



The Influence of Knowledge And Skills of Halal Tour Guide On The Satisfaction of Tourists In Padang City Mediated By Trust: A Case Study of Muslim Tourists

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ABSTRACT: *Tourist satisfaction enables it to be created through quality and service with good skills by halal tour guides, tourists will get new knowledge and experience from the sights described by halal tour guides. If good service is provided, the image of tourism and halal tour guides will be able to fulfil the necessities and desires of tourists. The purpose of the present study is to investigate whether there is a significant influence of knowledge on tourism destination and tour guide skills toward the satisfaction of tourists, either partially or simultaneously. The type of study is associative that measures associations between two or more variables. Samples taken using questionnaires amounted to 61 tourists. The data analysis technique used in this study is the multiple linear regression analysis. The results of the study prove that partially knowledge has a significant effect on the satisfaction of tourists. However, partially the skills and beliefs of tour guides do not have a significant effect on the satisfaction of tourists. Meanwhile, simultaneously knowledge of halal tour guide has a significant effect on the satisfaction of tourists. Given the knowledge and skills of halal tour guides have a significant influence on the satisfaction of tourists in Padang City, the authors recommend the Halal tour guide incorporated in the PTG (Padang Tour Guide) should pay attention to halal tour guide knowledge factors on halal tour guides and skills.*

KEYWORDS: *Halal, Destination, Tourist, Tour Guide, Knowledge, Skill, Trust, Satisfaction*

I. INTRODUCTION

Halal tourism is all objects or actions allowed according to Islamic teachings for use or involvement by Muslims in the tourism industry. This definition refers to Islamic law (shariah) as the basis for the provision of tourism products and services to consumers (in this case are Muslims) such as halal hotels, halal resorts, halal restaurants and halal travel. The Muslim tourism industry is enormous. A study estimates that "the global market of the Muslim tourism industry in 2011 was USD 126.1 billion in terms of spending or about 12.3 per cent of global tourism expenditure for the year. It is estimated that the Muslim tourism market will grow by an average of 4.79 per cent per year until 2020. This is why the Crescent Rating, a rating company for halal travel services who also conducted the research, decided to launch a B2C Muslim tourism service called HalalTrip. Launched in December, HalalTrip will offer three travel services for Muslims online: booking airline tickets, hotels, and tour packages (which will be launched this week). All offered through cooperation with the travel company, Booking.com (hotel) and Kuoni (tour package). Association of Tour Leader Muslim Indonesia was officially launched at Hotel Sofyan Betawi, Jakarta, Thursday (19/1). According to Priyadi Abadi, the presence of ATLMi to fill vacancies for the tour guide of the Muslim tourists in the country. Establishment of this association is a long-awaited demand by Muslim travel businessmen, where they are the tour leaders as a profession have no place. The formation of ATLMi can be considered as a breakthrough for business and consumer halal tourism. "The travel association of umrah and pilgrims, it is already there. But for the tour leader profession does not exist yet. Thus, here's what we want to launch. We believe that there will be a lot of people who join. ATLMi stated by Priyadi, Islamic tour guides can find legal protection whenever they need it. Later, he revealed, ATLMi also has Islamic tour profession certification programs. This is to address challenges in the era of the ASEAN Economic Community (MEA) (Priyadi, 2016).

During this time, the profession of halal tour guides, in fact, many people are interested. Even the role of halal tour guide in assisting the development of Indonesian tourism is very promising. No wonder many businesses that provide halal tour guide services have increasingly mushroomed throughout the city even to the remote villages of the tourist destination for tourists who want to go on



vacation and need the services. The halal tour guide service is like an Interpreter who is tasked with translating a certain language into the language desired by tourists. The Hostess is duty-bound to pick up guests at the airport, seaport, station or terminal. Controller or Escorts accompany tourists in various activities.

The city of Padang is a city with a lot of attractions and very interesting to enjoy. As a Muslim-majority city should not be since difficult to get travel along with a tour guide that understands halal tourism. But in reality, many almost all travel in the city of Padang tour guide who have not understood Halal tourism has not even been standardized in accordance with the standards of halal tour guides. This has happened since West Sumatra has awarded world halal tourism from WHTI (World Halal Tourism International) so there has been no training or socialization of the travel tour guides working on halal tourism, so they work still based on standard conventional tour guides especially knowledge and skills tour guides are still very minimal. Whereas it should be Kota Padang since having a halal award in 2016, it has educated and trained tour guides on halal tourism and has been certified in accordance with halal standards. Certification is indeed a government program in order to standardize this profession "Islamic tour guide" in order to compete. Moreover, the MEA era, there is an ASEAN standardization but halal tourism industry players must cooperate with the government to certify tour guides.

II. LITERATURE REVIEW

Human resource management

Human resource management is seen as an important part of what the industry is doing by human resource managers within the company. Human resource management is a process involving the evaluation of human resource needs to get people to meet those needs and optimize the utilization of these important resources by looking at the educational background or the appropriate capabilities and assignments to suit the needs and objectives of the organization where the Human Resource is located (Widodo, 2015: 2).

Knowledge

A person's knowledge can be categorized into two types, namely the underlying knowledge and uneducated knowledge. When a person undergoes life he will collect and study facts, watch events, and get pieces of other information then added to the memory storage and will be accessed when processing new information and preparing reactions to an agency or another person (Sudarmanto, 2009: 59)

Tourist objects

Tourist objects must have a tourist attraction in providing a sense of contentment and pleasure to tourists where tourist attraction is the main potential in a tourist attraction. Attraction tourism is also called tourist attraction is the potential to be the driver of the presence of tourists to a tourist destination (Suwanto, 2004: 19).

Skill

Skills are behaviours related to tasks that can be mastered through learning and can be enhanced through the training and assistance of others. Skills refer to one's ability to perform an activity. The behaviour is the manifestation of personality and attitude shown when one interacts with the environment. Skills can be used to control behaviour (Sudarmanto, 2009: 60).

Halal Tour Guide

The guide is a person who has a certificate of passing a professional exam from the official or official agency of tourism and has an identification card (badge), so it is entitled to serve as a trip for individual or group travellers with one or more languages to provide an explanation of a cultural, the natural wealth and the life of the people (Suyitno, 2005: 1).

In the meantime, being a halal tour guide must meet the following criteria (1). Understand and be able to implement sharia values in carrying out their duties; especially those related to tourism jurisprudence; (2). Being noble, communicative, friendly, honest and responsible; (3). Having work capability in accordance with applicable professional standards evidenced by certificates; (4). Be polite and attractive in accordance with the values and principles of sharia (MUI, 2016)

Satisfaction

According to the Indonesian Dictionary, satisfaction is a sense of contentment, pleasure, description. Satisfaction can be defined as a person's satisfaction, pleasure and relief because of consuming a product or service to get a service. Consumer satisfaction is a situation that is shown by



consumers when they realize that their needs and wants are in line with what is expected and fulfilled well (Tjipjoto, 2012: 301).

Trust

An organization should be able to identify factors that can shape such trust in order to create, manage, maintain, and enhance the level of relationships with customers (Zineldin, et al., 1997; Zineldin, 1998). Moorman, Deshpande and Zaltman (1993) as referred to by Zulganef (2002) define trust as a willingness to depend on a trusted exchange partner. Other definitions of Rempel, Holmes and Zanna (1985) that beliefs are one's self-esteem that will be found on the basis of the desire of others rather than their own strengths. Morgan and Hunt (1994) argue that when a party has the belief that the other party involved in the exchange has the reliability and integrity, then there is a trust (Darsono and Dharmmesta: 2005).

Lau and Lee (1999) define trust as a willingness to rely on others on a particular risk. Anderson and Narus in Aydin and Ozer (2005) emphasize that trust occurs when a group believes that other group actions will give a positive result for him. Doney and Canon in Aydin and Ozer (2005) state that trust is a calculative process between the costs incurred with the results obtained. According to Trust-Commitment (Morgan and Hunt, 1994) trust is a key variable for maintaining a long-term relationship. Long-term relationships will increase consumer trust levels (Gwinner, Gremler and Bitner in Simon, Auh and Smalley, 2005). Chauduri and Holbrook (2001) argue that trust reduces uncertainty thus according to Aydin and Ozer (2005) trust will increase switching cost.

The Relationship Between Knowledge And Tourist Satisfaction

A tourist attraction should increase the satisfaction of tourists. Tourist satisfaction is considered to be a quality tourism product indicator according to Swarbrooke and Horner (2007). The benefits of fulfilling customer satisfaction are to form a word of mouth recommendation. Tourists' satisfaction can be created if the imagery of the tourist attraction is good and should be supported by the development of better quality products and services so that visitors really feel satisfied and intend to visit again. In order to create a loyal traveller, travellers must be satisfied first and the satisfaction of tourists can occur if a good opinion of the product or service is formed. A tour guide must have knowledge of good and spacious tourist objects in order to optimize the satisfaction of tourists. If a tour guide has good knowledge and extensive knowledge of the tourism objects in the area then it can affect the satisfaction of tourists to the area visited and on offer by the tour guide.

The Relationship Between Halal Tour Guide Skills And Tourist Satisfaction

Satisfaction is the level of one's feelings after comparing the performance/results perceived with hope (Supranto 2006: 233). From that sense, it can be concluded that the satisfaction of tourists is a comparison between the performance of the products produced and the performance felt by tourists. If it is under expectation, tourists are not satisfied. If performance meets expectations, travellers are satisfied. If performance exceeds expectations, tourists are very happy or happy. The skills of a tour guide greatly influence the satisfaction of tourists because with the skills of tour guide tourists can feel comfortable and safe. With the skills that have been mastered, the quality of presentation of tourist information can be conveyed well by tour guides.

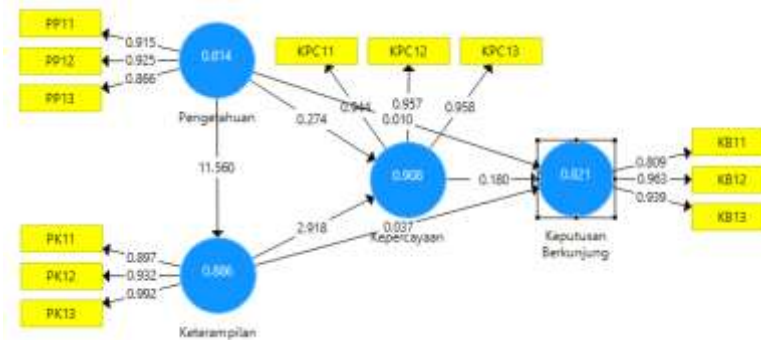
One of those skills is communication skills, tour guides will be rated by tourists for the ability of tour guides in communicating with tourists during recreation in a tourist area that affects tourists' satisfaction as well as foreign language skills, a tour guide must master some foreign languages for tourists foreigners can understand the explanation of tour guides to areas that want to visit foreign tourists so that foreign tourists can comfortably know the area to be visited. It can be concluded that the tour guide skills can affect the satisfaction of tourists.

III. RESEARCH METHOD

The type of research in this study is associative research that measures the association between two or more variables. This research will build a theory that can work to explain, predict, and control a symptom (Sugiyono, 2011: 36). The research was conducted in Padang City. The length of time used to collect research data is for a month starting from January 2019 to February 2019. In order to obtain data, the authors use a population of up to 100. The method of data analysis used was the validity and reliability test of the research instrument, classic assumption test, multiple linear regression and F-test and T-test. Multiple linear regression analysis is needed to determine the regression coefficients of each variable.

IV. RESULTS & DISCUSSION

Results



Validity and Reliability of Constructs

Table 1. Validity and Reliability of Constructs

Constructs	Cronbach's Alpha	Rho_A	Reliability of constructs	Average variant extracted
Satisfaction	0.929	0.938	0.955	0.876
Trust	0.967	0.967	0.979	0.939
Skills	0.958	0.960	0.973	0.923
Knowledge	0.929	0.931	0.955	0.875

Table 2. Validity and Reliability of Constructs

Constructs	Cronbach's Alpha	Rho_A	Reliability of constructs	Average variant extracted
Trust	0.967	0.967	0.979	0.939
Decision to Visit	0.704	0.938	0.844	0.659
Skills	0.958	0.960	0.973	0.923
Knowledge	0.929	0.931	0.955	0.875

All numbers above show that knowledge (sig 0.031 < 0.05) has a significant effect on the decision to visit. While the skill and trust variables are insignificant because of the t-value of significant > 0.05.

V. DISCUSSION

Knowledge and skills of tour guides are one of the most important elements in creating tourist satisfaction. Satisfaction can be defined as a person's satisfaction, pleasure and relief because of consuming a product or service to get a service. Tourist satisfaction plays an important role in the structure of tourist behaviour models. Thus greater satisfaction of tourists may result in greater intentions to repurchase or return and recommend for every stage of the tourist behaviour model. Because of the satisfaction of tourists depends on the perceptions and expectations of customers, as a service provider needs to know the factors that influence them.

The results show that knowledge tour guide and tour guide skills together have a significant effect on Tourist Satisfaction. Knowledge of tour guide is very important to be mastered by a tour guide because knowledge of tour guide can influence to satisfaction of tourists. A tour guide must have knowledge of good and spacious tourist objects in order to optimize the satisfaction of tourists. If a tour guide has good knowledge and extensive knowledge of the tourism objects in the area then it can affect the satisfaction of tourists to the tourist attractions that are visited and on offer by tour guides. More and more new knowledge about a tourist attraction gets the tourists to get a lot of new experiences and it can affect the satisfaction of tourists.

The result of research indicates that tourist object knowledge has a significant effect on the satisfaction of tourists. With the skills and beliefs influencing is not significant to the satisfaction of tourists who have been in control, the quality of the presentation of tourist information can be well conveyed by tour guides. One of those skills is communication skills, tour guides will be rated by tourists for the ability of tour guides in communicating with tourists during recreation in a tourist area that affects tourists' satisfaction as well as foreign language skills, a tour guide must master some



foreign languages for tourists foreigners can understand the description of tour guides to areas that want to visit foreign tourists. That way foreign tourists can comfortably know the area to be visited.

VI. CONCLUSION & SUGGESTION

Conclusion

Based on the results of the research and the discussion that has been presented before, the conclusion of the research among others

1. Simultaneously, tour guide knowledge has no significant effect on the trust of tourists in Padang City.
2. Partially, the tour guide skills do not have a significant effect on the trust of tourists in Padang City
3. Simultaneously, tour guide knowledge simultaneously has a significant effect on the satisfaction of tourists in Padang City
4. Partially, tour guide skills do not have a significant effect on the satisfaction of tourists. in Padang City
5. Partially, the tour guide's beliefs have no significant effect on the satisfaction of tourists in Padang City.

Suggestion

The suggestions presented in this study include:

1. The knowledge tour guide has a significant influence on the satisfaction of tourists so it is recommended that tour guides add to their knowledge.
2. The tour guide should pay attention to tour guide knowledge factor about tour object and tour guide skills.
3. Halal tourism industry players should provide training and certification for tour guides on halal tourism

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