

THE EFFECT OF HALAL TOURISM ON MILLENNIAL TOURIST SATISFACTION IN SABANG ISLAND AS TOURISM OBJECT

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abstract

The increasing influence of technology and the desire to travel around the world are some of the factors driving the growth of the young Muslim tourist market. This young tourist is also called millennial tourists. Tourism for millennials is growing rapidly with greater income. Tourist satisfaction with tourist destinations is related to travel experiences consisting of accommodation, weather, natural environment, social environment and others. The city of Sabang in the province of Aceh is one of the locations of halal attractions which are in great demand by local and foreign tourists. The purpose of this study is to analyze the influence of halal tourism on millennial satisfaction. The population of this study is millennial tourists who become followers of Instagram account @ Sabangtrip. 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 millennial satisfaction. Based on the results of the study it was found that halal tourism gave a variation on millennial satisfaction by 86%.

Keywords: Halal Tourism, Millennial Tourist Satisfaction, Sabang.

I. Introduction

The increasing influence of technology and the desire to travel around the world are some of the factors driving the growth of the young Muslim tourist market. They are looking for a more exotic experience with more distant destinations than their parents. The values held by millennials are increasingly shifting from just wanting to own goods to wanting to gain experience by traveling. For millennial Muslims, travel is more than just a vacation, but also as an opportunity to develop themselves. The trip also makes their relationships with family and friends closer. As the millennial Muslim market continues to grow, it cannot be denied that they will be the main drivers for the growth of the travel industry.

The city of Sabang in the province of Aceh is one of the locations of halal attractions which are in great demand by local and foreign tourists. Sabang City offers a variety of natural beauty with beautiful hills, beaches and seas. When talking about tourism, the name Sabang or Pulau Weh (Weh Island) is well known both domestically and abroad with halal tourism. This can be marked by the many interests of

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foreign and domestic tourists to come directly to enjoy the beauty of Sabang which has 23 of the most beautiful diving spots and which may not be owned by other countries.

This research focuses on millennial tourists who have visited the city of Sabang for the past two years. Millennial tourists or often referred to as generation y are people born in 1980 to 1995, (Bencsik, Csikos, & Juhez, 2016). The growing prosperity of the millennial Muslim market shows enormous potential for Muslim-friendly products and services providers at the international level. Tourism for young Muslim generations is growing rapidly with greater income. Tourist satisfaction with tourist destinations is related to travel experiences consisting of accommodation, weather, natural environment, social environment and others. Tourist satisfaction is very closely related to the quality of tourism products it receives, (Chi & Qu, 2008: 628).

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 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, (Pitana, 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.

Tourism is a complex concept that includes various social, behavioral, economic, political, cultural and environmental considerations (A, 2013; Azhar & Jufrizen, 2017). 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.

From the description above, the authors take a research object with the title that is the effect of halal tourism on millennial tourists satisfaction on Sabang island attractions.

II. Theoretical review

Halal Tourism

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

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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

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.

Tourist Satisfaction

Tourist satisfaction with tourist destinations is related to travel experiences consisting of accommodation, weather, natural environment, social environment and others. Tourist satisfaction is very closely related to the quality of the tourism products it receives, (Chi & Qu, 2008: 628). Tourist satisfaction is shown by the return of tourists to the destinations they visit. Tourism products in a tourist destination play an important role to satisfy visitors. If the performance of destination tourism products is higher than tourists' expectations, then a positive assessment can be realized. However, if the performance of the destination tourism product is below the expectations of tourists, then a negative assessment occurs. When there is a positive assessment, tourists will evaluate the experience in a positive way, and when there is a negative assessment, tourists will evaluate the experience in a negative way. The instrument used to measure tourist satisfaction variables is measured by seven indicators, (Brady & Robertson, 2011: 55) :

1. Lodging, which is a place to stay for tourists who visit around the location of the tourist attraction;
2. Tourist attractions, that is everything that is in a tourist destination which is an attraction for people to come to visit the place;
3. Shopping, namely the state of shopping places that provide souvenirs and other needs of tourists who are around the tourist attraction.
4. Food, i.e. diversity, quality and price of food and drinks sold around the location of the tourist attraction;
5. Activities and events, i.e. events that are displayed as well as activities that can be done / followed by tourists at the location of the tourist attraction;

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- 6. Accessibility, namely smoothness or easy access to reach the location of the tourist attraction;
- 7. Environment, namely the state of the environment in and around tourist attractions. This includes the safety of tourist sites, cleanliness, hospitality of residents, and calm atmosphere.

The seven indicators are associated with the experience of tourists during a visit to a tourist destination.

III. Research Methods

Based on the objectives, this study includes descriptive research using quantitative approaches and is supported by qualitative data, (Arikunto, 2010: 285). The scope / size of the data source that is used as the subject of the study is only a sample that is considered representative. According to Sugiyono (2012: 23) said quantitative methods because research data in the form of numbers and analysis using statistics. In addition, a quantitative approach is used because researchers put theory as the main starting point for researchers' curiosity to measure the significance of halal tourism on tourist satisfaction on Sabang island attractions. The population in this study are millennials who are followers of the @sabangtrip Instagram account and have visited the island of Sabang whose numbers are 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 are followers on the Instagram account @ Sabangtrip, (2) respondents have traveled to Sabang in the last two years, (3) respondents aged 24-39 year. 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.

Based on the results of statistical analysis with the SPSS 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 |

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| No | Corrected Item-Total Correlation | Status Validitas | Cronbach's Alpha | Status Reliabilitas |
|----|----------------------------------|------------------|------------------|---------------------|
| 10 | ,736 | Valid | ,835 | Reliable |
| 11 | ,756 | Valid | ,745 | Reliable |
| 12 | ,786 | Valid | ,895 | Reliable |
| 13 | ,846 | Valid | ,975 | Reliable |
| 14 | ,936 | Valid | ,875 | 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) | ,564 | ,503 | 1,615 | ,155 |
| halal tourism | ,739 | ,046 | 18,381 | ,000 |

a. dependent variable: millennial satisfaction

Based on Table 2 can be explained as follows; The value of t count > t table halal tourism (X) is 18,381 > 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 millennial satisfaction. This is indicated by the respondent's statement to the questions posed related to the millennial satisfaction which was responded positively by most respondents. Judging from the constant value, it can be shown that if there is no halal tourism, millennial satisfaction can still occur.

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

| Model | Sum of Square | Df | Mean Square | f | Sig |
|------------|---------------|----|-------------|---------|-------------------|
| Regression | 242,112 | 1 | 126,056 | 482,684 | ,000 ^b |
| Residual | 23,378 | 96 | ,336 | | |
| Total | 244,490 | 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 millennial satisfaction. This means that there is an influence of halal tourism on millennial satisfaction. Therefore there is an influence between variable X with variable Y. In conclusion, the regression model above is correct and feasible.

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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 | ,845 ^a | ,812 | ,860 | ,486 |

a. Predictors: (Constant), Halal Tourism.

Adjusted R Square value obtained is 0.860 or 86% indicating the ability of halal tourism variables in explaining variations or effects that occur on millennial satisfaction 86%, while the remaining 14% is influenced by other variables outside of this study.

Discussion

The results showed that halal tourism had a positive and significant effect on the satisfaction of millennial tourists with a regression coefficient value of 0.739. This is indicated from the value of t count > t table halal tourism (X) is 18,381 > 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 millennial satisfaction. The better the halal tourism on Sabang Island, the millennial tourists' satisfaction will also be higher. Halal tourism in Sabang includes tourist services in halal tourism referring to Islamic rules. One example of this form of service is a hotel that does not allow women and men who are not a husband and wife in one room, hotels in Sabang also do not provide food or drinks that contain alcohol and have separate spa facilities for men and women. Besides hotels, transportation in the halal tourism industry also uses the Islamic concept. The service provider or tour guide makes it easy for Muslim tourists to carry out worship during the trip. This convenience can be a notification in the form of an announcement or call to prayer if it has entered prayer time other than of course there is no food or drink containing alcohol. But until now Indonesia still does not have clear standards in this halal tourism problem. Things that are very contrasting with abroad, which is now a lot of restaurants that wear halal labels.

Based on data obtained from the Department of Culture and Tourism (Disbudpar) of Sabang City as many as 29,827 foreign tourists visited Sabang Island during 2018. The figure increased dramatically compared to 2017 with only 2,981 people. The increase in the number of tourists is due to the increasingly active promotion by the government in making Sabang Island a marine tourism destination spread throughout the National Tourism Strategic Area (KSPN). In addition, the satisfaction of tourists who come to Sabang Island is quite high. This is reflected in various online media uploaded by millennial tourists who share their tourism experiences on social media, video sharing channels, blogs, and other applications or sites that allow millennial tourists to provide feedback on halal tourism on Sabang Island.

The increase in halal tourism has been directly supported by the central government since three years ago through the halal tourism acceleration team formed by the Ministry of Tourism. The concept of halal tourism going forward will also include giving halal labels not only to the food and beverage industry sector, but also to the hotel and restaurant business.

Judging from the respondent's answer related to the respondent's identity, most millennial tourists are employees who need a vacation to relieve fatigue from work in the office. In general, most respondents are willing to come back for a vacation on Sabang Island.

The halal tourism footing cannot be separated from the Islamic law that governs the lives of Muslims. There are five laws in Islam. First mandatory. Obligatory is an order that must be done, if the

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command is done, it will get the reward, otherwise if it is not done, it will get sin. Second, sunna. The law of the Sunna means advice. If done will get the reward, if not done do not sin. Third is Haram. If done will get sin, on the contrary if left to get the reward. Fourth, makruh. This makruh law if done does not sin and if left to get the reward. The fifth law is mubah. If it is done it is not rewarding and does not sin and if it is not done it is not rewarding and innocent (Rasjid, 2000). (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

The results showed that halal tourism had a positive and significant effect on the satisfaction of millennial tourists on the Sabang island tourist attraction. This shows that the better halal tourism in Sabang Island will increase the satisfaction of millennial tourists. In general, millennial tourists who are satisfied with halal tourism on Sabang Island will show behavior to post photos and videos of their tourist experiences on their personal social media, or even will post their experiences on YouTube channels or share experiences on their personal blogs. Most of the other millennial tourists who are satisfied tend to give good ratings on sites or travel applications such as traveloka, Tiket.com, Pegegegi, Tripadvisor and others.

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