

THE INFLUENCE OF HALAL DESTINATION AWARENESS ON HALAL DESTINATION LOYALTY: A STUDY ON WEST SUMATERA

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Abstract

Opportunities in developing Muslim-friendly tourist destinations in Indonesia are getting bigger along with the increasing Muslim population in Indonesia and in the world. Since receiving the spotlight as a country with several world-class Halal Tourism awards, Indonesia has begun to focus on developing Muslim-friendly tourism comprehensively. West Sumatra is one of the provinces that has become the focus of the Indonesian Ministry of Tourism and Creative Economy as a Muslim-friendly tourist destination in Indonesia with the aim to provide Muslim-friendly tourism services for the global Muslim community. This study was conducted to analyze the effect of Halal Destination Awareness on Halal Destination Loyalty of West Sumatra as a Muslim-friendly tourist destination. Data was collected using a self-administered questionnaire and 386 respondents were obtained and then processed using PLS Structural Equation Modeling with SmartPLS 3.0 software. This study found that halal brand destination awareness has a positive effect on halal destination brand loyalty in the selection of West Sumatra as a Muslim-friendly tourist destination. These results can be used as a reference for tourism industry players to maximize the potential and advantages possessed by West Sumatra as a Muslim-friendly tourism destination.

Keywords: Muslim Friendly Tourism, Halal Destination Awareness, Halal Destination Value, Halal Destination Loyalty, West Sumatera.

1. INTRODUCTION

The role of the tourism sector is becoming increasingly important and is an advantage for development and contribution to the welfare of the world community by contributing USD 8.9 billion to the world economy in 2019, about 10.9% of the total World GDP (World Travel and Tourism Council, 2020). Travel and tourism should be considered important economic activities worldwide as it can contribute directly and indirectly to the economy. The World Travel and Tourism Council reported in 2020 that Indonesia is an archipelagic country with a rapidly growing tourism sector and has an abundance of tourist destinations. It has become the 9th ranked country with the increase and growth of the tourism sector in the world and ranks 1st in ASEAN. The development of the tourism sector can also be seen from the ranking of the competitiveness position of Indonesian tourism destinations in the Travel and Tourism Competitiveness Index by the World Economic Forum which continues to increase from 78th in 2014 to 40th in 2018. To the Ministry's strategic plan Tourism 2020-2024 (Ministry of Tourism, 2019) The Tourism and Creative Economy sectors are targeted to make an increasing contribution to the resilience of the Indonesian economy. The Foreign Exchange Value of the Tourism sector is targeted to increase from US\$ 3.3 – 4.8 billion in 2020 to US\$ 21.5 – 22.9 billion in 2024. The growth of the tourism sector can of course also be increased by optimizing Indonesia's tourism resources by developing tourism. Muslim-friendly, Indonesia as a country with the world's largest Muslim-majority population has a great opportunity in the field of Halal Tourism or now called Muslim-friendly tourism. In 2020, as

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many as 227 million people, or 87.22% of the people in Indonesia adhere to Islam (BPS, 2020) Based on data from Global Religious Future, the Muslim community in Indonesia will increase to 256.82 million in 2050. The number of people who embrace Islam in Indonesia indicates that Indonesia is the right market to apply the concept of halal tourism (National Development Planning Agency, 2018).

West Sumatra is one of the Muslim Friendly Tourism Destinations in 10 Provinces in Indonesia with the 3rd highest Communication Value, 2nd highest Environment Value, and 4th highest service value, while the Access value is the lowest value among other provinces (IMTI, 2019). This value indicates that West Sumatra has the potential to develop Muslim-friendly tourism. This firmly makes it easier for West Sumatra which has a bright future in the development of halal tourist destinations (Nasrul Abit, 2019). However, the West Sumatra Travel Entrepreneurs Association report, ASITA (2019) assesses that the promotions implemented by West Sumatra, especially in the introduction of halal tourism, have not been maximized, as a result, some foreign tourists are new to other Halal Destinations such as; Lombok, Jakarta, and Bali. In this study, researchers conducted a study that focused on analyzing the effect of halal destination brand awareness on halal destination loyalty, which has a positive and significant relationship with tourist loyalty in choosing West Sumatra as a Muslim-friendly tourism destination in Indonesia and does not focus on Muslim-friendly tourism only. According to DPRD's decision with NUMBER 5/SB/2020 concerning DPRD approval of the draft regional regulation on the implementation of halal tourism to be stipulated as a regional regulation. One of the supporting factors for the existence of regional regulations regarding Muslim-friendly tourism is because the concept of Muslim-friendly tourism is following the culture and philosophy of the community of West Sumatera (West Sumatra Regional People's Assembly Council, 2020). Accordingly this research will also produce indicators that need to be maximized by West Sumatra in preparing itself to become a world Muslim-friendly tourist destination from a branding perspective as well as data obtained from respondents who have been to West Sumatra from 2017 to 2021 destination in Indonesia and does not focus on Muslim-friendly tourism only. This research will also produce indicators that need to be maximized by West Sumatra in preparing itself to become a world Muslim-friendly tourist destination from a branding perspective as well as data obtained from respondents who have been to West Sumatra from 2017 to 2021.

Previous research by Tran, Nguyen and Tran (2020) was conducted to see how much Brand Equity and Customer Satisfaction affect tourists to come to Da Nang City, Vietnam. Supported by research by Preko, Mohammed, and Allaberganov (2020) by examining the Antecedents of brand equity on halal tourism destinations that look from the perspective of a tourist destination with a majority Muslim population in Ghana, Larabanga. This is almost similar to West Sumatra as one of the regions with a Muslim majority who wants to optimize the potential of halal tourist destinations in Indonesia. In this study, it is hoped that there will be benefits from longitudinal studies and data collection throughout the year over several years to achieve broader results and further studies should consider extending halal tourism to non-Muslim tourists in the same context Tran, Nguyen and Tran (2020)) In the research of Preko, Mohammed, and Allaberganov (2021), Brand Destination Equity has the same indicators as Destination Loyalty. Therefore, researchers are encouraged to use previous research by combining the two studies as a reference where West Sumatra is the object of halal tourism destinations in their research. Referring to the research of Tran, Nguyen and Tran (2020) and Preko, Mohammed, and Allaberganov (2021) and adapting several other studies to build research hypotheses including; Baldauf, Cravens and Binder (2003), Yunduk and Kim (2019), and also Manthiou, Kang and Schrier (2014).

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2. LITERATURE STUDY

Tourism is an economic, social and cultural phenomenon characterized by the movement of people to a place outside their daily environment or other countries with the aim of having a personal or business need where the travel activity is said to be a visitor and tourism is also related to activities that they are doing, this definition of tourism is in accordance with the United Nations World Tourism Organization (2020) statement. Meanwhile, the tourism sector is composed of various industries starting from small to large companies; retail, culture, sports, accommodation, transportation, food, beverages, and others whose purpose is to support tourists with different tourism destinations also support to create jobs, encourage export-import that results in the welfare of society as a whole according to World Travel and Tourism (2019).

Moslem's Friendly Tourism

The Ministry of Tourism of the Republic of Indonesia stated that Muslim-friendly tourism is an activity that is supported by various facilities and services provided by the community, businessmen, government, and local governments that comply with Sharia provisions (Kemenpar, 2021). Meanwhile, the Islamic Tourism Center Malaysia (2015) defines Muslim-friendly tourism as all activities, events, and experiences carried out on a journey that is by Islam. Boğan and Sarıışık (2019) argue that halal tourism should be evaluated with an approach that includes the idea that all types of tourism must follow Islamic principles and rules that are categorized as halal. In the literature written by Mohsin, Ramli, and Al Khulaifi (2016).

Muslim Friendly Tourist Destinations

Muslim-friendly tourist destinations are types of destinations that adhere to Islamic values (Hassan, 2007). A Muslim-friendly tourist destination is a destination that provides activities in tourism that are permitted or permitted according to Islamic teachings (Battour and Ismail, 2016). The provision of tourism products and services that meet the needs of Muslim tourists adequately and appropriately following Islamic teachings is one of the important things in halal tourism destinations or Halal Tourism Destinations (Mohsin et al. 2016). Halal tourism destinations will also offer tour

Halal Destination Brand Equity

A brand is valuable when customers feel and appreciate the brand's value and meaning (Keller, 1993). Brand equity focus on the customer perspective (Karate and Guzman, 2020). In the tourism industry, the success of a brand is widely measured through brand equity (Pike and Page, 2014). With research on brand equity in a tourist destination, it will be easier for tourism managers to measure the effectiveness of tourism marketing and predict its development in the future (Chekalina, Fuchs, and Hagen, 2016). Five dimensions of customer-based brand equity consist of awareness, image, quality, value, and loyalty. These five dimensions will be explored as the basic construction of brand equity in a halal tourist destination from the perspective of Muslim tourists (Shafaei, 2016).

Halal Destination Brand Awareness

Halal destination brand awareness (HDA) is a tourist's ability to remember the characteristics of a destination where there is awareness of a brand and also products that have

an important role in comparing similar products so that it has the encouragement of consumers to choose production activities (Bianchi, Pike, and Ling, 2007). 2014). To increase the number of potential tourist attractions, a tourist destination must first gain awareness from the public (Yang, Liu, and Li, 2015). A place must be known by consumers in some context before they can make the place a potential destination (Gartner and Konecnik, 2011). In other words, tourists who have the potential to come to a place are tourists who are familiar and have an image in their minds about the destination to be addressed (Chen and Myagmarsuren, 2010).

Halal Destination Image

The existence of a destination image that visitors have about a destination plays an important role in making travel decisions and is one of the most important factors that can influence decisions in the choice of tourist destinations and the behavioral intentions of tourists in the future (Chen and Tsai, 2007). To assess halal destination brand image, attributes that symbolize the image of Muslim areas in halal tourist destinations can be used (Shafaei and Mohamed, 2015). So, halal destination brand image can be evaluated through the attributes that exist in Islamic destinations such as the Islamic environment in resorts and hotels as stated by Al-Hamarneh and Steiner (in Shafaei, 2016).

Halal Destination Perceived Quality

The assessment of destination perceived quality is based on seven criteria, namely features, performance, serviceability, reliability, durability, and conformational quality (Keller, 2003). In the dimensions of halal products, performance and ease of service are used in assessing the perceived quality of a destination's brand. Destination perceived quality is an instrument in the benchmark where tourist locations meet the functional needs of Muslim tourists. Consistency and excellence of Islamic service offerings are used to assess halal destination perceived quality because it reflects the success or failure of a halal destination in meeting the needs of Muslims (Shafaei and Mohamed, 2015).

Halal Destination Brand Value

Halal destination value can be measured from the availability of Islamic attributes as one of the factors that can attract the attention of Muslim tourists where it can increase the value of the destination (Shafei, 2016). In halal tourism, there is a different assessment process when compared to the requirements of Sharia law because the evaluation of halal tourism destinations is based on the needs of Muslims to fulfill the teachings of the Islamic religion (Battour, Ismaeil, and Battor, 2011).

Halal Destination Loyalty

Halal destination loyalty can be found when the Islamic values or attributes (halal food, separate prayer facilities, Islamic dress code and places of worship) of a destination are the most significant components that attract Muslims to a tourist location and the added value to the destination is also be a criterion for their level of loyalty (Battour and Ismail, 2016).

Customer Satisfaction

Customer Satisfaction shows that the perception will be predicted by push and pull motivation (Correia et al, 2007). also claim that the level of tourist satisfaction is significantly related to their travel needs (Qu and Ping, 1999). The development of Islamic attributes from destination measures is recommended and tourism supports that destination attributes have a positive impact on overall tourist satisfaction, related to destination choice. Thus, it is recommended to investigate the relationship between the Islamic attributes of a destination

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and overall tourist satisfaction (Battour et al, 2013).

Hypotheses

Researchers want to test the research model according to the chart described, this study aims to understand and find out how the influence of Brand Equity with its 5 dimensions, namely halal brand awareness, halal brand image, halal brand perceived quality, halal brand value, halal brand loyalty and Customer Satisfaction towards the selection of West Sumatra as a Muslim-friendly tourism destination from the point of view of tourists who have been to West Sumatra before. In this study, there are 19 hypotheses, namely as follows:

In the Halal tourism sector, Muslim tourists will also use Islamic laws and provisions in their assessment of tourism products (Shafei and Mohamed, 2015). Tourism also strongly applies Sharia values which can increase the value of the tourist experience with the benefits of Islam that will be felt later by tourists (Eid and El-Gohary, 2015). In addition, with the availability of halal attributes that exist in a tourism destination such as entertainment and halal food according to Sharia, it will be easy for tourists to feel the benefits of traveling activities (Eid, 2013). Therefore, the following hypothesis is proposed:

H1. Halal destination awareness has a positive influence on halal destination image

H2. Halal destination awareness has a positive influence on halal destination perceived quality.

H3. Halal destination awareness has a positive influence on halal destination value

H4. Halal destination awareness has a positive influence on customer satisfaction.

H5. Halal destination awareness has a positive influence on halal destination loyalty

Islamic attributes such as Islamic cultural or historical attractions, friendly Muslim communities and good Islamic stability can be used as factors that can create a Halal destination brand image (Shafei, 2016). In addition, media channels also have a significant contribution to the selection of tourist destinations by Muslim tourists Haq and Wong (2013). On the other hand, the more Muslims are attracted to travel to halal tourist destinations that they consider as central to their lifestyle and can reflect their identity, the more often they seek information regarding these halal tourist destinations (Shafei and Mohamed, 2015). Therefore, the following hypothesis is proposed:

H6. Halal destination image has a positive influence on halal destination perceived quality.

H7. Halal destination image has a positive influence on halal destination value

H8. Halal destination image has a positive influence on customer satisfaction.

H9. Halal destination image has a positive influence on halal destination loyalty.

Perceived quality measures customer satisfaction compared to expectations (Fornell et al, 1996). Customers evaluate and assign brand value to perceived quality (Kotler et al, 1996). In tourism, when a particular product service is a mixture of different services, the assessment of service quality becomes complicated and can affect the origin of brand equity (Konecnik and Gartner, 2007). Empirical studies confirm the effect of perceived quality on satisfaction (San Martín et al., 2019). Islamic perceived quality can be improved again if halal tourism destinations provide consistent and superior Islamic quality offerings when compared to other tourism destinations (Shafei, 2016). Perceived quality is the actual brand performance where

the brand performance of a tourist destination is related to the fulfillment of the functional needs of tourists (Saeed and Shafique, 2019). Thus the proposed hypothesis is as follows:

H10. Halal destination perceived quality has a positive influence on halal destination value

H11. Halal destination perceived quality has a positive influence on customer satisfaction.

H12. Halal destination perceived quality has a positive influence on halal destination loyalty

The value of a brand has the strongest relationship with loyalty (Bianchi, Pike, and Lings, 2014). Religious attributes and Islamic values lie in products that reflect the lifestyle, expectations, and culture of the Islamic religion (Shafaei, 2016). These attributes include prayer facilities, halal food, entertainment that does not violate Sharia law, dress code according to Sharia, maintaining Islamic morals, openness to religious practices, and avoiding mixing between men and women (Shafaei and Mohamed, 2015). Based on the explanation above, the researcher proposes the following hypothesis:

H13. Halal destination value has a positive influence on customer satisfaction.

H14. Halal destination value has a positive influence on halal destination loyalty

A good brand image about a tourist destination can lead to favorable comments so that it can attract more tourists to visit again (Liu, Li, and Kim, 2015). Thus, the following hypothesis is proposed:

H15. Customer satisfaction has a positive influence on halal destination loyalty.

Bianchi, Pike, and Lings (2014) state that the value of a brand has the strongest relationship with loyalty. Religious attributes and Islamic values lie in products that reflect the lifestyle, expectations, and culture of the Islamic religion (Shafaei, 2016). These attributes include prayer facilities, halal food, entertainment that does not violate Sharia law, dress code according to Sharia, maintaining Islamic morals, openness to religious practices, and avoiding mixing between men and women (Shafaei and Mohamed, 2015). Based on the explanation above, the researcher proposes the following hypothesis:

H16. Customer satisfaction mediates the relationship between halal destination awareness and halal destination loyalty.

H17. Customer satisfaction mediates the relationship between halal destination image and halal destination loyalty.

H18. Customer satisfaction mediates the relationship between halal destination perceived quality and halal destination loyalty.

H19. Customer satisfaction mediates the relationship between halal destination value and halal destination loyalty.

3. RESEARCH METHOD

Research design is a step that needs to be done in marketing research which is divided into two types, namely; conclusive research as well as exploratory (Malhotra et al, 2012). Exploratory research is carried out to gain broad insight with quantitative methods which require more and more extensive information structure, while the conclusive research design aims to test hypotheses between variables. In this study, the researcher used a conclusive research design aimed at measuring a phenomenon which later would also test the proposed hypothesis and the relationship between variables in previous studies (Malhotra et al, 2010). Conclusive research is also divided into descriptive and causal research, (Malhotra et al, 2017). This

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research includes descriptive research by collecting primary data as a form of an answer to each problem formulation by providing various questions in research that have been previously determined according to the needs of the researcher. This descriptive study uses a single cross-sectional design method because the data collected from one sample is only carried out once and is carried out within a certain time and period. (Cooper and Schindler, 2014). A survey with a questionnaire will be used in this study to collect primary data from respondents who meet the criteria of this study. The primary data in this study were collected using a questionnaire in Google Form which was distributed online and the results of the questionnaire data were processed using the Structural Equation Modeling (SEM) method with SmartPLS 3.0 software.

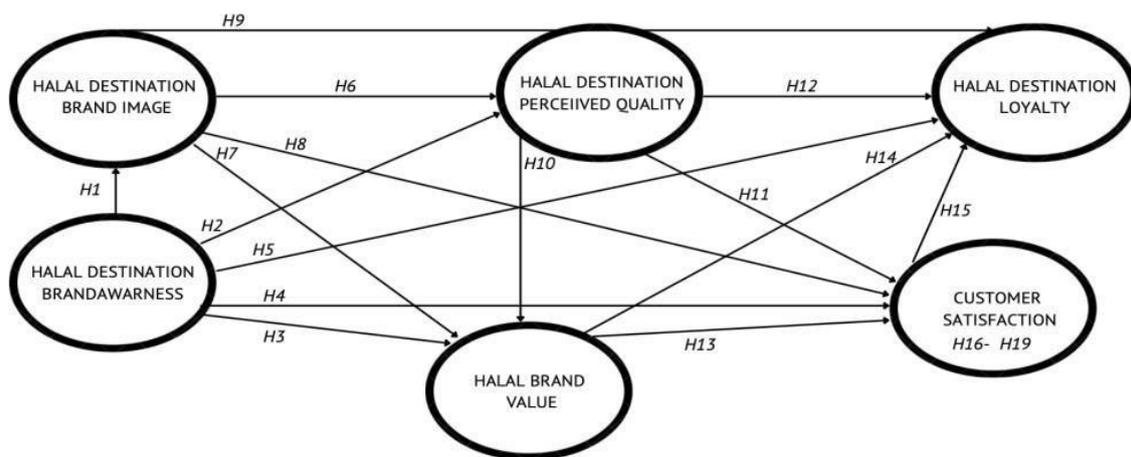


Figure 1. Research Model

The study refers to previous research conducted by Tran, Nguyen, and Tran Research (2020) under the title "Brand Equity Customer satisfaction: a comparative analysis of international and domestic tourist in Vietnam" whose results show that Brand Equity with all its dimensions and Tourist Satisfaction have an influence which has a positive and direct effect on the selection of tourism destinations by domestic and international tourists in Da Nang City, Vietnam. The five dimensions of brand equity studied, namely brand awareness, brand image, brand quality, brand loyalty, and tourist stratification, have a close relationship with each other, however, the relationship between tourist satisfaction has a stronger Total Effect than the other elements. To complement and show the relationship between dimensions and concepts of Muslim friendliness in tourism destinations,

This study also adopts the research of Preko, Mohammed, and Allaberganov (2021) entitled "Antecedents of Brand Equity on Halal Tourism Destinations". This study examines Halal Brand Equity with one of the Muslim-friendly destinations in Malaysia, where all variables contain a Halal context that is in line with the research objectives conducted by the author regarding West Sumatra as a halal tourism destination. One of the variables in Preko's research (2021) and implemented in this study is Halal Brand Destination Value. This study also adopts several other studies to build research hypotheses including; Artur, Karen, and Budrun (2003), Yunduk and Kim (2019), and also Manthiou, Kang, and Schrier (2014). The researcher carried out variable operations to clarify the indicators of each variable to be used in this study by adopting the research variables of Tran, Nguyen, and Tran (2020) and Preko, Mohammed, and Allaberganov (2021). The scale used in this study is a Likert scale of 1-7 where 1 means "strongly disagrees" and 7 means "strongly agree". This study uses two types

of data, namely primary data and secondary data to obtain information in meeting the answers to the problems that exist in the research objectively. Primary data is a method to obtain information based on structured questions posed by researchers to respondents directly to solve research problems (Malhotra, 2010). In compiling this research, the technique used in collecting primary quantitative data is the self-administered questionnaire so that the collection is by the character and criteria of the respondents that have been set for this research independently without any direct assistance from the researcher (Malhotra, 2010). In general, the sampling process of this study uses a non-probability sampling technique with a judgmental sampling method, namely as a sampling technique when the researcher provides space and also opportunities for each member of the population to be used as a sample based on conditions, quotas, and criteria determined by the researcher. In this study (Sugiyono, 2008). Non-probability sampling technique is when all members of the existing population do not have the same opportunity to be sampled and also with unknown population size. The technique used by researchers to distribute questionnaires is done online by utilizing social media such as Line, Twitter, Instagram, Telegram, and LinkedIn as publication media. The criteria for respondents from this study are men and women who have been to West Sumatra in the last 5 years, namely in 2017-2021, and are at least 17 years old. The determination of the minimum age of the respondent is 17 years because the researcher refers to the legal standing age in Indonesia when the 17-year-old respondent can already take the risk of the choices made by himself as well as the respondent's actions in making travel decisions (KUHP Law, 2021).

4. RESULT AND DISCUSSION

In this study, there are 34 indicators from 6 existing variables so the minimum number of respondents that must be owned is 170 respondents. After getting data from the distribution of the main test questionnaire that has exceeded the minimum number of respondents, the researcher processes and analyzes it using the SEM (Structural Equation Model) method with Smartpls 3.0 software. In processing the data from the collected questionnaires, the researchers used the Smart PLS 3.0 application. After processing the data, the researcher will analyze the Partial Least Square through a feasibility test of the model, namely the measurement model (outer model) and structural model (inner model). The analysis conducted in this study looked at several variables, both exogenous and endogenous variables which include brand awareness, image, perceived quality, value, customer satisfaction, and loyalty. Testing the feasibility of the model on the variables using measurement model analysis and structural model analysis through the process of bootstrapping data, blindfolding data, and analysis of research hypothesis testing.

Measurement Analysis Model

Analysis of the measurement model is carried out to measure the accuracy of the indicators on the variables. There are 2 types of measurement, namely reliability test, and validity test. Things that must be analyzed include the reliability test of each indicator (indicator reliability), the reliability test of each construct (internal consistency), the validity test of each construct (convergent validity), and the validity test of each indicator (discriminant validity). The results of the research on the variables that HAD has an AVE of 0.71, HDI has an AVE of 0.671, HDPQ has an AVE of 0.725, HDV has an AVE of 0.589, CS has an AVE of 0.839, HDL has an AVE of 0.802.

Structural Model Fit and Hypotheses Testing Predictive Relevance Model

By using PLS, as well as doing the R² and Q² tests. Measurement of the coefficient of

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determination (R²) which aims to see how much influence all endogenous variables have. According to Hair et al. (2014), there are 3 criteria for R² values, namely 0.75 (strong), 0.50 (medium), and 0.25 (weak). Based on table 4.37, there are 6 weak predictive accuracy values, including Halal Destination Image of 0.631, Halal Destination Perceived Quality of 0.768, Halal Destination Brand Value of 0.647, Customer Satisfaction of 0.726, Halal Destination Loyalty of 0.798. From the results of this calculation, it can be concluded that the variable with the largest R Square is the Halal Destination Loyalty variable which has a higher predictive value than the others. The measurement of effect size (f²) aims to see the results of the contribution of the exogenous construct to the R² value of the endogenous variable. The results of the effect size in this study conclude that 15 variables contain all hypotheses with the explanation listed in the table above. The most influential hypothesis of all existing variables is H1: Halal Destination Awareness -> Halal Destination Image of 1.711 and has a large effect. The last measurement is Q² predictive relevance which aims to measure how endogenous variables can be represented. The way to find out Q² is to do blindfolding and then look at the cross-validated redundancy. According to Hair et al. (2014), if the value of Q² shows a number above 0 (Q² > 0), then the variable has predictive relevance. In this study, all exogenous variables can represent endogenous variables due to the Q² results on all variables above 0.

Hypothesis Results.

Table 1. Hypothesis Result

<u>Variable</u>	<u>T-Stat</u>	<u>Result</u>	<u>Path Coefficient</u>	<u>Description</u>
H1	31.868	Data Supports the Hypothesis	0.794	Significantly Positive
H2	3.688	Data Supports the Hypothesis	0.200	Significantly Positive
H3	1.993	Data Supports the Hypothesis	0.127	Significantly Positive
H4	0.238	Data Does Not Support the Hypothesis	0.012	Not Significant
H5	3.366	Data Supports the Hypothesis	0.156	Significantly Positive
H6	13.638	Data Supports the Hypothesis	0.709	Significantly Positive
H7	4.655	Data Supports the Hypothesis	0.342	Significantly Positive

H8	2.570	Data Supports the Hypothesis	0.209	Significantly Positive
H9	0.839	Data Does Not Support the Hypothesis	0.065	Not Significant
H10	5.357	Data Supports the Hypothesis	0.381	Significantly Positive
H11	1.618	Data Does Not Support the Hypothesis	0.120	Not Significant
H12	3.242	Data Supports the Hypothesis	0.226	Significantly Positive
H13	8.101	Data Supports the Hypothesis	0.566	Significantly Positive
H14	1.825	Data Supports the Hypothesis	0.123	Significantly Positive
H15	7.234	Data Supports the Hypothesis	0.416	Significantly Positive

Based on the results of the analysis and significance test on the 19 hypotheses that have been carried out in the previous sub-chapter, there are a number of hypotheses whose results are accepted and also rejected. This study proves that Halal destination brand equity and customer satisfaction affect the selection of West Sumatra as a Muslim- friendly tourism destination with the relationship between indicators such as the relationship between halal brand awareness, halal brand image, halal brand perceived quality, halal brand value, and halal brand loyalty followed by the relation with custom variables and satisfaction. West Sumatra needs to maximize the indicators of each existing variable as providing good Islamic facilities, halal food, a safe and comfortable atmosphere, good mosques, and maximum tourism services to make West Sumatra a province is known for its Muslim-friendly tourism.

The researcher found that of the 6 variables, halal destination loyalty was the variable that was influenced by all other variables in the selection of West Sumatra as a Muslim-friendly tourism destination. The halal destination loyalty variable is affected the most with the highest path coefficient values, namely by the customer satisfaction variable worth 0.422 which is to maximize the loyalty of tourists to travel to West Sumatra, customer satisfaction has a big influence compared to others. To maximize customer satisfaction, it can be seen that the CS3 indicator has the largest path coefficient of 0.924 with the indicator that tourists feel happy traveling to West Sumatra. The most influential variable to generate tourist satisfaction is the halal destination value variable with path coefficients of 0.542 with the largest indicators being HDV 5, HDV1, and HDV6, where HDV5 means to maximize HDV, it is necessary for West Sumatran culture to adhere to good Islamic dress code and HDV6 means halal. Destination value will be maximized if West Sumatra can maximize its Muslim-friendly culture and tourism

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environment for the convenience of its tourists and HDV1 when West Sumatra has good prayer facilities such as hotels, shopping centers, and tourist attractions. Halal destination value is strongly influenced by the halal perceived quality variable with path coefficients 0.388, meaning that to maximize HDV, West Sumatra also needs to maximize HPQ with the largest indicator in this study being HPQ4 which indicates that the quality of West Sumatra is the most influential when West Sumatra can provide experience. Muslim-friendly tourism is better than other Muslim-friendly tours and the HPQ2 indicator, which is about West Sumatra, provides a good travel experience for tourists. Halal perceived quality is most influenced by the halal destination image variable with path coefficients of 0.709 and the two indicators of the HDI variable, namely HDI2, namely West Sumatra has a good shopping place for tourists, and HDI5, namely West Sumatra as a good Islamic province in the eyes of tourists, by, Therefore, West Sumatra must be able to maximize itself to become a Muslim-friendly province. Halal destination image is influenced by halal destination awareness with path coefficients of 0.794, with the largest indicator being HDA3, which is like West Sumatra can be the first destination that comes to the minds of tourists and HDA4 which means West Sumatra is the first choice of Muslim-friendly destinations they want to visit.

5. CONCLUSION

Summary

Halal destination awareness has a positive and significant influence on halal destination loyalty. This also resulted from the relationship between halal destination awareness and halal destination image, halal destination perceived quality, and halal destination value. However, halal destination awareness does not have a positive and significant relationship with customer satisfaction. Therefore, it can be concluded that halal destination brand awareness has a positive and significant relationship to the halal destination loyalty of West Sumatra as a Muslim-friendly tourist destination. Halal destination perceived quality, halal destination value, and customer satisfaction have a positive and significant relationship to halal destination loyalty. However, halal destination image does not have a positive and not significant relationship with halal destination loyalty. There is the mediation of several variables through customer satisfaction towards halal destination loyalty. Customer Satisfaction mediates the relationship between halal destination image and halal destination value on halal destination loyalty. However, Customer Satisfaction does not mediate the relationship between halal destination awareness and halal destination perceived quality on halal destination loyalty.

Managerial Implications

Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government, and local governments. The managerial implications of this research can be for academics and practitioners that this research can be used as material to determine the application of the concept of halal tourism in West Sumatra and can be used as a reference for conducting further research related to halal tourism. The local government of West Sumatra regarding the concept of halal tourism that is applied. This research can also be used as information material for the government about the perception of tourists regarding the potential application of the concept of halal tourism. For the community, it is hoped that it can add insight and knowledge of the community about halal tourism that is being developed by West Sumatra. It can be used as reference material for tourism object managers to carry out promotions and provide facilities that are following the wishes of Muslim tourists.

Suggestions for Future Research

In this study, there are still some limitations that can be refined in future research. The following are the limitations of the study and suggestions for future research: The age distribution of the respondents in this study is uneven because the majority (68.8%) are between 17 to 25 years old. This makes the age range in this study less varied so that other age ranges are not well described. Therefore, in future research, it may be possible to distribute the questionnaires evenly with a longer time span in order to obtain comprehensive and more representative information and respondent data to represent the Indonesian population. The respondents of this study were domestic tourists who traveled to West Sumatra in the last 5 years, and cannot be generalized to other tourist destinations. In future research, it may be possible to conduct research not only in West Sumatra, but also the 9 other Muslim-friendly destinations in Indonesia in order to maximize Indonesia's potential in the field of Muslim-friendly tourism. This study only measures the state of tourism in West Sumatra in general. This study also does not look specifically at the impact of the Covid-19 pandemic problem that affects the state of tourism because the variables used have no direct link with the pandemic. Future research may examine the context of a pandemic by using the appropriate variables.

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