



Halal Travel Decision Analysis (Case Study: Visitors to Pilgrimage Tourism at Pringsewu District)

Ayu Wulandari^{1,*}, Heri Junaidi², Maftukhasolikah³

^a Department of Islamic Economy, Magister Islamic Economic, University of Islamic Raden Fatah Palembang,

¹ ayuwulandari26483@gmail.com

*Corresponding Author

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ABSTRACT

Traveling is an activity that is done to unwind and get entertainment. Usually, tourist attractions have inherent value or culture, natural beauty and history. The example is pilgrimage tourism in the Pringsewu district which has a historical value from scholars in Lampung. This study uses a quantitative approach with the aims to examine the effect of promotion and innovation on halal travel decisions from 2016-2022. The measurement this study using SPSS statistical tools, secondary data using questionnaires and documents contained in BPS Lampung 2016-2022. Researchers came to the conclusion that (1) the promotion variable has a positive effect on halal travel decisions to visit pilgrimage tourism. (2) innovation variables have a positive effect on halal travel decisions on pilgrimage tourism visitors in Lampung Pringsewu district.

ABSTRAK

Berwisata merupakan kegiatan yang dilakukan untuk melepas penat dan mendapatkan hiburan. Biasanya tempat wisata memiliki nilai atau budaya yang melekat, keindahan alam dan Sejarah. Salah satu contoh adalah wisata ziarah di kabupaten Pringsewu yang memiliki nilai history dari ulama di lampung. Penelitian ini menggunakan pendekatan kuantitatif yang bertujuan untuk meneliti pengaruh promosi dan inovasi terhadap keputusan berwisata halal dari tahun 2016-2022, dengan menggunakan alat bantu statistik SPSS, data sekunder dengan menggunakan kuesioner dan dokumen yang terdapat di BPS Lampung 2016-2022. Peneliti mengambil kesimpulan bahwa; (1) variabel promosi berpengaruh positif terhadap keputusan berwisata halal untuk mengunjungi wisata ziarah. (2) variabel inovasi berpengaruh positif terhadap keputusan berwisata halal pada pengunjung wisata ziarah di kabupaten Pringsewu Lampung.



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INTRODUCTION

Tourism is a potential source owned by Indonesia that makes tourists to visit it (Dimoska and Trimcev, 2012). The destinations owned by Indonesia are very attractive to tourists, geographically Indonesia has islands that have their own characteristics and diversity coupled with diverse cultures in each region. So, Indonesia is the center of holiday destinations for everyone in the world. However, in 2020, in the midst of the covid 19 storm, the level of tourists not only in Indonesia but also in the world decreased. Tourism is a sector that is most affected during covid 19, to anticipate security and health in the country, the tourism sector forced to be closed or at least limited to prevent the spread of the covid 19 virus. Destinations in several regions of Indonesia such as Bali, NTT, and so on must also be temporarily closed, including Lampung.

Based on data on tourist visitors in Lampung experiencing a decline. recorded in 2016 - 2019, the number of tourists continued to increase from 155 thousand to 298 thousand people. But when covid-19 hit the number of tourist visits dropped dramatically to only 1,547 people in 2020, the results were a combination of foreign and local tourists.

Table 1
Number of Tourist Visits Lampung 2016 to 2022

Year	Overseas	Domestic	Total
2016	155.053	7.381.774	7.536.827
2017	245.372	11.395.827	11.641.199
2018	272.742	13.101.371	13.374.113
2019	298.063	10.445.855	10.743.918
2020	1.547	2.911.046	2.912.593
2021	1.757	2.937.395	2.939.146
2022	7.041	4.597.534	4.604.575

Source: BPS Lampung, 2020

Based on table 1 above for three years from 2016-2019 visitors or tourists in Lampung have always increased, while in 2020 there was a decrease of 72.9% due to the Covid-19 pandemic. Indonesia with all its natural wealth in the field of tourism is an economic revenue sector for Indonesia. Tourism management and maintaining the beauty of Indonesia's natural resources will be a potential source of funds for the welfare of the Indonesian people (Jannah, 2014). In the progress of this modern world, tourism has become a world industry including its rapid increase, including tourism in Indonesia, one of the country's large foreign exchange contributors. Promotion is definitely needed to tell the world about the beauty and tourism that exists in Indonesia (Sari, 2017).

Inappropriate promotion will reduce information about Indonesian tourism sector so that tourism does not develop. Therefore, effective and targeted promotions are needed as well as innovation in delivering them (Victoria, 2018). However, the attractiveness or quality offered by the destination also plays a role in influencing tourists' decisions to visit a place. Therefore, it is important to understand how promotion and innovation affect halal travel decisions. Pringsewu, a district in Lampung province, is famous for its pilgrimage tourism. Through the explanation above, so that researchers want to see scientifically how the role of promotion and innovation on halal travel decisions at the graves of KH. Ghalib and KH. Ahmad Rais Abdillah.

RESEARCH METHOD

This research is a quantitative study using secondary data in the form of questionnaires addressed to tourists. This research was conducted in the tourist area or pilgrimage KH. Ghalib and eat KH. Ahmad Rais Abdillah located in Lampung province. The object of research is tourists who visit these two places. The Likert scale-based questionnaire aims to see the size of the participants' attitudes, views and perceptions of various social phenomena.

RESULT AND DISCUSSION

Classical Assumption Test

a. Normality Test

The normality test is used to determine whether the regression model is normally distributed or not.

Table 2.1
 Output Normalitas Data

One Sample kolmogorov-Smirnow Test	Unstandardized Residual
N	100
Asymp. Sig (2-tailed)	0,148

Source : processed by spss

Based on Table 2.1, the One-Sample Kolmogorov Smirnow Test normality test results get a significance value of $0.148 > 0.05$, so it means that the data is normally distributed.

b. Multicollinearity Test

The multicollinearity test is carried out to determine whether there is a correlation between independent variables. Assuming the VIF value is below 10, there is no multicollinearity problem.

Table 2.2
 Output Multikolonieritas Data

	95% Confidence Interval for B		Collinearity Statistics	
	Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	11,17	26,84		
X1	-,03	,95	,34	2,96
X2	-1,02	,06	,23	4,32
M	,65	1,28	,32	3,16

Source : processed by spss

Based on Table 2.2 based on the results of the multicollinearity test, promotion (x1) and innovation (x2) get VIF values of 2.96 and 4.32 below 10, meaning that there is no multicollinearity problem

c. Heteroscedasticity Test

The heteroscedasticity test is carried out to see whether the regression model has inequality of variation from residual observations to other observations.

Table 2.3
 Output Heteroskedastisitas Data

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19,00	3,95	,00	4,82	,085
X1	,46	,25	,23	1,86	,035
X2	-,48	,27	-,26	1,75	,033
M	,96	,16	,76	6,04	,041

Source : processed by spss

Based on Table 2.3 the results of the Coefficient Output get results above > 0.05 . promotion (x1) 0.35 and innovation (x2) 0.33 both above 0.05, so there is no heterokedasitas problem.

d. Autocorrelation Test

This test is to determine whether there is a correlation between confounding errors in period t and previous confounding errors t-1. To see this by looking at the DW value.

Table 2.4
 Output Autokorelasi Data

Model	R	R Square	Adjusted R Square	Std. Error of the estimate	Durbin-Watson
1	,72	,52	,51	1,97	,82

Sumber : processed by spss

From Table 2.4, the DW value is 0.82; this value will then be compared with the table value using a value of 5% (0.05), a sample size of 100 (N) and the number of independent variables 2 (K = 2), so it can be concluded that the hypothesis is accepted or there is no autocorrelation.

3. Hypothesis Test

Based on the Coefficient output table, the multiple linear regression equation (multiples) can be obtained as follows:

Table 2.5
 R output model summary, anova table, dan coefficient

Variabel	Koefisien Regresi	t-hitung	Sig.
Konstanta	3,95		
Promotion	0,23	1,86	0,035
Inovation	0,26	1,75	0,033
Atractiveness	0,76	6,04	0,041
Anova table	0,000		0,00
F-hitung	35,16		
R Square (simultan)	0,52		
R Square (X1 terhadap Y)	0,31		
R Square (X2 terhadap Y)	0,30		
df	3		

Source : processed by spss

a. R2 Determination Test

The coefficient of determination (R^2) is used to see how much the independent variation (promotion and innovation) explains the variation in the dependent variable (halal travel decisions). The following is the result of the coefficient of determination (R^2):

Table 2.6
Model Summary (Y)

R	R Square	Adjusted R Square	Std. Error of the Estimate
,72	,52	,51	1,97

Source : processed by spss

Based on Table 2.6, the value of Adjusted R Square is 0.51, which means that the effect of promotion (X1), innovation (X2) on halal travel decisions (Y) on pilgrimage tourism visitors in Pringsewu Regency, Lampung Province is 51% and is in the strong category because it is more than 0.67. According to Chin (1998).

b. F Test (Simultaneous)

The simultaneous F test aims to determine the effect of all Independent variables on the Dependent variable. The following is the result of the F test:

Table 2.7
ANOVA (Y)

	Sum of Squares	df	Mean Square	F	Sig.
Regression	410,61	3	136,87	35,16	,000
Residual	373,75	96	3,89		
Total	784,36	99			

Source : processed by spss

Based on Table 2.7, the results obtained sig value of 0.00 <0.05 so it is concluded that the promotion variables, innovation together (simultaneously) have an effect on tourist decisions.

d.T Test (Partial)

The T test is used to see whether partially the independent variable has a significant effect on the independent variable. The following is presented Partial T Test data: The basis for making t test decisions:

- 1) If the sig value <0.05 or the t-count > t-table value, then there is an influence of variable X on variable Y.
- 2) If the sig value > 0.05 or the t-count value < t-table, then there is no effect of variable X on variable Y.

$t\text{-tabel} : t (\alpha; n-k) = t (\alpha; 100-4) / t = (0,05;96) = 0,267$
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Tabel 2.8

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	19,00	3,95	,00	4,82	,085
X1	,46	,25	,23	1,86	0,03
X2	-,48	,27	-,26	1,75	0,03
M	,96	,16	,76	6,04	0,04

Source : processed by spss

Based on Table 2.8, it is known that the significant figure is 0.000. So it can be concluded that the significant number is 0.000 which is smaller than 0.05. This means that the variables of promotion, innovation together (simultaneously) have an effect on halal travel decisions. The meaning of the regression equation above is:

- 1) Promotion has a significant effect on halal travel decisions.

Based on partial statistical tests from Table 2.9, the results of statistical tests show the significance value of promotion (X1) which is 0.03 <0.05. So it can be concluded that H1 is accepted, which means that the promotion variable has an effect on halal travel decisions. This means that based on the multiple linear regression equation, it is explained that if the innovation variable (X2) has a fixed value and promotion (X1) has increased by 1%, then, the more promotion increases, the more tourists' decisions to visit pilgrimage tourism destinations in Pringsewu Regency, Lampung Province.

- 2) Innovation has a significant effect on halal travel decisions.

Based on the partial statistical test from Table 2.9, the statistical test results show the significance value of innovation which is $0.03 < 0.05$. So it can be concluded that H2 is accepted, which means that the innovation variable has an effect on halal travel decisions. This means that the innovation variable (X2) has a significant effect on tourist decisions in Pringsewu Regency. The regression coefficient of the innovation variable (X2) is 0.26; meaning that if the promotion variable (X1) is constant and innovation (X2) has increased by 1%, the halal travel decision (Y) will increase by 0.26. The more innovation (X2), the more tourist decisions (Y) visit pilgrimage tourism destinations in Pringsewu Regency, Lampung Province.

Calculation of Influence

- a. The influence of promotion on halal travel decisions.

Table 3.1
Model Summary (Y)

R	R Square	Adjusted R Square	Std. Error of the Estimate
,56	,31	,30	2,35

Source: processed by spss

Based on the regression results above, it shows that variable x1 (promotion) has a positive and significant effect on halal travel decisions. While the R-square value is 31 percent or 0.31. GRDP in Pringsewu district also continues to increase from time to time, this is due to the development of halal tourism in Prinsewu district (BPS, 2021). These results are in line with Bazazo's research (2017) which concluded that tourism image has an effect on satisfaction which increases tourist loyalty. In Islamic law, increasing consumer desire is not only influenced by decision making but also caused by promotion or marketing which will cause high motivation. Promotions carried out must also not violate sharia principles such as tadlis, gharar, deception and so on. The right promotional strategy and the role of good management will be able to influence travel decisions.

- b. The Effect of Innovation on Halal Travel Decisions

Table 3.2
Model Summary (Y)

R	R Square	Adjusted R Square	Std. Error of the Estimate
,55	,30	,29	2,37

Source : Data diolah, Spss 2023

Based on the results obtained, innovation has a positive effect on tourist decisions. With an R-square of 30 percent. Based on the principles of Islamic economics, tourism is where we take lessons and warnings. Innovation will make tourists more interested in visiting these tourist attractions, not only service innovation from managers will also create loyalty from tourists (Chen, 2019). Therefore, services must be improved from time to time so that tourist destinations can compete with others (Chow 2015).

CONCLUSION

Based on the results of research analysis and discussion of the influence of promotion and innovation on tourist decisions on pilgrimage tourism visitors in Pringsewu regency, Lampung province, the following conclusions can be drawn that promotion has a positive effect on halal travel decisions, so promotions must be increased again. And second, based on the results of the analysis that innovation has a positive effect on halal travel decisions, especially in pilgrimage destinations in Pringsewu regency.

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