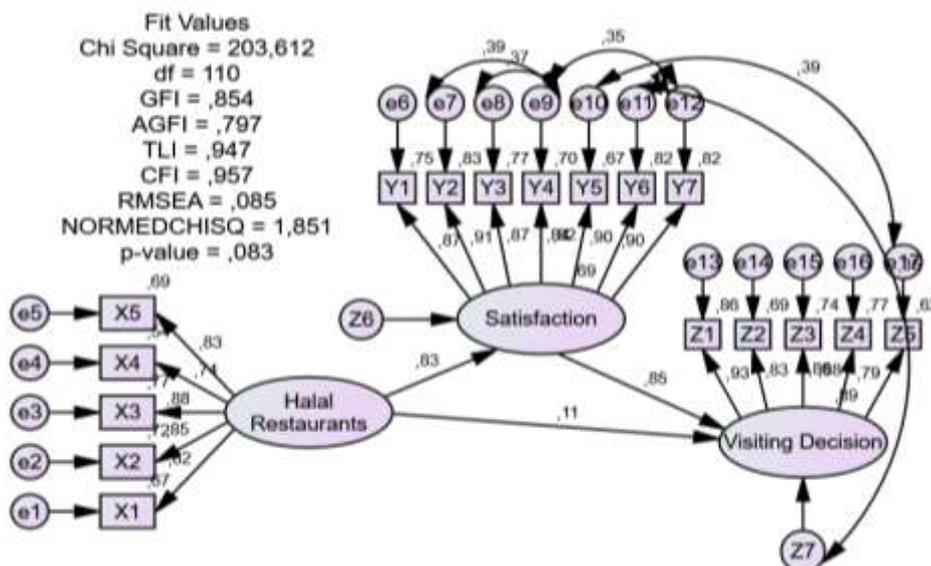


Figure 3: Full Model After Modification

Based on Figure 3 after modified the entire Construk has fulfilled the criteria of GOF. The value of the P-value is 0.083 which indicates that the model formed has been very significant. Except for the values of GFI and AGFI are still marginal but are approaching well.

5. DISCUSSION:

The receipt of the hypothesis is seen from the value of C.R. greater than 2.58 and a value of P smaller than 0.05. To see how large the effect of independent variables against dependent variables will be shown in the following table 1:

Table 1. Effect of Independent Variables on Dependent Variables

Influence between Variables			Std. Estimate	Estimate	S.E.	C.R.	P
Satisfaction	<---	Halal Restaurants	,829	,677	,074	9,150	***
Visiting Decision	<---	Halal Restaurants	,113	,101	,070	1,446	,148
Visiting Decision	<---	Satisfaction	,847	,925	,102	9,054	***

According to table 1 will be elaborated in detail to be able to answer the hypothesis of this research as follows:

The of halal restaurants to satisfaction

The of halal restaurants to satisfaction was positive and significant to the satisfaction with the magnitude of 0.829 (82,9%), C.R value of 9,150 and the probability value of 0.0001. No doubt, the market of Muslim traveller is growing fast nowadays. One of the most important to get into the market is to provide Muslim friendly facilities in the area to seize the opportunity (Battour and Ismail, 2016). The readiness of the facilities such as restaurant in providing halal food as one of the service quality is one of the crucial points in halal tourism. Food and drinks are crucial because these are the basic needs of all travellers. Although halal tourism is not just about meals, but also things that are allowed for Muslims. Several studies have resulted in interesting discussions on how halal tourism is needed and become one of the fast-growing segments (Battour and Ismail, 2016, 2011). although the growth of Muslim travellers is very high nowadays, the literature discusses on halal tourism is still a few (El-Gohary, 2016)

This means that the cares more about the image of the halal such as halal certificate and or label compare to the others. In both and as local restaurants, there is no sign of lawful at all. However, in both restaurants, there is one thing that supports the halal restaurant, namely “Mushala” (small Mosque) place of worship with signs that are clearly visible so as to make it easier for visitors to search and used for it. The researcher only observes and interviews the quality of food and drinks from the ingredients and or groceries related to halal.

The of halal restaurants to visiting decision

The halals restaurants to visiting decision positive effect but not significant on the traveller loyalty with a magnitude of 0.113 (11,3%), C.R value of 1,446 and a probability value of 0.148. Development of halal tourism in Indonesia is relatively new but highly potential in the future. Both potential as a destination or origin country including domestic travellers. Halal Tourism is not just about serving allowed food and beverages for Muslim (Crescent and Mastercard, 2017), but it is a basic need. The atmosphere, quality of ingredients and services considered important to support halal-ness hospitality especially in the halal restaurant. The impact is not only for Muslim foreign traveller but also for the development of the halal restaurant industry itself.

Chain restaurant considered it is very important to build the halal images but not with local restaurants since they are confident and have served the Muslim markets for many years. The local traveller will be very comfortable to see the halal logo at the chain restaurant but considered not necessary when they consume local cuisine in a local restaurant. Finally, further research should also involve government elements who can answer the perspective of the formal rules about halal certificates. However, the author believed this paper can be the basic foundation of halal-ness in the implementation of halal tourism, especially in the case study of halal restaurant including the perspective of halal certificates for local Muslim travellers.

The effect of satisfaction to visiting decision

Satisfaction has a positive and significant impact on visiting decision with a magnitude of 0.847 (84,7 %), C.R value of 9,054 and probability value of 0.0001. Halal is an Arabic term indicating, “which is allowed by Islamic teaching Halal dietary laws were developed within Asia for Islamic followers to practice a nutritious and healthy lifestyle The foods permitted under these halal dietary laws are called halal food. Muslim traveler’s demand for overseas traveling is rapidly increasing, and their primary distress is the accessibility and quality of halal food in an international destination. Indeed, recently reported that halal food consumption is a key aspect of Muslim tourism

(Akhtar et al, 2015). Little availability (or unavailability) and low performance of halal food at a destination lowers the quality of Muslims' overall tourism experiences and generates their avoidance behaviors for that place. Due to the recent growth of the Muslim tourism market, halal food is becoming a fundamental topic in the international tourism industry (Jafari, 2015).

5. CONCLUSION:

Conclusions obtained from the results of the study: (1) Halal Tourism is not just about serving allowed food and beverages for Muslim, but it is a basic need. (2) Indeed, recently reported that halal food consumption is a key aspect of Muslim tourism. Little availability (or unavailability) and low performance of halal food at a destination lowers the quality of Muslims' overall tourism experiences and generates their avoidance behaviors for that place. (3) Halal food availability factors, halal food health/nutrition factors, halal food accreditation factors accreditation with a halal certificate, halal logos), and halal food cleanness/safety/hygiene factors are all crucial constituents of assessing halal food performance at international destinations. Indeed, and asserted that availability, health/nutrition.

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