



Perception of Halal Tourism In West Sumatera Province And Its Implications On Decision Visiting After World Halal Tourism Award Tourists Of 2016

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ABSTRACT: *The purpose of this study was to examine the effect of perceived value, brand perception, perception of halal tourism prices on tourist visiting decisions to West Sumatera Province after being designated as the world halal tourism award 2016. The sample in this study were 160 respondents namely of Muslim tourists and Non Muslims visiting West Sumatera. Data analysis in this study is structural equation modeling (SME). Amos 21 version used in processing data. In this study, consumer perceptions are one of the important factors that stimulate subjective norms. Subjective norms are able to increase tourist visiting decisions to West Sumatera Province after being established as the world's halal tourism award. One contribution of this study is that consumer perceptions of halal tourism have an effect on increasing tourist visits to West Sumatera Province after being established as the world halal tourism 2016 award mediated by subjective norms.*

KEYWORDS: *Tourist, subjective norms, halal tourism, visiting decisions*

I. INTRODUCTION

The definition of tourism in the United Nation World Tourism Organization (UNWTO) is that everyone who visits a country outside his place of residence is driven by one or several needs without intending to earn income in the place visited and the duration of the visit is not more than 12 months (Sutomo, 2014). The growth rate of Muslims who tour in the world is far above the rate of growth of other foreign tourists. For the record, foreign tourists entering Indonesia reached 8.8 million tourists, with a total of US \$ 1.66 billion. However, experts observe the travel industry and halal tourism in non-Muslim countries far better than in Muslim countries. Nowadays the concept of halal is increasingly prevalent and is becoming a trend in Indonesian society. Initially the halal concept was generally used in the banking world. Gradually along with the development of time, the community began to be familiar with the word and the term "halal". So, various banks and institutions have emerged that add halal application to their business activities. The world of tourism does not want to miss. The Ministry of Tourism and the Creative Economy (Kemendag) are determined to make Indonesia one of the sharia tourism destinations in the world. The Ministry of Tourism and Creative Economy sets out nine tourist destinations that have the potential to be promoted as halal tourism areas in Indonesia. The nine regions are West Sumatera, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar and Lombok. This cannot be separated from the socio-cultural background that upholds Islamic values with the support of its natural beauty (bisnis.tempo.co). Halal tourism is not only intended for Muslim tourists but is also needed by non-Muslim tourists even in some countries that are not the majority of Muslims, such as Japan, South Korea, China and others, halal tourism is developing faster. This is very different from Indonesia, including West Sumatera, as the recipient of the 2016 halal tourism award, which even impressed as a symbol of the execution in the field. This is due to a lack of understanding and public perception about halal tourism. People sometimes misinterpret halal tourism. This fact will affect the visiting decisions of tourists, there are two possibilities that will influence the lack of understanding of halal tourism makes them more interested in knowing how to tour sharia or otherwise. Whereas West Sumatera as halal tourism in the category of halal destinations, halal culinary, and halal travel agents can make tourism in West Sumatera grow rapidly and a lot of innovation and creativity is done to increase tourist visits both Muslim and non-Muslim. But in reality it is still far from the



expectations of tourists both in terms of halal travel agents, halal culinary, and halal tourism destinations. This makes tourist perceptions decrease. Information and socialization of halal tourism in West Sumatra is very very minimal and even very rare and difficult to find, this causes the majority of West Sumatra people do not understand and know what is meant by halal tourism and what are the benefits of developing halal tourism in West Sumatra. Whereas West Sumatra, which is rich in tourist attractions that are very beautiful in various tourist destinations, and culinary delights and unique as well as a comfortable travel agent, is a business opportunity that has a high selling value owned by West Sumatra.

II. LITERATURE REVIEW

2.1 Consumer Behavior

Consumer behavior is an action that is directly involved in acquiring, consuming, and consuming products or services, including the process of decency that precedes (Setiadi, 2003). To understand consumers and develop the right marketing strategies we must understand what they think (cognition), what they feel (influence), what they do (behavior), and also where (events around) that affect and are influenced by what thought, felt, and done by consumers. Consumer behavior (consumer behavior) can be defined as the activities of individuals who are directly involved in obtaining and using goods or services including the decision making process in the preparation and determination of these activities. There are two important elements of consumer behavior: the retrieval process decisions, all of which involve individuals in assessing, obtaining, and using goods or services economically (Sunyoto, 2013). Factors Affecting Consumer Behavior

- External factors, namely: Culture, Social Class, Family, Refraction and Social Groups.
- Internal factors, namely: Motivation, trust and attitude, learning, trust and self-concept.

2.2 Consumer Perception

Perception is an individual process of organizing and interpreting sensory impressions to give understanding to their environment (Robbins, 2015). In the Indonesian Dictionary Large explains that perception is a direct response from an absorption or process of knowing some things through the five senses (Ministry of Education and Culture, 2005). Perception is defined as the process by which someone chooses, organizes, interprets information input to create a meaningful picture in this world. People can have different perceptions of the same object because of the three perceptual processes according to Sunyoto (2015)

1. Selective attention
2. Selective disorders
3. Selective recall

Perception is a process that arises due to the sensation, where sensation is the activity of feeling or causing an exciting emotional state. Sensation can also be defined as a rapid response from our receiving senses to basic stimuli such as light, color, and sound. With all of that, perception will arise (Sungadji and Sopiah, 2013). Our perception is shaped by:

1. Characteristics of stimuli.
2. Relationship stimuli with their surroundings.
3. Conditions in ourselves.

Perception is the experience of an object, event or relationship that is obtained by deducing information and interpreting the message. This perception gives meaning to sensory stimulus. Interpreting that senses does not only involve sensations but attention, expression, motivation, and memory. The opinion explains that perception is a process that is preceded by sensing. Stimulus or stimulation received by individuals through sensing will be forwarded to the nervous system center, namely the brain and psychological processes occur, so that individuals realize what is seen and what is heard (Rachmat, 1991). Perception is divided into two types, namely: 1. External Perception, which is the perception that occurs because of stimuli that come from outside the individual

1. Self Perception, which is the perception that occurs because of stimuli that come from within the individual. Perception formation and the factors that influence it According to Branca (1964) and Marquis (1957) in (Walgito, 1994). perception is a process that is preceded by sensing. Sensing is a process of receiving stimuli by individuals through sensory devices. But the process does not stop there, in general the stimulus is forwarded by nerves, and the subsequent process is a process of perception. Therefore the perception process cannot be separated from the sensing process, and the sensing process



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is a process that precedes the occurrence of perception. The sensing process occurs at any time, namely when the individual receives a stimulus that is about him through the sense organs. The sense tool is the link between the individual and the outside world.

2.3 Halal Tourism

Halal tourism is a tour that prioritizes the element of halal aspects related to tourism activities. Halal includes everything that is used for physical and physical human beings who are certainly free from danger. In general, halal must include property, food, drinks, cosmetics, medicines which are material and handling diseases or life problems. Therefore, halal tourism objects are related to providing tourist destinations in the form of hotels, restaurants, restaurants and others that use halal and thoyyiban (good) materials. This halal standard is measured through procedures that meet halal certification requirements. Halal is good and guaranteed safe from danger so that halal tourism is good for everyone regardless of the religion adopted. Halal tourism is booming because Muslim tourists who come to a majority non-Muslim country have difficulty worshipping and getting halal food. While the number of Muslim tourists visiting mainly from the Middle East is very large. Halal tourism is provided by countries in the world, especially by countries with a majority of non-Muslim population, which are business opportunities that have a considerable economic impact. Indonesia, which is predominantly Muslim, Indonesia must continue to develop halal tourism so that more visitors from abroad will make Indonesia more famous in the world that Indonesia is indeed superior in providing halal tourism.

2.4 Subjective Norms

Subjective norms are interpreted as social factors that indicate perceived social pressure to do or not do an act. In Theory of Reasoned Action and Theory of Planned Behavior 1, subjective norms are a function of normative beliefs, which represent perceptions about other significant preferences regarding whether such behavior should be carried out. This model quantifies this belief by multiplying the subjective possibility of a person called relevant thinking that someone must carry out this behavior with the motivation of someone to follow (motivation to comply) what they want to do. Components Subjective Norms According to Fishbein and Azjen (2005), subjective norms generally have the following two components Normative beliefs. Perceptions or beliefs about the expectations of others towards him are a reference for displaying behavior or not. Beliefs that relate to the opinions of leaders or other people who are important and influential for individuals or role models whether the subject must do or not a certain behavior. Motivation to comply (motivation to fulfill). Individual motivation to fulfill these expectations. Subjective norms can be seen as a dynamic between the impulses perceived by individuals from the people around them with the motivation to follow their views (motivation to comply) in doing or not doing these behaviors.

2.5 Visiting Decisions

One part of tourist behavior is the decision to visit tourists. To better understand tourists visiting decisions, the following is an explanation of the definitions of visiting tourists' decisions. Tourist visiting decisions are studied in tourist behavior. According to Reisinger, (2009: 279) the definition of tourist behavior is the behavior shown by tourists in choosing, buying, using, and evaluating products, services, ideas and experiences to meet their needs and desires. Tourist behavior is behavior that is shown by tourists in the decision making process when facing several alternative choices. Tourist behavior can be explained through the theory of consumer behavior (Reisinger, 2009: 297). Furthermore Reisinger (2009: 297) explains that tourist behavior learns and explains how tourists make decisions to use the resources they have and consume products and services related to tourism. Traveler behavior refers to the process of obtaining and organizing information in directing purchasing decisions and using and evaluating products and services (Moutinho, 2000: 41).

III. RESEARCH METHODS

3.1 Perception of Value

Perception of value is the customer value is a ratio of benefits obtained by customers with sacrifice. The embodiment of sacrifices made by customers in line with the exchange process are transaction costs, and risks to get the products (goods and services) offered by the company (Yang and Peterson, 2004).



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Value perception refers to consumer evaluations of products and services. Consumers emphasize that the benefits received from a product or service is the most important component in value and is the quality that consumers receive according to the price paid.

H1: Perception of value has a positive and significant effect on subjective norms of tourists to West Sumatra Province after being determined as the world halal tourism award 2016

3.2 Brand Perception

A brand is a name or symbol associated with a product or service and creates a psychological meaning or association. Brands are not only what is printed on a product or its packaging, but what is in the minds of consumers and how consumers associate it. In the development of the next brand is a name that is considered to represent a subject, considered a symbol and then becomes an image. Brand perception, which is to give a customer assessment of the image of a product by assessing it in terms of brand quality or the meaning that the product has a certain value or quality. Brand perception refers to consumer perceptions of the name or symbol associated with a product / service and creates psychological meaning. Brands give meaning that products and services have certain value or quality for consumers.

H2: Brand perception has a positive and significant effect on subjective norms of tourists to West Sumatra Province after being established as the world halal tourism award 2016.

3.3 Price Perception

Often consumers assume that the price set for a particular brand is a feature of the product. Through this knowledge, consumers compare the prices offered by other brands in the same product class, other features of the brand observed from other brands and other consumer costs. These results and processes will then shape attitudes towards various existing brand alternatives. Narrow meaning, price (price) is the amount that is billed for a product both goods and services. More broadly, prices are the sum of all the values given by customers to benefit from owning or using a product both goods and services (Kotler, 2008). Price perception is related to how price information is fully understood and gives deep meaning to consumers. Perception of price becomes a consumer's judgment about the comparison of the magnitude of the sacrifice with what will be obtained from products and services. Price perception is often identified with perceived quality and perceived costs incurred to obtain a product. (Monroe, 2003).

H3: Price perception has a positive and significant effect on subjective norms of tourists to West Sumatra Province after being established as the world halal tourism award 2016

3.4 Subjective norms for visiting decisions

Subjective norms are interpreted as social factors that indicate perceived social pressure to do or not do an act. In Theory of Reasoned Action and Theory of Planned Behavior 1, subjective norms are a function of normative beliefs, which represent perceptions about other significant preferences regarding whether such behavior should be carried out. This model quantifies this belief by multiplying the subjective possibility of a person called relevant thinking that someone must carry out this behavior with the motivation of someone to follow (motivation to comply) what they want to do. H4. Subjective Norms have a positive and significant effect on tourists visiting decisions to West Sumatra Province after being designated as the world halal tourism award 2016

3.5 Perceptions of value to visiting decisions through subjective norms

H5 Perception of value has a positive and significant effect on tourist visiting decisions through subjective norms of tourists to West Sumatra Province after being determined as the world halal tourism award 2016.

Methods

3.6 Samples and respondents

Respondents in this study were tourists visiting West Sumatra both Muslim and non-Muslim tourists. The questionnaire was used to obtain data. Questionnaires were distributed to 100 tourists who came to visit attractions in West Sumatra. Of the 100 respondents, there were 40 men and 60 women. Their average age is productive age, which is 25-55 years. There are 82.5% of respondents to Muslim tourists, while the remaining 17.5% of respondents are non-Muslim tourists.



3.7 Measurements

There are five variables used in this study which consist of perceived value, brand perception, price perception, subjective norms as mediating variables, and tourist visiting decisions. Each variable requires a measurement indicator. Each indicator and question item in this study was measured using a five-point scale where 1 scale means 'strongly disagree' while scale 5 means 'strongly agree'.

IV. RESULTS & DISCUSSION

Analyses

The data are analysed using structural equation modelling (SEM). SEM is a statistical method based on a confirmatory approach against the structural analysis method which contains phenomena (Byrne, 2010). SEM implementation should be based on the existing theory. Amos 21 is conducted to analyse the data

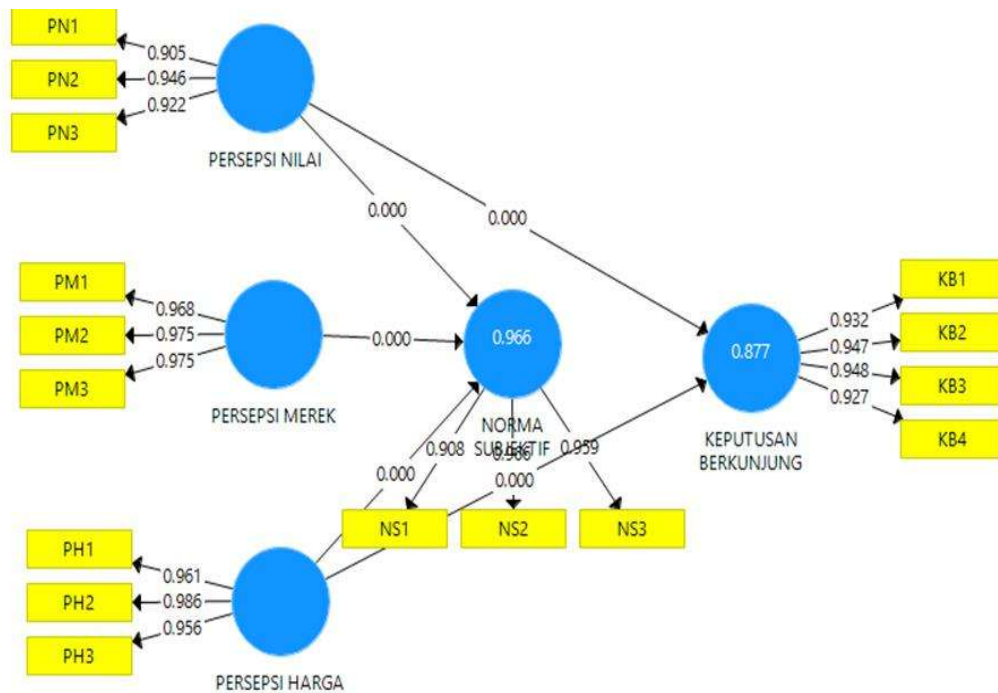
Findings

Table 1 . Validity and reliability of measurement items

Variabel and Indikator	Factor loading
Value Perception	
Destination halal added value in the eyes of tourism	0,905
service value halal is beneficial to tourism	0,946
Tourism halal feel comfortable with these products	0,922
Brand Perception	
Tourists feel proud of these tourist halal destinations	0,968
Tourists feel prestige towards tourist halal destinations	0,975
Tourists feel comfortable in tourist halal destination	0,975
Price Perception	
Prices halal affordable by tourists	0,961
Price halal according to the service received	0,966
Prices halal are cheaper than competitors	0,956
Subjective Norm	
People who influence the decision to visit Halal Alliance	0,908
Important people in making decisions in visiting halal destinations	0,986
People who influence visiting behavior to halal destinations	0,959
Visiting Decision	
Information about halal destinations from families	0,932
Information about halal destinations from mass media	0,947
Information about halal destinations due to direct curiosity	0,848
Information about halal destinations because of tourism attractions	0,927

5.2 Hypothetical testing

Hypothesis	Result	Description
H1 Perception of value has a positive and significant effect on subjective norms	$\beta = 0,125; \alpha < 0.001$	H1 Accepted
H2 Brand perception has a positive and insignificant effect on subjective norms	$\beta = -0,205; \alpha > 0.001$	H2 Accepted
H3 Price perception has a positive and significant effect on subjective norms that have a positive and significant effect on visiting decisions	$\beta = 0,479 \alpha < 0.001$	H3 Accepted
H4. Perception of value has a positive and significant effect on visiting decisions	$\beta = 0,135; \alpha < 0.001$	H4 Accepted
H5 Price perception has a positive and significant effect on visiting decisions	$\beta = 0,594; \alpha < 0.001$	H5 Accepted



V. DISCUSSION

The process of perception is closely related to the factors that influence it, as we all know that after an object raises a stimulus and is able to give attention, and a stimulus regarding sensory devices at this stage are often called sensing or physiological processes then transmitted by sensory nerves to the brain as the center of consciousness called the psychological process (Walgito, 2004). The embodiment of sacrifices made by customers in line with the exchange process is the cost of transactions, and the risk of getting the products (goods and services) offered by the company (Yang and Peterson, 2004). Value perception refers to consumer evaluations of products and services. Consumers emphasize that the benefits received from a product or service are the most important component in value and are the quality that consumers receive according to the price paid. A brand is a name or symbol associated with a product or service and creates a psycho-logical meaning or association. Brands are not just what is printed on a product or its packaging, but what is in the minds of consumers and how consumers. associate it. In the subsequent development of the brand is a name that is considered to represent an object, considered a symbol and then becomes an image. Brand perceptions, namely giving customer ratings of the image of a product by assessing in terms of brand quality or the meaning of the product Often consumers assume that the price set for a particular brand is a feature of the product. Through this knowledge, consumers compare the prices offered by other brands in the same product class, other features of the brand observed from other brands and other consumer costs.

This result and process will thenshape attitudes towards various existing brand alternatives. Narrow meaning, price (price) is the amount that is billed for a product both goods and services. More broadly, prices are the sum of all the values given by customers to benefit from owning or using a product both goods and services (Kotler, 2008). Price perception is related to how price information is fully understood and gives deep meaning to consumers. Perception of price becomes a consumer's assessment of the comparison of the amount of sacrifice with what will be obtained from products and services. Price perception is often identified with perceived quality and perceived costs incurred to obtain products. (Monroe, 2003). Subjective norms are a person's perception or view of the beliefs of others who will influence the intention to do or not conduct the behavior under consideration. For example, you have parents who like to learn and encourage you to always learn. Besides that you have



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some friends who don't like to learn and influence you not to study. The beliefs of other people who are different can be weighted based on their interests in your opinion that the net amount will affect your behavior intentions in terms of learning or not learning (Jogiyanto 2008: 42). Expressions of behavioral intentions should relate to predictions that are highly accurate towards the associated volitional activities. If the intentions are believed to be really as direct determinants of behavior on their own accord (volitional behavior), then they should correlate more strongly with behavior than other determinants (Jogiyanto, 2008: 26). According to Ajzen (1988) a lot of behaviors carried out by humans in daily life are carried out under the control of volition control (Jogiyanto, 2008: 27). Behavior under will control is called volitional behavior (volitional behavior) which is defined as behaviors that individuals want or refuse not to do if they decide to fight it. The opposite of behavior on one's own accord is mandatory behavior, which is behavior that is not of his own volition but because of the demands or obligations of work (Jogiyanto 2008: 27). This is in line with the results of research conducted by Rizka (2016) entitled "Consumer perceptions of sharia tourism and its influence on visiting decisions, and research from Idris (2017) influences Attitudes, Subjective Norms and Perceptions of Behavior Control on Interest in Credit Card Ownership

VI. CONCLUSION & SUGGESTION

This study aims to look at the perceptions of tourists about halal tourism after yours award 2016 and its implications for tourist visiting decisions in West Sumatra Province. The first result is that the perception of value has a significant effect on subjective values, both brand perceptions have no significant effect on subjective norms, the three perceptions of prices have significant influence on subjective norms, the four perceptions of value have a positive influence on visiting decisions, the five price perceptions have a significant influence on visiting decisions. This study proposes several implications of the theory. First, tourists' perceptions of halal tourism must be changed so that tourists when visiting a tourist object no longer perceive halal tourism only for Muslim tourists and tourists who have money but are intended for all tourists and the price offered is not too expensive so tourists are comfortable visiting. tour to West Sumatra Province.

6. Limitations and further researches

The limitation of this study is that halal tourism does not focus on one district but the Province. There are more fashion industries than others that produce inequality. Some recommendations for further research are:

- Focus more on attractions in one district
- using customer centricity as a moderating variable that will have more insight for further research.

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