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Recognizing The Halal Tourism Destination in Indonesia from the Lens of Destination Image, E-Wom and Muslim-Friendly Amenities

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ABSTRACT

This study aims to discuss the effect of travel intention in Indonesia halal tourism destination. The object research is halal tourism destination in Indonesia. The independent variables obtained from the preliminary survey results are destination image, electronic word of mouth, and muslim-friendly amenities.

This study uses SEM data analysis techniques and data processing using SmartPLS. Data has collected from regional residents live in DKI Jakarta with a sample 162 respondents via survey questionnaire developed from related literature.

Research has found that destination image, electronic word of mouth, and muslim-friendly amenities have positive significant impact on travel intention to halal tourism destination in Indonesia.

Keywords : halal tourism, destination image, electronic word of mouth, muslim-friendly amenities, travel intention

I. INTRODUCTION

One important and potential sector in a country's economic development is tourism (Sulistyono, 2015). In Indonesia, the tourism sector in recent years has contributed greatly to the national economy. When the national economy faced a global crisis in 2014, when export revenues declined sharply, tourism experienced an increase in contribution from 10% to 17% of Indonesia's total exports of goods and services and the 4th largest contributor of foreign exchange earnings of 10 billion USD. One of the developing tourism sectors is halal tourism.

Halal tourism is part of the tourism industry that is devoted to Muslim tourists. Halal tourism is a new concept of tourism that is not just religious tourism such as Umrah and performing the Hajj, but tourism that serves entertainment by adjusting the holiday style according to the needs and demands of Muslim tourists. Halal tourism must comply with applicable Islamic principles, namely halal.

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Kajian Pengembangan Wisata Syariah 2015 mentions the potential of Muslim tourists from demographic factors is considered quite large because the number of Muslim population in the world is very large such as Indonesia, Malaysia, Brunei Darussalam, Turkey and Middle Eastern countries with typical productive, educated and own the big disposable income. Based on population data according to the religion adopted by the 2010 Central Bureau of Statistics shows that the population of Muslims in Indonesia is 207,176,172 or 87.18%. Based on this, Indonesia has an advantage over the development of halal tourism.

Indonesia is the country with the best potential in Southeast Asia that has the ability to direct its main focus on the tourism industry towards the direction of halal tourism. It was proven that Indonesia dominated The World Halal Tourism Award 2016 by winning 12 awards from a total of 16 categories. In fact, the achievements at The World Halal Tourism Award 2016 that Indonesia had achieved still could not bring Indonesia to be ranked first in the GMTI 2017 compared to other countries. At the GMTI 2017, Indonesia is ranked third under Malaysia and the United Arab Emirates. Even Malaysia continues to survive in the first position.

Regarding this matter, the Minister of Tourism Arief Yahya revealed three main problems facing Indonesia about halal tourism. The first is the lack of glance at the potential of halal tourism for the Muslim traveler market even though the potential is very large. The second is about the three assessment criterias from Crescent Rating for GMTI that business people are not aware of that are presenting the best destinations, facilities, and marketing and awareness for traveler Muslims who travel to Indonesia halal tourism. The third is about Indonesia's insensitivity to halal tourism because Indonesia has defaulted to halal, so it does not need to be standardized even though standardization is important for Muslim travelers especially from overseas (travel.detik.com).

In this study, researcher conducted a pre-survey as additional data to strengthen the phenomenon. Pre-survey was conducted by distributing questionnaires through google form to 20 respondents, obtained data 3 large intention in travel based on destination image, electronic word of mouth, and Muslim-friendly amenities.

These three factors are with the research conducted by Nassar, Mostafa, and Reisinger (2015) in the study of factors influencing travel to Islamic destinations that the image of the destination had the greatest significant effect that influences tourists to visit Islamic destinations. Research conducted by Sari and Pangestuti (2018) in the study of the effect of electronic word of mouth on travel intention and travel decisions, obtained the results of research that stated that electronic word of mouth had a significant positive relationship. Research conducted by Battour, Ismail and Battor (2011) in a study of the goal of attributes on Muslim tourists' choice that supports (Muslim-friendly amenities) influences to travel intention.

II. Literature Review

2.1 Travel Intention

Understanding intention According to Kotler (2010) that the intention meaning is as an impulse, namely strong internal stimuli that motivate action, where this impulse is influenced by stimulus and positive feelings about the product. Intention is one of the psychological aspects that has a considerable influence on behavior and intention is also a source of motivation that will direct someone to do what they do.

Intention to travel is basically the feeling of wanting to visit a place or region that is interesting to visit. The theory of travel intention is analogous to purchase intention, as research conducted by

Albarq (2014) in Aprilia, Kumadji, and Kusumawati (2015) which equates that tourists travel intention are similar to consumers purchase intention. Schiffman and Kanuk (2008) suggest that purchase or travel intention is a psychological activity that arises because of the feelings and thoughts of a desired item or service.

Intention in travel is influenced by several factors. In Nassar's research, Mostafa, and Reisinger (2015) stated that destination image factors, motivation, quality and service had a significant influence on travel intention. Jalilvand et al (2012) stated that electronic word of mouth, destination image, and attitude significantly influence travel intention. Suherlan (2015) in his research stated that Muslim friendly services and facilities available at destination and halal awareness and destination marketing factors affected travel intention. Furthermore, Sondakh (2016) states that service, security, and attractiveness influence simultaneously or partially towards the intention tourists to travel.

2.2 Destination Image

Tourist destination include everything in the area, both the community, landscape, other industries, and other things that can be part of the destination experience, local characteristics that tourists can enjoy even though they are not part of the tourism economy in particular (Hanif, 2016). According to Destari (2017), the image of a destination is a perception formed from various information received by tourists. Every tourism destination has a certain image that contains beliefs, impressions, and perceptions about a destination.

Lopes in Hendawan (2015), wrote the latest guidelines for tourism marketing that the development of tourism destination images is based on consumer rationality and emotionality, and as a result of a combination of two main components or dimensions, namely: the cognitive and affective image.

There are two dimensions of the destination image described by Qu et al (2011), as follows:

1) Cognitive destination image, how tourists perceive destination tourism. The cognitive component refers to the knowledge, recognition, beliefs, thoughts and awareness of a person about tourist destinations and all kinds of attributes of a tourist destination.
2) Affective destination image, how tourists are emotional about the destination tourism. Affective components refer to feelings and emotions raised by tourism destinations and sentimental impressions held by tourists during the process of choosing a tourist destination.

2.3 Electronic Word of Mouth

Jalilvand et al (2012) suggest that electronic word of mouth is considered to be the evolution of face-to-face traditional communication to be more modern with the help of cyberspace, or an electronic media in computer networks that are widely used for online and one-way communication. In accordance with research conducted by Thurau (2004), Electronic Word of Mouth became a venue or a place that is very important for consumers to give their opinions and are considered more effective than WOM because of the broader level of accessibility and coverage than traditional WOM which is offline.

Novak and Hoffman in Putra (2013) explain the characteristics of electronic word of mouth, namely:

1) Dialogue occurs in an electronic context where there are no meetings, face to face. Communication does not occur directly from keyboard to keyboard, but in the form of reading messages passively on the internet or actively writing messages.
2) WoM communication does not last long (soon disappears) but E-WoM communication is stored as a reference for others in the future.

3) E-WoM communication occurs more in the context of goal-oriented than experimentally-oriented.

2.4 Muslim-Friendly Amenities

Fang et al. (2008) support that tourists will almost certainly choose the best destination in meeting their internal desires or attributes of the preferred destination. Religion emerged as a type of attraction in the tourism literature. Therefore, the availability of several religious attributes that meet the needs of Muslim tourists can play an important role in halal tourism. Religion must be better known in the context of today's competitive tourism market (Weidenfeld & Ron, 2008).

The facilities provided in halal tourism not only include the existence of pilgrimage destination, but also include the availability of supporting facilities, such as restaurants and hotels that provide halal food and prayer places, as well as other requirements (Jaelani, 2017). The factors that determine travel to Islamic destinations are the availability of Muslim-oriented facilities and services; serving Muslim tourists and providing hospitality services to Muslim tourists (Nassar, Mostafa, Reisinger, 2015). Stephenson (2014) states that what greatly influences Muslim travelers' travel decisions are destination choice, hotel selection, service expectations, food consumption and preferences for activities that need to follow Islamic-friendly criteria.

2.7 Hypothesis Development

Some previous researchers have shown the relationship between the image of a destination and travel intention. Chin et al (2015) suggested that destination image is one of the most important factors influencing intention to travel a destination that has a good image and has a unique destination facility. Cahyanti and Anjaningrum (2017) suggest that the destination image influences the intention of tourists younger generation to travel tourist villages. Jalilvand et al (2012) found that there was a significant relationship between the image of the destination and the intention to travel. Nassar, Mosta, and Reisinger (2015) indicate that the image of a destination had the greatest significant effect that affecting tourists to travel. Based on the argument, it proposed that:

Hypothesis 1: Destination image is positively and significant on travel intention to halal tourism destinations in Indonesia.

Electronic word of mouth (E-WOM) is considered as an important source of information that influences tourist intention and chooses a destination. Since online reviews by tourists are an important source of information for tourists and tourism companies, researchers try to analyze and understand online reviews by tourists (Jalilvand, 2012). Research conducted by Wang (2015) found that there was a positive and significant relationship between E-WoM and travel intention. The research conducted by Abubakar and Ilkan (2016) resulted in a positive and significant relationship between E-WoM and travel intention. Jalilvand et al (2012) had a positive and significant influence between E-WoM and travel intention. Based on the above explanation, it is proposed:

Hypothesis 2: Electronic word of mouth is positively and significant on travel intention to halal tourism destinations in Indonesia.

Halal tourism is an activity that is supported by a variety of facilities and services provided by the community, businessmen, central government and local governments that fulfill syariah requirements (Jaelani (2017). Tourist destinations that target Muslim tourists must have Islamic attributes that meet the needs of Muslim tourists (Nassar , Mostafa, and Reisinger 2015). Stephenson (2014) argues that Muslim-friendly facilities have a significant effect on visiting interest, Suherlan (2015) found that Muslim friendly amenities

significantly influence the interest in visiting syariah tourism, Hariani, Rahmanita, and Ingkadijaya (2017) resulted in positive Muslim facilieties (syariah hotels, halal restaurants, and places of worship) that were positive for Indonesian Muslim tourists. Therefore, it is proposed that:

Hypothesis 3: Muslim-friendly amenities is positively and significant on travel intention to halal tourism destinations in Indonesia.

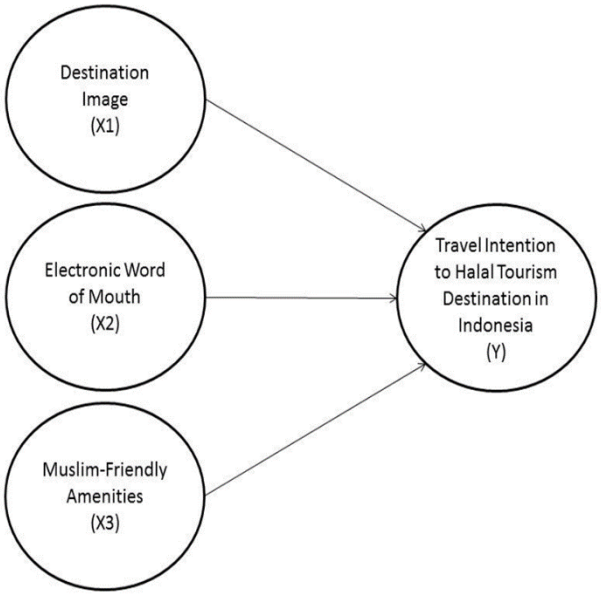

Figure 1. Research Framework

III. Methodology

3.1 Population and Sample

The empirical study was carried out in Indonesia halal tourism destination. Looking at the characteristics of the existing population and the purpose of this study, the sampling technique in this study is purposive sampling, which is the determination of respondents from the population with certain criteria. The target population for the study was regional residents live in DKI Jakarta. Sample selection was a result of the purposive method; determining the number of representative minimum samples depends on the number of indicators multiplied by five to ten, then the number of samples used in this study is a minimum of 145 respondents (Hair et al, 2011). After using google form as electronic channel, the final result in sample of 162 valid respondents. Data were gathered during the months of november and december 2018.

3.2 Measurement Instrument

A structured questionnaire was developed from previous studies to investigate factors that influence travel to halal tourism destinations. Each construct was measured using multiple items. Travel intention were measured with eight items from personal values perceptions, social influence perceptions, functional value perception, and demographic. Destination image were investigated using six items, respectively (Nassar, Mostafa, and Reisinger, 2015; Lin et al, 2007), such as interesting place, has positive image, welcomes tourists, enhances interest in religion, exctiting, and arousing. Perception of electronic word of mouth were measured with eight items from concern of others, platform assistance, venting ngative feelings, extraversion / positive self-enhancement, and economic incentives (Thurau, 2004; Shukla, 2012). The importance of Muslim-friendly amenities was measured using five items, including the availability of halal food and non-alcoholic drinks, praying facilities, leisure facilities for women and men, and Muslim-friendly lodging (Nassar, Mostafa, and Reisinger, 2015; Stephenson, 2014). All items were measured on a 5-point Likert-type scale ranging from “strongly disagree” (1) to “strongly agree” (5).

IV. Analysis

4.1 Profile of the respondent

In the process of receiving data obtained the final results of 162 respondents. Descriptive statistics is a way of describing and presenting information from a large amount of data. With descriptive statistics, raw data is converted into information that can describe phenomena or characteristics of the data. The characteristics of the respondents in this study consisted of gender, age, occupation, and residence area. From 162 respondents, it was

known that the majority of respondents were female with a total of 101 respondents (62.3%). The majority of the age range of respondents at the age of 21-30 years with a total of 103 respondents (63.6%). The majority of respondents' work are students with a total of 106 respondents (65.4). As well as the majority of respondents' living areas are in West Jakarta with a total of 94 respondents (58%).

V. Results

5.1 Measurement Model

5.1.1 Convergent Validity

Convergent validity test of each construct indicator. According to Chin in Ghozali (2014), an indicator is said to have valid if the value is more than 0.70, while the loading factor of 0.50 to 0.60 can be considered sufficient.

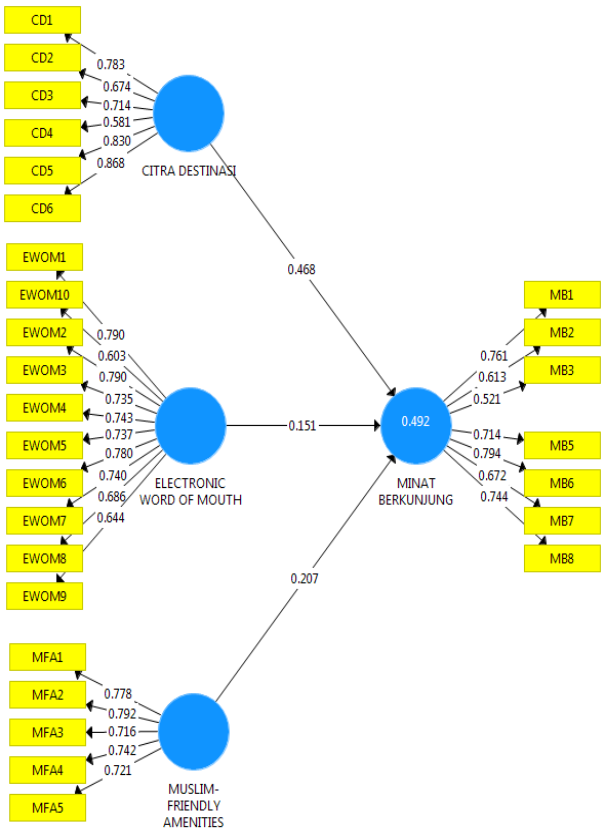

Figure 2. Research Model

As shown in Figure 2, all items of loadings exceeded the recommended value 0.6 (Chin in Ghozali, 2014). As shown in Table 1, the composite reliability values which depict the degree to which the construct indicators indicate the latent construct, ranged from 0,866 to 0,918, which exceeded the recommended values of 0.7 (Hair et al, 2011). The average variance extracted, which reflects overall amount of variance in the indicators accounted by the latent construct, were in the range of 0,525 to 0,564, which exceeded the recommended value of 0.5 (Hair et al, 2011).

5.1.2 Discriminant Validity

Measuring discriminant validity can use construct Fornell-Larcker criteration and average variance extracted (AVE). First used Fornell-Larcker criteration, discriminant validity can be examined by comparing the squared correlations between the constructs and the variance extracted for construct. As shown in Table 2, the squared correlations for each construct were less than the square root of the average variance extracted by the indicators measuring that construct, indicating adequate discriminant validity.

Second used average variance extracted, the value of AVE of each construct has to be more than 0.5 as an indicator of good discriminant validity. As shown in Tabel 1, every construct has AVE value higher than 0.5. Thus the measurement demonstrated by Fornell-Larcker criteration and AVE adequate convergent and discriminant validity.

Table 1. Factor Loadings and Reliability

Items	Loadings	Composite Reliability	Average Variance Extracted	Cronbach's Alpha
CD1	0,783	0,882	0,559	0,840
CD2	0,674			
CD3	0,714			
CD4	0,581			
CD5	0,830			
CD6	0,868			
EWOM1	0,790	0,918	0,529	0,901
EWOM2	0,790			

EWOM3	0,735			
EWOM4	0,743			
EWOM5	0,737			
EWOM6	0,780			
EWOM7	0,740			
EWOM8	0,686			
EWOM9	0,644			
EWOM10	0,603			
MFA1	0,778	0,866	0,564	0,807
MFA2	0,792			
MFA3	0,716			
MFA4	0,742			
MFA5	0,721			
MB1	0,761	0,868	0,525	0,819
MB2	0,613			
MB3	0,521			
MB5	0,714			
MB6	0,794			
MB7	0,672			
MB8	0,744			

Table 2. Discriminant validity of construct Fornell-Larcker Criteration

	Destination Image	Electronic Word of Mouth	Travel Intention	Muslim-Friendly Amenities
Destination Image	**0,748**			
Electronic Word of Mouth	0,539	**0,727**		
Travel Intention	0,652	0,500	**0,725**	
Muslim-Friendly Amenities	0,539	0,418	0,527	**0,751**

5.2 Structural Model

The procedure used 500 re-samples to the test the significance of regression coefficients because, according to Chin in Ghozali (2014), this was the usual recommendation when using bootstrapping to estimate parameters. As shown in Table 3, the relationship between destination image and travel intention can be determined to be positive with the beta coefficient 0,443 and significant with T-statistics 4,217. The beta coefficient of the relationship between electronic word of mouth and travel intention is 0,170 and T-statistics 2,040 is determined to be positive and significant. The beta coefficient of the relationship between Muslim-friendly amenities and travel intention is 0,217 and T-statistics 2,267 is determined to be positive and significant. The R-squared value of travel intention is 0.488 which signifies that 48,8% of tourist intention to travel can be explained by destination image, electronic word of mouth, and Muslim-friendly amenities as explained in the introduction.

Table 3. Summary of the Structural Model

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Destination Image > Travel Intention	0,443	0,421	0,105	4,217	0,000
Electronic Word of Mouth > Amenities	0,170	0,188	0,083	2,040	0,042

Travel Intention					
Muslim-Friendly Amenities > Travel Intention	0,217	0,235	0,096	2,267	0,024

VI. DISCUSSION AND IMPLICATION

This study confirms that destination image, electronic word of mouth, and Muslim-friendly amenities has contributed to increase travel intention to halal tourism destination in Indonesia. First, the image of the destination had a positive relationship and had a significant effect towards travel intention to Halal tourism destination in Indonesia. This means that the image of a destination is an important factor in influencing tourists intention to travel. It can be concluded that the image of a destination owned by a halal tourist destination in Indonesia has an impact on tourist intention. Travelers are most likely to be influenced by destination image, especially one that makes them feel proud of being who they are, allows for their need to be fulfilled, makes them feel self-aware and attached to a destination and motivates them to do something (Nassar, Mustofa, and Reisinger, 2015). Destination marketers should, therefore, use more sensory-stimulating media and develop more emotional messages to create an awareness of the traveler to improve travel intention in halal tourism destination in Indonesia.

In addition, electronic word of mouth had a positive relationship and had a significant effect towards travel intention to halal travel destination in Indonesia. This means that electronic word of mouth is an important factor in influencing tourists intention to travel. It can be concluded that the delivery of information through electronic word of mouth that emphasizes or has high selling value in halal tourist destinations will increase intentionto travel halal tourism destination in Indonesia. Observing messages posted on review sites / online may help monitoring different kinds of destination images in a timely and cost effective way (Jalilvand et al, 2012).

As predicted, Muslim-friendly amenities had a positive relationship and had a significant effect towards travel intention to halal tourism in Indonesia. As a country with the largest Muslim population in the world, Muslim-friendly amenities are an important factor in influencing tourists intention to travel. It can be concluded that the increasing availability of facilities that support the needs of a Muslim, the higher the intention to travel of tourists to halal tourism destinations in Indonesia. The hospitality industry in Indonesia needs to play a proactive role in working with designated international bodies to develop criteria for halal certification and other global certification since Muslim consumers require reassurance from suppliers of the genuineness of the purchased product or the specific service (Stephenson, 2014).

VII. Limitation and Future Research

The study, however, had two limitations. First, the questionnaire used a purposive sampling method, thus the sample could not be treated as representative of all Indonesian tourists outside DKI Jakarta particularly a Moslem from the destination's major source markets. Second, the object of this study is not specific to one destination, it is only a representative of all halal tourism destinations in Indonesia.

Future study would benefit by specify to one destination and from Indonesian Muslim perspectives in intention to travel towards halal tourism destination. Not only the perception of destination image, electronic word of mouth, and Muslim-friendly amenities for measuring travel intention, but

several other variables such as religiosity, promotion, tourist attraction, motivation, service quality, etc. with more relevant indicators that can affect to travel intention. The study will contribute to the knowledge of marketers by providing insights into travelers' intention, which can potentially be used by marketers to better respond to, and target, these travelers to surmount barriers to traveler choice.

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