

The Effect of Positive Attitude in Encouraging Tourist Interest in Halal Tourism

Encouraging Tourist
Interest in Halal
Tourism

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ABSTRACT

The halal tourism industry has grown rapidly and become an important sector in the global economy. This study aims to analyze the influence of perceptions of the concept and development of halal tourism on positive attitudes among the community, as well as how these positive attitudes affect tourist interest. Recognizing the importance of perceptions and attitudes in attracting tourists, this research examines these factors to provide in-depth insights into the dynamics of the halal tourism industry. This study employs a quantitative method with data collection techniques through surveys and questionnaires. The research sample consists of 273 respondents, including employees and managers of the halal tourism industry as well as visitors or tourists in the Yogyakarta City. The results show that positive perceptions of the concept and development of halal tourism significantly influence positive attitudes among the community. These positive attitudes, in turn, positively affect tourist interest in visiting halal tourism destinations. These findings underscore the importance of enhancing perceptions and positive attitudes among the community to attract more tourists and support the growth of the halal tourism industry.

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Keywords: Perception of the Concept, Perception of Development, Positive Attitude, Tourist Interest, Halal Tourism

ABSTRAK

Industri pariwisata halal telah berkembang pesat dan menjadi sektor penting dalam ekonomi global. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi terhadap konsep dan pengembangan pariwisata halal terhadap sikap positif di kalangan masyarakat, serta bagaimana sikap positif ini mempengaruhi minat wisatawan. Dengan menyadari pentingnya persepsi dan sikap dalam menarik wisatawan, penelitian ini mengeksplorasi faktor-faktor tersebut untuk memberikan wawasan mendalam tentang dinamika industri pariwisata halal. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data melalui survei dan kuesioner. Sampel penelitian terdiri dari 273 responden, termasuk karyawan dan manajer industri pariwisata halal serta pengunjung atau wisatawan di Kota Yogyakarta. Hasil penelitian menunjukkan bahwa persepsi positif terhadap konsep dan pengembangan pariwisata halal secara signifikan mempengaruhi sikap positif di kalangan masyarakat. Sikap positif ini, pada gilirannya, berpengaruh positif terhadap minat wisatawan untuk mengunjungi destinasi pariwisata halal. Temuan ini menekankan pentingnya meningkatkan persepsi dan sikap positif di kalangan masyarakat untuk menarik lebih banyak wisatawan dan mendukung pertumbuhan industri pariwisata halal.

Kata kunci: Persepsi terhadap Konsep, Persepsi terhadap Pengembangan, Sikap Positif, Minat Wisatawan, Pariwisata Halal

INTRODUCTION

The halal tourism industry in Indonesia is experiencing rapid growth and has become one of the most promising sectors. With a majority Muslim population, Indonesia has a significant competitive advantage in attracting Muslim tourists from around the world (Ratnasari et al., 2023). Halal tourists often have higher expenditures compared to non-halal tourists, as they invest their money in experiences that align with Muslim beliefs.

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This includes spending on halal food, Muslim-friendly accommodations, and services and facilities that meet religious needs (Putra & Tucunan, 2021). With the largest Muslim population in the world, Indonesia has a vast market potential for halal tourists. This presents opportunities for the government and industry players to design more effective marketing and development strategies (Junaidi, 2020; Purwanto et al., 2021). To meet the needs of halal tourists, it is important to provide supportive infrastructure and facilities, such as hotels with prayer facilities, restaurants with halal certification, and tourist attractions that offer services in line with Islamic values. Improving the quality of these services can increase tourist satisfaction and encourage them to return or recommend the destination to others (Awwal & Rini, 2019; Vargas-Sánchez & Moral-Moral, 2020).

Yogyakarta has great potential to develop the halal tourism industry due to its strategic position as one of the most visited destinations in Indonesia (Nurozi, 2021). Yogyakarta is known for its rich culture, history, and natural beauty, attracting tourists from various backgrounds. With the majority of Yogyakarta's population being Muslim, it can leverage the halal tourism trend to attract more Muslim tourists. The development of halal tourism in Yogyakarta will have a significant economic impact (Widayati et al., 2020; Wibowo et al., 2021). This includes increased tourist spending on accommodation, halal food, and services that comply with Islamic law. It supports the growth of local businesses, such as hotels, restaurants, and shops, and creates new jobs while supporting micro, small, and medium enterprises. Moreover, promoting halal tourism can enhance Yogyakarta's image as an inclusive and Muslim-friendly destination, broadening its appeal in the international market (Yusuf, 2020).

The growth of the halal tourism sector offers significant positive impacts both for the local and global economy. With the increasing number of Muslim tourists visiting halal destinations, countries like Indonesia can experience substantial foreign exchange earnings. Additionally, this sector has the potential to create new job opportunities in various fields, ranging from hospitality and culinary services to other related service sectors (Ramadhanti & Marsasi, 2023). At the local level, halal tourism can drive the growth of small and medium enterprises (SMEs) that provide products and services in accordance with halal standards. This can increase the income of local entrepreneurs and strengthen the local economy. According to Purusottama (2022), on a global economic scale, the halal tourism sector can help reduce vulnerabilities between the financial system and the real sector. By focusing on activities that adhere to Sharia principles, this sector avoids speculative financing and extreme fluctuations that often lead to economic bubbles (Rasyid & Dewi, 2019). Furthermore, halal tourism strengthens the social and economic structures of communities by ensuring that investments and expenditures are made in a sustainable and ethical manner (Prajasari, 2022).

Community support and positive attitudes are crucial in attracting tourists to halal tourism. Community involvement in promoting this industry can create a more welcoming and attractive environment for tourists. According to Katuk et al. (2021), positive attitudes such as hospitality, quality service, and openness to cultural and religious diversity can enhance the destination's reputation as a halal tourism destination. Communities actively involved in promoting halal products and services help build a positive image and increase the attractiveness of the destination (Moshin et al., 2020). Effective communication about halal facilities, such as restaurants and accommodations that meet Sharia standards, as well as training for local entrepreneurs on the needs of Muslim tourists, can make them more prepared and responsive. Proactive community involvement not only enhances the tourist experience but also affects their level of satisfaction. According to Zarkasyi et al. (2021), the better the community's attitude in supporting and promoting halal tourism, the higher the likelihood that tourists will be interested in visiting and returning to the destination. This study aims to analyze the extent to which perceptions of the concept and perceptions of development influence positive community attitudes, as well as the impact of positive community attitudes on tourist interest.

LITERATURE REVIEW

Halal tourism emphasizes the application of Islamic values in every aspect of its services, making it one of the initiatives of the Ministry of Tourism and Creative Economy (*Kementerian Pariwisata dan Ekonomi Kreatif/Kemenparekraf*) to develop Sharia tourism in Indonesia. As a relatively new tourism concept, halal tourism aims to provide vacations that meet the needs and preferences of Muslim tourists (Sударsono et al., 2021). This includes providing facilities that comply with Sharia standards, such as restaurants serving halal food, hotels with prayer rooms, and other services adhering to Islamic principles. However, halal tourism is not exclusive to Muslim tourists; non-Muslims can also enjoy the services provided. This makes halal tourism an inclusive and attractive option for various groups. In addition to focusing on pilgrimage and religious destinations, halal tourism also includes various supporting facilities that enhance the tourist experience (Sholehuddin et al., 2021; Huda et al., 2022). Besides offering spiritual experiences, it also ensures comfort and satisfaction in every aspect of the vacation, making it an increasingly popular choice among global tourists (Vargas-Sánchez & Moral-Moral, 2020).

According to Vargas-Sánchez et al. (2020), perception is a cognitive process that enables individuals to select, organize, and interpret received stimuli, thereby forming a meaningful and comprehensive picture of their environment. In the context of the halal tourism industry, perception plays a crucial role in determining how the community and tourists view and evaluate the concept and development of halal tourism (Yusuf et al., 2021). Public perception of halal tourism is influenced by various factors, including their understanding of Islamic values, the quality of services provided, and the perceived economic impact. Different perspectives will result in varying impressions of this industry. Communities with a positive perception of the halal tourism concept may assess that the development of this sector brings significant economic and social benefits, such as job creation and the improvement of local welfare (Ghofur & Ismanto, 2022; Ramadhanti & Marsasi, 2023). Conversely, negative perceptions or a lack of understanding of this concept can hinder interest and participation in halal tourism. Therefore, evaluating public attitudes based on perceptions of the concept and development of halal tourism is essential to understand and optimize the impact of this sector on both the community and tourists.

Attitude is a tendency that influences how individuals respond to objects, situations, or specific behaviors, either positively or negatively. Attitude consists of a comprehensive evaluation that determines how someone responds to the evaluated object or concept (Nurozi, 2021). In the context of the halal tourism industry, a positive attitude among the community can have a significant impact on the success of this sector. A positive attitude towards halal tourism reflects a community's tendency to accept, respond, appreciate, and take responsibility for tourism concepts based on Islamic values (Rasyid & Dewi, 2019; Fathan et al., 2022). This attitude is usually accompanied by supportive feelings and favorable responses towards various aspects of the industry, such as services, facilities, and policies that support Sharia principles. This attitude, whether formed by the affective or cognitive system, directs individuals to act in ways that align with their conditions or circumstances (Putra & Tucunan, 2021). In this case, a positive evaluation of halal tourism can encourage greater community support, which in turn can enhance interest and participation in this sector. A positive attitude helps create a conducive environment for the development of halal tourism and ensures its success and sustainability (Awwal & Rini, 2019).

Interest is an internal drive that motivates individuals to engage in an activity with personal desire, without external compulsion. It is an individual's tendency of mind towards an object or activity relevant to their desires and needs. Interest consists of two main aspects: the cognitive aspect and the affective aspect (Widayati et al., 2020). The cognitive aspect includes understanding and knowledge developed regarding the area of interest, while the affective aspect involves feelings and attitudes that support that interest. Interest arises from a deep desire to do something that aligns with what the individual wants. In the context of halal tourism, a positive perception of the concept and

development of this sector, combined with a positive community attitude, can shape and strengthen tourists' interest. According to Vargas-Sanchez et al. (2020), if the community shows support and positive engagement towards halal tourism, as well as offering facilities and services that comply with Sharia principles, this can create a strong sense of interest among tourists. Prajasari (2022) adds that this interest motivates tourists to choose destinations that offer experiences aligned with their values and encourages them to actively engage in related activities. Therefore, creating a positive perception and supportive attitude in the community is essential for building and maintaining tourists' interest in halal tourism.

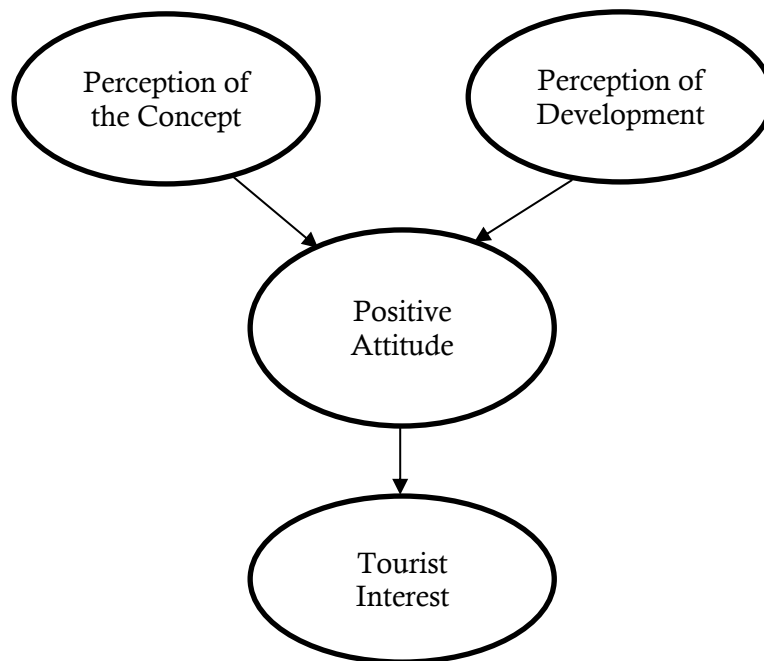


Figure 1. Research Framework

Hypothesis 1. Perception of the concept has a significant effect on positive attitudes of the community

Hypothesis 2. Perceptions of development have a significant effect on positive attitudes of the community

Hypothesis 3. Positive attitudes of the community have a significant effect on tourist interest

RESEARCH METHOD

This study employs a quantitative method to explore the influence of perceptions on the concept and development within the halal tourism industry, as well as to understand the role of positive community attitudes in affecting tourist interest. Data were collected through surveys using questionnaires, involving 273 respondents consisting of employees and managers in various halal tourism industries in Yogyakarta, as well as tourists visiting the area. In this research, the perception of the concept variable was measured using indicators including activities, facilities, access, and services. Meanwhile, the perception of development variable was measured with indicators encompassing economic, cultural, and social development. Positive community attitudes were measured with indicators such as community acceptance, response level, appreciation level, and sense of responsibility. Tourist interest was evaluated through cognitive, affective, and behavioral interest indicators. The questionnaire used in the survey employed a 7-point Likert scale, allowing respondents to rate statements from strongly disagree to strongly agree. To analyze the data, this study used multiple regression techniques or Structural Equation

Modeling (SEM). SEM analysis was conducted with the aid of the Analysis of Moment Structure (AMOS) program, facilitating the modelling and evaluation of structural relationships between the studied variables. This method aims to provide in-depth insights into the factors influencing tourist interest in the context of halal tourism.

RESULT AND DISCUSSION

In this study, Structural Equation Modeling (SEM) analysis techniques are used to evaluate and understand the relationships between various variables involved in the study of halal tourism. SEM is a statistical analysis method that allows researchers to test theoretical models by measuring the relationships between involved variables simultaneously. Specifically, SEM is used to analyze the influence of perception of the concept on positive attitude, as well as the influence of perception of development on positive attitude. Perception of the concept includes the community's perception of the basic concept of halal tourism, while perception of development involves perceptions of the development aspects of this sector. These two perceptions are expected to influence the community's positive attitude toward the halal tourism industry. Furthermore, SEM is also used to evaluate how positive attitude affects tourist interest. The positive attitude of the community toward halal tourism is expected to increase tourists' interest in visiting destinations that offer experiences in line with Sharia principles.

Table 1. Respondent Demographic

Profile	Amount	Percentage (%)
Gender		
Man	105	38.46%
Woman	168	61.54%
Age (years)		
< 18	26	9.52%
18 - 25	73	26.74%
25 - 30	98	35.90%
30 - 35	34	12.45%
35 >	42	15.38%
Marital status		
Marry	95	34.80%
Not married yet	178	65.20%
Origin		
Within the Province	65	23.81%
Outside the Province	175	64.10%
Abroad	33	12.09%

Out of the 273 respondents in this study, the demographic profile presented in Table 1 shows that in terms of gender, the majority of respondents are women, with 168 individuals or 61.54%, while men constitute 105 individuals or 38.46%. In terms of age, respondents are divided into several groups: 26 individuals or 9.52% are under 18 years old, 73 individuals or 26.74% are between 18 and 25 years old, 98 individuals or 35.90% are between 25 and 30 years old, 34 individuals or 12.45% are between 30 and 35 years old, and 42 individuals or 15.38% are over 35 years old. Regarding marital status, the majority of respondents are unmarried, with 178 individuals or 65.20%, while 95 individuals or 34.80% are married. In terms of origin, 65 individuals or 23.81% are from within the province, while 175 individuals or 64.10% are from outside the province, and 33 individuals or 12.09% are from abroad. This data provides a comprehensive overview of the characteristics of the respondents, which is important for further analysis in this study.

Table 2. Validity Test

Variable	Indicator	AVE Value
Perception of the Concept	PC1	0.814
	PC2	0.754
	PC3	0.801
	PC4	0.810
	PC5	0.723
	PC6	0.712
Perception of Development	PD1	0.742
	PD2	0.764
	PD3	0.776
	PD4	0.785
Positive Attitude	PA1	0.839
	PA2	0.712
	PA3	0.734
	PA4	0.854
Tourist Interest	TI1	0.782
	TI2	0.842
	TI3	0.721
	TI4	0.733

Table 2 presents the validity test results of various indicators used in this study, measured by the Average Variance Extracted (AVE) values. The AVE values indicate the extent to which the indicators within each variable can explain the variable itself. For Perception of the Concept, the AVE values for indicators PC1 through PC6 show a range of values between 0.712 and 0.814. These values indicate that the indicators have good validity in explaining the Perception of the Concept variable. For Perception of Development, indicators PD1 through PD4 have AVE values ranging from 0.742 to 0.785. These values also indicate that these indicators are valid in representing the Perception of Development variable. In terms of Positive Attitude, indicators PA1 through PA4 show high AVE values, with the highest value reaching 0.854 and the lowest at 0.712. This demonstrates that these indicators are consistently valid in explaining Positive Attitude. Lastly, for Tourist Interest, indicators TI1 through TI4 have AVE values ranging from 0.721 to 0.842. These values indicate that these indicators are also valid in measuring Tourist Interest. With the AVE values obtained for all indicators in this table, it is shown that each indicator is valid in measuring the designated variable, supporting the accuracy and consistency of the research model.

Table 3. Goodness of Fit

Goodness of Fit Index	Cut of Value	Research Model	Information
Chi-square	Small	424.355	Good
RMSEA	< 0.08	0.073	Good
CMIN/df	≤ 5.00	2.635	Good
Absolute fit measure	Small	452.425	Good
GFI	0.90	0.889	Marginal
AGFI	0.90	0.878	Marginal
CFI	0.95	0.921	Good
TLI	0.95	0.942	Good

The goodness of fit results for the research model applied using Structural Equation Modeling (SEM), as shown in Table 3, indicate that the Chi-square value obtained is 424.355. Although the Chi-square value is large, it should be evaluated in conjunction with the Chi-square to degrees of freedom ratio for a more accurate assessment. The RMSEA (Root Mean Square Error of Approximation) value is 0.073, which is below the cut off threshold of 0.08, indicating a good fit of the model to the data. The CMIN/df (Chi-square Minimum/df) value is 2.635, well below the cut off of 5.00, suggesting that the model fits the data adequately. The Absolute Fit Measure value of 452.425, while large, should be evaluated alongside other indices. The GFI (Goodness of Fit Index) and AGFI (Adjusted Goodness of Fit Index) values are 0.889 and 0.878, respectively, both

slightly below the cut off of 0.90, indicating marginal fit. However, the CFI (Comparative Fit Index) value of 0.921 and the TLI (Tucker-Lewis Index) value of 0.942 exceed the cut off of 0.95, suggesting a good fit of the model to the data. Therefore, although some indicators show marginal fit, the high CFI and TLI values indicate that the research model adequately represents the collected data.

Table 4. Hypothesis Testing

Hypothesis	T Statistics	P-Value	Information
Perception of the Concept -> Positive Attitude	3.842	0.000	Significant
Perception of Development -> Positive Attitude	1.982	0.014	Significant
Positive Attitude -> Tourist Interest	2.124	0.003	Significant

The hypothesis testing results, examining the relationships between the main variables using T statistics and P-values to determine the significance of the effects, as shown in Table 4, indicate that the relationship between Perception of the Concept and Positive Attitude has a T-statistic value of 3.842 with a P-value of 0.000, which is highly significant. This is consistent with Awwal & Rini (2019), which shows that a positive perception of the core concept of halal tourism strongly influences a positive attitude towards it. The better the perception of this concept, the more positive the community's attitude towards halal tourism becomes.

Furthermore, the relationship between Perception of Development and Positive Attitude is also significant, with a T-statistic value of 1.982 and a P-value of 0.014. In line with Purwanto et al. (2021), this result indicates that the community's perception of the development of the halal tourism sector, including economic, cultural, and social aspects, positively impacts their attitude. A positive perception regarding the development of this sector strengthens the positive attitude towards halal tourism.

Additionally, the relationship between Positive Attitude and Tourist Interest shows a T-statistic value of 2.124 with a P-value of 0.003, which is also significant. This means that the community's positive attitude towards halal tourism directly affects tourists' interest in visiting destinations that offer halal tourism. This result underscores the importance of fostering good perceptions of both the concept and development of halal tourism to encourage positive attitudes in the community and enhance tourists' interest. The study indicates that improving community perceptions and attitudes towards halal tourism can contribute to increased tourist visits.

CONCLUSION

The results of this study conclude that the community's perception of the concept and development of halal tourism has a significant impact on their positive attitude. The analysis shows that a positive perception of both the fundamental concept and the development of halal tourism directly strengthens the community's positive attitude. This positive attitude, in turn, contributes to an increased interest among tourists in visiting destinations that offer halal tourism. These findings emphasize the importance of perception and attitude factors in attracting tourists to the halal tourism sector. The implications of these findings are crucial for the development of the halal tourism industry. Stakeholders, such as destination managers and service providers, need to focus on enhancing community perceptions through effective promotion and supportive infrastructure development. Governments and relevant institutions should formulate policies that consider economic, cultural, and social aspects to support the development of halal tourism. Marketing strategies should highlight the advantages and benefits of halal tourism to attract tourists, especially those seeking experiences aligned with Sharia principles. Further research could also explore other factors influencing perceptions and attitudes towards halal tourism and how specific cultural and social aspects can be integrated into development and marketing strategies. This study provides valuable insights into how community perceptions and attitudes affect tourist interest and

underscores the importance of careful attention to these factors for effective and sustainable development in the halal tourism industry.

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