

HALAL TOURISM AND SERVICE EXCELLENCE: KEY DRIVERS OF TOURIST SATISFACTION IN TANJUNG PINANG

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Abstract

In an effort to increase the competitiveness of tourist destinations in the midst of the global trend of local and international halal tourism, Tanjungpinang City takes advantage of the potential of halal tourism by improving the quality of services to meet the needs of Muslim tourists. So that, this study aims to analyze the influence of halal tourism attraction and service quality on tourist satisfaction in Tanjung Pinang City. The research uses a quantitative method with a survey approach. Data was collected through a questionnaire distributed to tourists visiting Tanjung Pinang. Multiple linear regression analysis was used to test the relationship between Halal Tourism Variables and Service Quality on Tourist Satisfaction. The influence of the halal tourism variable by 20% affects tourist satisfaction, while the quality of service affects the tourist satisfaction variable by 46%. The hypothesis test shows that halal tourism variables and service quality have a significant effect on tourist satisfaction with the result of a determination coefficient of 76.9%. This shows a considerable influence of halal tourism variables and service quality so that facilities and services following Islamic principles are very important in attracting and retaining tourists. Therefore, tourist destination managers and stakeholders in Tanjung Pinang need to focus on developing halal facilities and improving service quality to attract more tourists and ensure they have a satisfying experience.

Keywords: Halal Tourism, Service Quality, Tourist Satisfaction

INTRODUCTION

The halal industry is experiencing rapid development in several sectors, including: halal food, finance, tourism, travel, *fashion*, cosmetics and medicines, media and entertainment, as well as other sectors such as *healthcare* and education. In this case, the business potential of the halal industry in the world is very large. Currently, various countries, both Muslim and non-Muslim countries, are competing to work on the potential of sharia business. According to *the State of the Global Islamic Economy Report 2022*, Muslim spending globally in various sectors reached US\$2 trillion in 2021, an increase of 8.9% from 2020. This expenditure is expected to grow at a CAGR of 7.5% to reach US\$2.8 trillion by 2025. In particular, Muslim spending on food increased by 6.9% from US\$1.19 trillion in 2020 to US\$1.27 trillion in 2021. This figure is projected to grow at a CAGR of 7.1% to reach US\$1.67 trillion by 2025. (Global Islamic Economy Report 2024 International Shia News Agency) (*Journal of*

It is also said that with the development of the halal industry today, business actors must also be more observant to see the space and gaps that can be processed as an opportunity to create customer satisfaction. The halal-based industry in Indonesia, which incidentally has the largest Muslim population in the world, is not seriously worked on so that it lags behind other countries whose citizens are mostly non-Muslims. According to the latest data from the Directorate General of Population and Civil Registration (Ditjen Dukcapil) of the Ministry of Home Affairs, (*Dukcapil Data 2024*, t.t.) As of the first semester of 2024, the total population of Indonesia will reach 282,477,584 people. Of these, the majority or 87.08% (245,973,915 people) are Muslims. This increase in the percentage of the Muslim population shows that the majority of Indonesia's population embraces Islam (FATIMA, 2023) In line with that, the government has implemented Law Number 33 of 2014 concerning Halal Product Assurance (JPH) to protect Muslim consumers (Public Relations, 2014).

In 2019, it was stated that all products that enter, circulate, and trade in Indonesian territory are required to have a halal certificate. This opens up strategic business opportunities for local businesses to expand the range of their products in the national and international markets. This is considering that foreign products that are not from Muslim-majority countries may take a more complex way of obtaining halal assurance, in contrast to national producers who are familiar with halal requirements.

Indonesia has a great opportunity to develop halal industrial zones due to the large demand. Currently, the demand for halal products has begun to increase, especially for tourism, travel, hotels, food and beverages and cosmetics. The great potential that Indonesia has in terms of the halal industry has made the government fully committed to becoming a leader in the halal industry in the world.

Tourism is one of the important sectors that contribute to the economy of Tanjung Pinang City. With the increasing number of Muslim tourists, the concept of halal tourism is becoming more and more relevant. Halal tourism not only includes the availability of halal food, but also includes various other aspects such as sharia-compliant accommodation, places of worship, and other services that are in accordance with Islamic principles (Battour & Ismail, 2016).

Halal tourism has experienced rapid development in recent years. The halal lifestyle that is synonymous with Muslims has spread to various countries, even to countries with minority Muslim populations. In the research (Ab. Wahab & Kamarubahrin, 2019) said halal is a universal indicator for product quality assurance and living standards. Halal is usually only associated with food-related matters. However, Yusuf Qardhawi (Yusuf Qaradhawi, 2002) Islam is a balanced religion, which regulates all aspects of human life, both spiritual and material. The concept of halal includes everything that is allowed by sharia, both in food, beverages, clothing, transactions, and deeds. Halal is a path that is in accordance with the will of Allah, while haram is a boundary that must not be violated by humans.

Previous research has discussed the concept of halal as a quality standard (Bohari et al., 2013), the impact of halal tourism on community welfare (Rahmatulloh, 2021), and the influence of traditional values and religiosity on customer satisfaction (Putra et al., 2016). However, these studies have not specifically linked the attraction of halal tourism and service quality with tourist satisfaction, especially in specific areas such as Tanjungpinang City. Therefore, this study aims to fill the gap with a focus on this research is very related to the improvement of a satisfactory halal tourism experience through services that are in accordance with the needs and expectations of Muslim tourists in Tanjungpinang City.

In this case, Tanjung Pinang City is part of the Riau Islands province which is located on the international shipping route of the Malacca Strait, directly adjacent to Singapore and Malaysia, geographically the location of Tanjung Pinang is very strategic with easy access through domestic port waters making the Riau Islands a metropolitan city. The development of tourism in the city of Tanjung Pinang as a halal tourist destination is a response to the policy of the Ministry of Tourism which is currently launching the "*Top 10 Muslim Friendly Destination*" program in Indonesia which covers several provinces as tourist destinations, namely: Nangroe Aceh Darussalam, West Sumatra, Riau and Riau Islands, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, West Nusa Tenggara and South Sulawesi (Badan Pusat Statistik, 2017).

The Ministry of Tourism has selected Tanjung Pinang as one of the main entry gates for foreign Muslim tourists along with Bali and Jakarta. The determination of *Great Batam* (Cluster: Aceh, West Sumatera, Riau, and Riau Islands, is one of the implementations of the marketing strategy of halal tourist destinations in Indonesia to achieve the target of 20 million foreign tourists visiting Indonesia in 2019 (<http://bps.go.id>, 2019). The following is data on the number of foreign tourists who visit Tanjung Pinang every month from 2018 to 2022 (<http://bps.go.id>).

Halal tourism in Tanjung Pinang City is increasingly known for its potential to increase tourist satisfaction through quality service and compliance with Islamic values. The interaction between halal certification, service quality, and cultural elements significantly affects the overall experience of Muslim travelers. This synthesis explores the key factors that contribute to tourist satisfaction in this context.

In research (Saputri et al., 2023) on Islamic and halal facilities do not significantly determine tourist satisfaction and Islamic culture has a positive and significant role in determining tourist satisfaction. Wulandari et.al (Wulandari et al., 2023) also said that religiosity moderates the impact of halal tourism on tourist satisfaction and tourist satisfaction can increase national income and help tourism management. Meanwhile, in research (Haryeni & Yendra, 2024) said that Halal Certificates have a significant effect on Behavioral Intentions and Purpose Brands affect behavioral intentions that are moderated by goal satisfaction. This is supported by research conducted (Haryeni & Yendra, 2024) that halal certification assures Muslim tourists that food and services meet their religious requirements, fostering trust and satisfaction.

High-quality services, including separation of services for Muslim tourists, are essential for increasing satisfaction (Putra et al., 2016) Incorporating Islamic culture into service delivery can significantly improve the tourist experience, as cultural harmony resonates with Muslim visitors (Saputri et al., 2023). The level of religiosity among tourists moderates the relationship between Islamic values and satisfaction, suggesting that more religious tourists may have high expectations (Wulandari et al., 2023). Engaging with Islamic culture can lead to a more satisfying experience, thereby increasing overall satisfaction (Saputri et al., 2023). Conversely, some studies suggest that while halal facilities are essential, they may not always be directly related to tourist satisfaction, suggesting that other factors, such as cultural experience, may play a more

significant role (Saputri et al., 2023). Therefore, in this study, the author wants to see firsthand the relationship between halal tourism that develops in Tanjung Pinang and tourist satisfaction, as well as the relationship between service quality and tourist satisfaction.

LITERATURE REVIEW

Definition of Tourism

The word tourism comes from two syllables, namely *pari* and *tourism*, *pari* means many, many times, in circles, while *tourism* means a trip or traveling that is done many times or around. According to Law No. 10 of 2009 concerning tourism, tourism is to improve the community's economy, labor force and reduce poverty.

Sedamayanti (Sedamayanti, 2013) said that tourism is a human activity that is carried out consciously that receives services alternately among people from other regions to temporarily seek satisfaction that is diverse and different from what he experienced, where he obtained a permanent job. Kodhyat in Spillane (1985) broadly defines tourism as a trip from one place to another that is temporary, carried out by individuals or groups, as an effort to find harmony and happiness with the environment in the social, cultural, natural, and scientific dimensions. A person can travel in various ways for different reasons as well. A trip is considered a tourist trip if it meets the three necessary requirements, namely it must be temporary, it must be voluntary in the sense that it does not occur because it is forced, It does not work that generates wages or payments.

The development of tourism will have a double effect on other sectors as well, such as folk crafts, furniture, textiles, and other activities whose products are needed to support the development of tourism (especially hotels and restaurants). From some of the definitions of Tourism above, it can be concluded that tourism is an activity related to travel for recreation that is carried out to a place outside of its temporary area in which the facilities needed by the government, the private sector, and the community around the tourist attraction environment have been provided.

According to Yoeti (2008) the benefits and satisfaction of traveling are

determined by two interrelated factors, namely: *Tourist resources*, which are everything in the tourist destination area which is an attraction so that people want to come to visit a tourist destination area. *Tourist service* is all facilities that can be used and activities that can be carried out that are provided by other companies commercially.

Suwarjoko (Suwarjoko, 2007) said that the scope of tourism is also inseparable from matters related to tourism. For example, tourist attractions, tourist attractions, areas that are tourist attractions, tourists and others. Tourists are people who do tourist activities. Tourism as a human social activity, as a travel or traveling activity also has different characteristics from other social activities. Therefore, the characteristics of tourism can be seen from various social aspects in society. For example, cultural and social aspects.

Halal Tourism

Halal tourism in the perspective of the community in general is in the form of pilgrimage tours to eat ulama, mosques, historical relics, Umrah, Hajj and others. Actually, halal tourism is not only pilgrimage tourism but tourism is a new style of world tourism which can be in the form of natural tourism, cultural tourism, and artificial tourism which are all framed in Islamic values. Tourism activities are activities aimed at humans to pay attention to the surrounding environment, the people around us in terms of their habits/customs to pay attention to everything solely to increase our faith in Allah SWT. This is in accordance with the words of Allah SWT QS. Al-Ankabut: 19:20 which means "Say: "Walk on the face of the earth, then notice how Allah created (man) from the beginning, then Allah made him once more. Indeed, Allah is Almighty over all things".

Where Safar is intended to contemplate the beauty of Allah SWT's creation, enjoy the beauty of the great nature as a driver of the human soul to increase faith in the oneness of Allah SWT and motivate to fulfill life obligations. Furthermore, it is also explained in QS. Ar-Rum: 30:9 which means:

أَوَلَمْ يَسِيرُوا فِي الْأَرْضِ فَيَنْظُرُوا كَيْفَ كَانَ عَاقِبَةُ الَّذِينَ مِن قَبْلِهِمْ ۖ كَانُوا أَشَدَّ مِنْهُمْ قُوَّةً وَأَنَارُوا الْأَرْضَ
وَعَمَرُوهَا أَكْثَرَ مِمَّا عَمَرُوهَا وَجَاءَتْهُمْ رُسُلُهُم بِالْبَيِّنَاتِ ۖ فَمَا كَانَ اللَّهُ لِيَظْلِمَهُمْ وَلَكِن كَانُوا أَنفُسَهُمْ يَظْلِمُونَ

That is: and did they not travel on the face of the earth and notice the consequences of those before them? They are stronger than they are and have cultivated the earth and prospered it more than they have prospered. And came to them their Apostles with tangible proofs. So Allah has not done any wrongdoing to them, but they are the ones who have

The above verse describes halal tourism as an activity that is supported by various facilities and services provided by the community, entrepreneurs, governments, and local governments that meet sharia provisions. Many people use halal tourism because of the universal characteristics of its products and services. Tourism products and services, attractions, and destinations in halal tourism are the same as tourism products, services, objects and destinations in general as long as they do not conflict with sharia values and ethics. So that halal tourism is not limited to religious tourism only.

The concept of halal tourism is a process of integrating Islamic values in an aspect of tourism activities. The value of Islamic sharia as a belief and trust embraced by Muslims is the basic reference in building tourism activities. Halal tourism considers the basic values of Muslims in its presentation, ranging from accommodation, restaurants, to tourist activities that always refer to Islamic norms.

Sofyan, (2013) defines halal tourism more broadly than religious tourism, namely tourism based on Islamic sharia values. As recommended by *the World Tourism Organization (WTO)*, sharia tourism consumers are not only Muslims but also non-Muslims who want to enjoy local wisdom. The concept of halal tourism can also be interpreted as a tourist activity based on worship and da'wah when Muslim tourists can travel and admire the results of the creation of Allah SWT by still carrying out the obligation to pray five times a day and all of this is well facilitated and away from everything that he forbids.

According to the Ministry of Tourism and Creative Economy and the Daily Management Board of the National Sharia Council of the Indonesian Ulema Council (DSN-MUI), it was also said by Sofyan (Sofyan, 2013: 25) halal tourism has the following general criteria, Oriented to the public good, Oriented to enlightenment, refreshment and tranquility, Avoiding polygamy and superstition, Avoiding vices, Maintaining behavior, ethics and noble values of humanity such as avoiding hedonic and immoral behavior, Maintaining trust, security and comfort, Universal and inclusive, Preserving the environment, Respecting socio-cultural values and local wisdom.

Tourism Satisfaction

Customer satisfaction is not easy to define. There are various kinds of definitions given by experts (Tjiptono, 2012) customer satisfaction is the customer's response to the evaluation of the perceived non-conformity between previous expectations (or other performance norms) and the actual performance of the product felt after its use. Kotler (2000:34), customer satisfaction is the level of a person's feelings after comparing the results he feels compared to his expectations. Sunarto (2003), defines customer satisfaction as a feeling of happiness or disappointment after comparing their perceptions/impressions to performance/expectations. If the performance meets expectations, the customer is satisfied.

If it exceeds expectations, customers are very satisfied. Stating the satisfaction of a customer can be seen from the level of customer acceptance obtained. According to Gaspersz (2005), it is stated that the factors that affect customer satisfaction and expectations consist of: "Needs and wants" related to things that the customer feels when he is trying to make a transaction with a service manufacturer. The concept and theory of customer satisfaction has developed rapidly and has been able to be classified into several approaches. One of the most popular approaches related to customer satisfaction is *The Expectancy theory*.

One of the keys to retaining visitors is to provide satisfaction. A company is said to be wise to measure its customer satisfaction on a regular basis. A number of methods are held to measure customer satisfaction directly. Respondents may also be given additional questions to gauge repurchase intent and allow recommending companies and brands to others (Kotler, 2007: 179). In relation to interest in revisiting, interest is a potential customer which means a customer who has come back and uses the service again.

RESEARCH METHOD

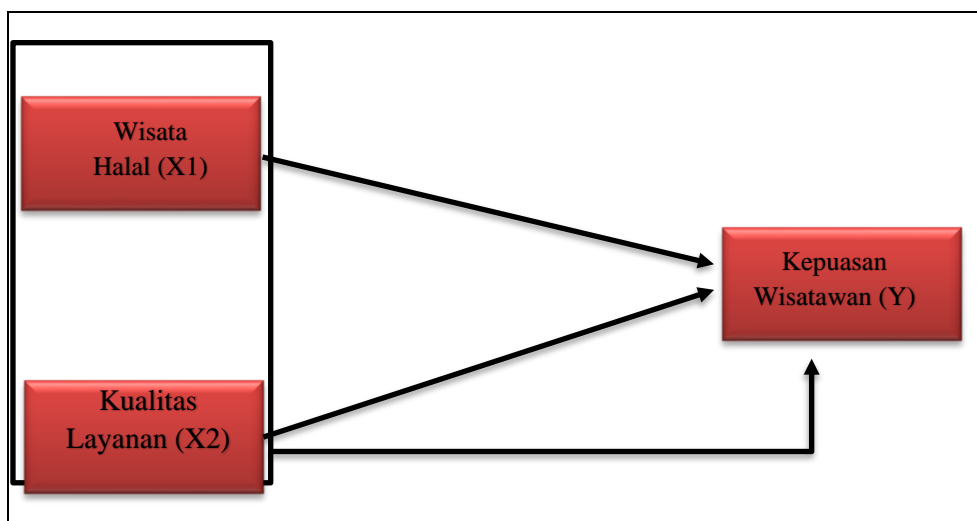
This study uses a type of quantitative data. Quantitative method is a research method that can be interpreted as a research method based on the philosophy of positivism, which is used to research on a certain population or sample, data collection using research instruments, quantitative data analysis with the aim of testing hypotheses that have been established (Sugiyono, 2012). The population in this study is tourists who visit Tanjungpinang City. The sampling technique used was purposive sampling

with a total of 45 respondents. The data collection instrument uses a questionnaire consisting of three main parts: halal tourism attractions, service quality, and tourist satisfaction.

The location of this research was carried out in tourist attractions in Tanjung Pinang and Bintan, Riau Islands. One of the tourist attractions is Trikora Beach, Dolpin Beach in Bintan, Riau Islands. Data collection is nothing but a process of procurement of primary and secondary data for research purposes, providing questionnaires, and observing people and phenomena are the three main data collection methods in research.

The frame of mind in a study needs to be presented if the research concerns two or more variables. Viewed from the type of variable relationship, namely a causal relationship, which is a variable that affects other variables. The framework of thinking will provide benefits in the form of the same perception between the researcher and the reader towards the researcher's line of thought, in order to form a logical research hypothesis. Based on the description of the theory explained about halal tourism and the theory about satisfaction, the frame of mind can be formulated as seen in the image below:

Figure 1. Researcher's Thinking Framework



Source: Research Processing Data, Year 2024.

Based on the background and research objectives The hypothesis of this study is as follows:

H1 : It is suspected that Halal Tourism has a partial effect on tourist

satisfaction

H2 : It is suspected that the quality of service has a partial effect on tourist satisfaction

H3 : It is suspected that halal tourism and service quality simultaneously affect tourist satisfaction

H1: It is suspected that Halal Tourism has a partial effect on tourist satisfaction

It is related to research Battour (Battour & Ismail, 2016) This study states that halal tourist destinations have a significant influence on the satisfaction of Muslim tourists. Key factors such as the availability of halal food, worship facilities, and an environment that is in accordance with Islamic values play an important role in improving the experience and satisfaction of tourists. Rahman's research (Rahman dkk., 2019) showed that halal aspects such as family-friendly accommodation, the absence of alcoholic beverages, and a sharia-compliant environment significantly increased the satisfaction level of Muslim tourists. This is also related to tourist loyalty to halal tourist destinations.

H2: It is suspected that service quality has a partial effect on Han & Hyun tourist satisfaction

(Han & Hyun, 2017) This study found that high service quality in the tourism sector increases tourist satisfaction and encourages loyalty to tourist destinations. The focus of this research is on the importance of personalized and responsive service to the needs of tourists.

H3; It is suspected that halal tourism and service quality simultaneously influence

Al-Ansi & Han tourist satisfaction (Al-Ansi & Han, 2019) This study found that halal tourist destinations equipped with high-quality services simultaneously increase tourists' intention to recommend the destination to others. The interaction between these two factors also improves the overall image of the destination. Prawira (Prawira et al., 2023) This study found that in the context of halal tourism, the influence of service quality and halal tourism attraction simultaneously increases tourist satisfaction. For example, the provision of Muslim-friendly facilities with efficient services improves the overall tourist experience.

The measurement of this research variable uses a likert scale with a scale of 1 to 5. Scale 1 Disagree (TS), Scale 2 Disagree (KS), 3 Agree Quite (CS), 4 Agree (S), and 5 Strongly Agree (SS). While the Operational Variables are as follows:

Tabel 1. Variabel Operasional dan Indikator Penelitian

Variable	Operational Definition	Indikator	Item
Independent Variabel (X1)			
Halal tourism (X1)	Sharia tourism in literature is equated with several terms such as Islamic tourism, halal travel, halal-friendly, <i>Muslim Friendly Destination</i> and others. Sharia tourism is money tourism serving vacations, and adjusting vacation styles according to the needs and demands of Muslim travelers (Nassar Mostafa & Reisinger, 2015)	Halal Food and Drinks	Halal food is available Halal drinks are available.
		Means of worship	Prayer room worship facilities are available Kept clean
		Family-friendly accommodation	Safe lodging for tourists Family-friendly accommodation
		Accommodating health services and leisure services	Oriented to the benefit of the ummah Existence of health services
		No alcohol drinks are available	No alcoholic beverages
		The existence of Muslim employees	Appear polite and attractive and respect Islamic principles There are Muslim employees
		Traveler-Friendly Destinations (Battour & Ismail, 2016)	Service to tourists must be consistent with Muslim principles as a whole
Quality of Service (X2)	Quality of service indicates an overall intangible evaluation that offers objectives, core services and all supporting services that facilitate the use of services, such as accommodation, transportation, health care and communication that can meet customer expectations (Nassar, 2015)	Physical quality of facilities	Physical quality of facilities
		Service to Muslim Guests	Good guest service to Muslim guests Friendly guest service
		Easy travel	Ease of Travel to Tourist Attractions
		Easy access to services (Henderson, 2015)	Ease of Access to Emergency Services to Tourist Attractions
Variable dependencies (Y)			
Traveler Satisfaction (Y)	Tourist satisfaction If someone compares the results they feel with their expectations, customers will feel satisfied if the results of their evaluation show that the products they use are of high quality. Customers will feel satisfied when what they do Get it right With expectations (Sunarto2003)	Interested in visiting	The attraction of tourists to revisit
		Recommend	There is a promotion to his relatives to visit tourist attractions
		Facilities	Clean and safe facilities for tourists
		Service (Albayrak & Caber, 2016)	Improving services to tourists the existence of services by sharia principles

Source: Research Processing Data, Year 2024.

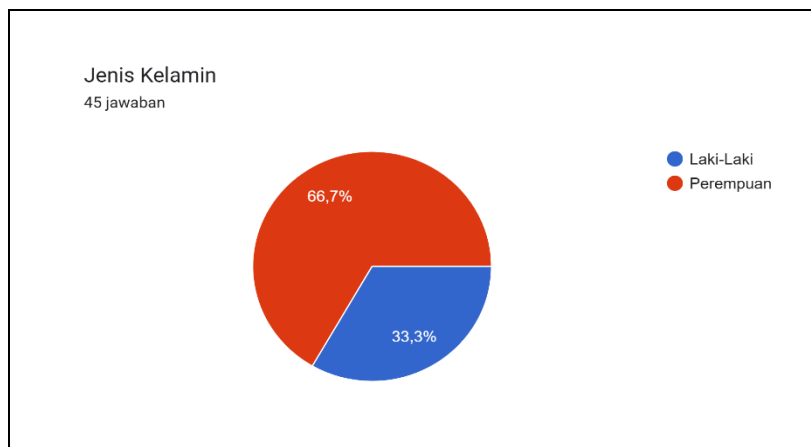
RESULT AND DISCUSSION

Characteristics Responden

This study involved 45 respondents who were tourists who visited tourist

attractions in Tanjung Pinang and Bintan, Riau Islands. The demographic characteristics of the respondents are as follows: Of the 45 respondents, 66.7% are women and 33.3% are men.

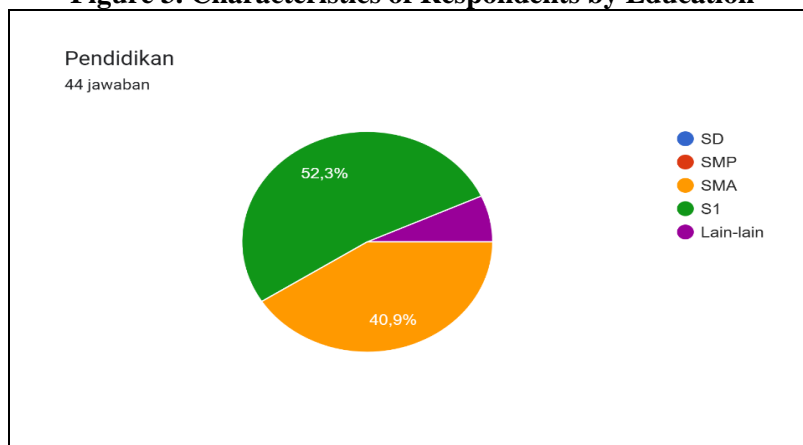
Figure 2. Respondent Characteristics by Gender



Source: Research Processing Data, Year 2024.

Meanwhile, based on the Education Level, it turns out that out of 45 respondents, only 44 respondents filled the Education Level. The results of 52.3% of respondents with Bachelor's education, 40.9% of respondents with High school education, and the remaining 6.8% of other educated respondents.

Figure 3. Characteristics of Respondents by Education



Source: Research Processing Data, Year 2024.

Table 2. Results of Statistical Descriptive Analysis

Descriptive Statistics			
	Mean	Std. Deviation	N
Y	10.4222	2.42608	45
X1	14.9333	2.87939	45
X2	13.8889	3.68795	45



Source: Research Processing Data, Year 2024.

Based on the results of the descriptive analysis, the average tourist satisfaction score in Tanjungpinang City was recorded at 10.42 with a standard deviation of 2.42, which shows that the majority of respondents are satisfied but with a slight variation in their perception. Meanwhile, for the halal tourism variable, the average value is 14.93 with a standard deviation of 2.87, which indicates that halal tourism is generally well received by tourists with not too large variations. Greater variation occurred in the quality of service, with an average of 13.88 and a standard deviation of 3.68, which shows that although most tourists are satisfied with the services provided, there is still a segment of tourists who feel less satisfied, so the service needs to be further improved to achieve more equitable satisfaction.

Descriptive Analysis of Halal Tourism Variables

The following are the results of the recapitulation of respondents' answers with halal tourism variables.

Table 3. Recapitulation of Respondents' Answers to Halal Tourism Variables

No	Statement	SS	S	KS	T S	ST S	Jumlah
1.	Halal Food and Beverages Available	5	35	0	0	0	40
Persentase		12.5%	87.5%	-	-	-	100%
2.	Available Places of Worship (Mushola)	18	14	8	0	0	40
Persentase		45%	35%	20%			100%
3.	Tourist attractions are kept clean	10	25	5	0	0	40
Persentase		25%	62.5%	12.5%	-	-	100%
4.	Family-friendly accommodation/accommodation available	8	28	4	0	0	40
Persentase		20%	70%	10%	-	-	100%
5.	No alcoholic beverages	6	34	0	0	0	40
Persentase		15%	85%	-	-	-	100%
6.	There are Muslim employees who look polite and attractive	10	30	0	0	0	40
Persentase		25%	75%	-	-	-	100%

Source: Research Processing Data, Year 2024.

Based on the processing of descriptive data, 87.5% answered yes to the question "the availability of halal food and beverages in the tourist attraction", while 12.5%

answered very agree. In the question "availability of places of worship or prayer rooms", 45% answered strongly agree, while 35% answered yes and 20% answered disagreed. For the question "tourist attractions are kept clean", 25% answered very agree, 62.5% answered yes while 12.5% answered disagree. Based on the survey results, as many as 87.5% of tourists agree that halal food and beverages are available at tourist attractions, which shows a high level of satisfaction with the halal aspect of their travel experience. However, 12.5% of respondents who disagreed indicated that there was room for improvement, especially in terms of halal food variety and transparency of halal certification. Therefore, tourism managers are advised to strengthen the diversity of halal food choices and clarify the halal certification process to better meet the expectations of all tourists.

In the next question "there is a family-friendly lodging accommodation available", it turned out that 20% answered strongly agree, 70% answered yes and 10% answered disagreed. Furthermore, for the question "there are no alcoholic beverages", 15% answered very much, 85% answered yes. The last question "there are Muslim employees who look polite and attractive", 25% answered very agree, 75% answered yes.

Descriptive Analysis with Quality of Service Variables

The following are the results of the recapitulation of respondents' answers with the Service Quality variable.

Table 4. Recapitulation of Respondents' answers on the Service Quality variable

No	Pernyataan	SS	S	KS	TS	STS	Jumlah
1.	Good quality facilities available	15	25	0	0	0	40
Persentase		37.5%	62.5%	-	-	-	100%
2.	Good friendly guest service	16	24	0	0	0	40
Persentase		40%	60%	-	-	-	100%
3.	There are facilities to get to tourist attractions	14	20	6	0	0	40
Persentase		35%	50%	16%	-	-	100%
4.	There is easy access to emergency services to tourist attractions	0	34	6	0	0	40
Persentase		-	85%	15%	-	-	100%
Jumlah							
Persentase							

Source: Research Processing Data, Year 2024.

In the service quality variable, including "good quality facilities are available", then 37.5% answered strongly agree, 62.5% answered yes. The next question is "good and friendly guest service", 40% answered very much agree and 60% answered yes. In the

question "there are facilities to get to tourist attractions", 35% answered very agree, 50% agreed and 16% answered disagreed because in some places there are still difficulties in road access to tourist attractions. The last question "there is easy access to emergency services to tourist attractions", 85% answered yes and 15% answered disagreed.

Based on the survey results, 85% of respondents agreed that access to emergency services at tourist attractions is easy to reach, reflecting a high level of satisfaction related to safety and security. However, 15% of respondents felt less agreeable, indicating areas that need improvement, such as ensuring that facilities and pathways to emergency services are more accessible and more visible to visitors. Therefore, to increase comfort and a sense of security for all travelers, improvements in this aspect are highly recommended.

Descriptive Analysis with Tourist Satisfaction Variables

The following are the results of the recapitulation of respondents' answers with the variable of Tourist Satisfaction.

Tabel 5. Rekapitulasi Jawaban Responden Pada Variabel Kepuasan Wisatawan

No	Pernyataan	SS	S	KS	TS	STS	Jumlah
1.	I am interested in this tourist attraction	6	34	0	0	0	40
Persentase		15%	85%	-	-	-	100%
2.	I am interested in visiting this place again in the future.	7	28	5	0	0	40
Persentase		17.5%	70%	12.5	-	-	100%
3.	Saya akan merekomendasikan tempat wisata ini ke orang-orang terdekat.	8	32	0	0	0	40
Persentase		20%	80%	-	-	-	100%
4.	Saya menyukai fasilitas yang bersih dan aman di tempat wisata ini	7	31	2	0	0	40
Persentase		17.5%	77.5 %	5%	-	-	100%
5.	Karyawan tempat wisata melakukan pelayanan yang baik	10	28	2	0	0	40
Persentase		25%	70%	5%	-	-	100%
Jumlah							
Persentase							

Sumber: Data Pengolahan Penelitian, Tahun 2024.

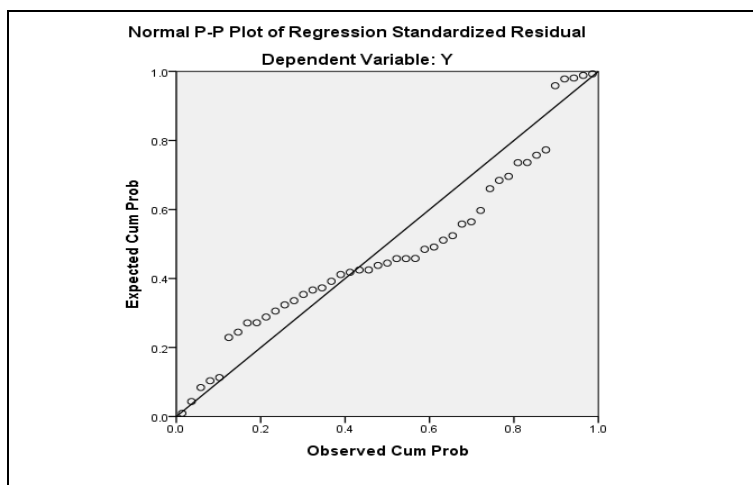
The last variable in this study is tourist satisfaction, from the results of the descriptive analysis, the result is that 15% answered very much in agreement with the

question I am interested in this tourist attraction, and 85% agreed. The second question I am interested in visiting in the future is that 17.5% strongly agree and 70% answer yes, 12.5% disagree. The next question is that I will recommend this tourist spot to the people closest to me so 20% answered very much agree and 80% answered yes. For the question I like the clean and safe facilities in this tourist attraction, 17.5% answered very agree, 77.5% answered yes and 5% answered disagree. The last question was that the employees of tourist attractions did a good service, 25% answered strongly agree and 70% answered yes while 5% answered disapprove.

Classic Acoustics Test

Normality Test

The normality test was carried out to see whether the residual value of the data moved in normal distribution or not. This can be seen by looking at the Normal Probability Plot graph, which is by comparing the cumulative distribution of the actual data with the cumulative distribution of the normal distribution. A normal distribution is depicted with a straight diagonal line from the bottom left to the top right. The results of the normality test in this study are illustrated in the figure below:



Sumber: Data Pengolahan Penelitian, Tahun 2024.

Gambar 4. Rekapitulasi Hasil Uji Multikolinieritas

Multicollinearity Test

The multicollinearity test aims to test whether the regression model is found to have a correlation between each of the independent variables. If the tolerance value > 0.10 in $VIF \leq 10$, then multicollinearity does not occur. The results of this study show that the VIF value and tolerance value are as follows. From the results of the table above, the halal tourism variables and Service Quality do not have multicollinearity,

because they have met the assumption value of tolerance and VIF with a tolerance value of > 0.10 , which is 0.549 in $VIF \leq 10$, which is 1.820 .

Tabel 6. Rekapitulasi Uji Multikolinieritas
Collinearity Statistics

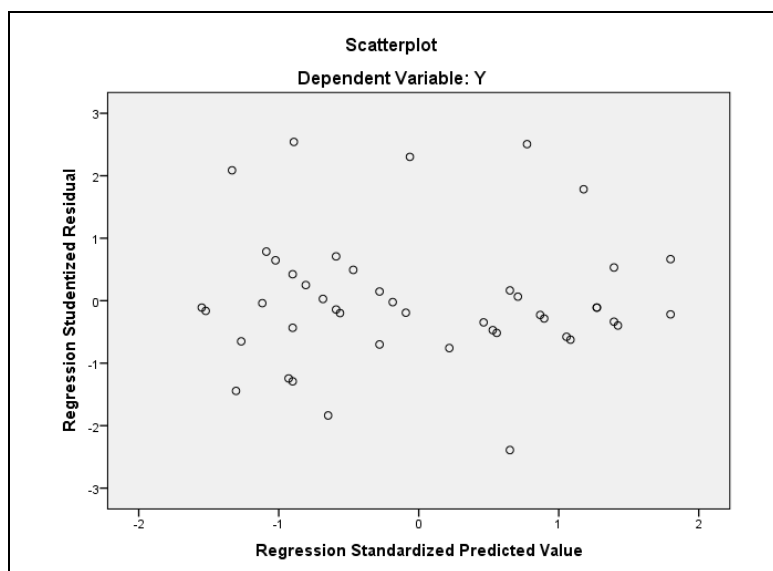
<i>Model</i>	<i>Collinearity Statistics</i>	
	Tolerance	VIF
1 (Constant)		
Wisata Halal	0,549	1,820
Kualitas Layanan	0,549	1,820

a. Dependent Variable: Kepuasan Wisatawan

Sumber : Data Olahan Penelitian, Tahun 2024

Heteroscedasticity Test

Heteroscedasticity testing is carried out to see the value of variance between Y values, whether they are the same or heterogeneous (Suharyadi, 2016). Heteroscedasticity Testing by looking at data distribution.



Sumber: Data Pengolahan Penelitian, Tahun 2024.

Gambar 5. Rekapitulasi Hasil Uji Heteroskedastisitas

Autokorelation Test

Autocorrelation testing is a correlation or relationship that occurs between members of a series of observations that are carried out in a datime series at different times. Autocorrelation detection can be seen by looking at the Durbin-Watson magnitude. To see the existence of an autocorrelation value, the Durbin-Watson test is carried out with the following criteria: If the Durbin-Watson value is below -2 , then

there is a positive autocorrelation. In the results of this study, there is no autocorrelation value.

Multiple Linear Regression Analysis

Based on the results of multiple linear regression analysis, the following results or models are obtained:

$$Y = a + b_1x_1 + b_2x_2$$

With Captions:

- Y = Traveler Satisfaction
- a = Konstanta
- b₁, b₂ = Koefisien Regresi
- X₁ = Halal Tourism
- X₂ = Quality of Service

Tabel 7. Rekapitulasi Hasil Koefisien Regresi

Model		Coefficients ^a							
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	1.046	.953		1.097	.279			
	X1	.200	.084	.237	2.368	.023	.707	.343	.176
	X2	.460	.066	.700	6.985	.000	.859	.733	.519

a. Dependent Variable: Y

Sumber: Data Pengolahan Penelitian, Tahun 2024.

The results of multiple linear regression conducted by the researcher, the regression equation is obtained as follows:

$$Y = 1.046 + 0,200 x_1 + 0,460 x_2 + e$$

The meaning of the above equation is that if all independent variables, namely halal tourism () and service quality () are constant or equal to zero, then tourist satisfaction is worth 1.046. Meanwhile, the regression coefficient value of the halal tourism variable is 0.200, this states that the influence between halal and tourist satisfaction is 20%. Meanwhile, the value of the regression coefficient of the service quality variable of 0.460 states that the influence between service quality and tourist satisfaction is 46%. The error value is a random variable and has a probability distribution that represents all factors that have an influence on Y but are not included in this study or equation X₁X₂.

T-Test

To find out whether the partially influential independent variable has a real effect or not, the t-test or t-student is used. Or in other words, the t-test wants to see whether the individually influential independent variable has a significant relationship or not to the bound variable (Suharyadi, 2016). With a significance level of 5% and a 2-way test, the criteria of a variable will have a significant influence if $t\text{-count} > t\text{-table}$.

So in this study, the halal tourism variable is known to have a t-count value (2.368) > t-table (2.021), this shows that halal tourism has an influence on tourist satisfaction, but because the significance value of 0.23 is greater than 0.05, the influence of halal tourism on tourist satisfaction is not too significant. However, in the service quality variable, the value of t-count (6.985) > t-table (2.021) with a significance level of 0.00 is less than 0.05, meaning it is rejected and accepted. So it can be concluded that the quality of service and significantly affects tourist satisfaction H_0H_1 .

F-Test

Another hypothesis test is the F-test which is used to find out how much independent variables together affect dependent variables. One way that can be used is to compare the significant value of F with the test level (5%) so that it can be known whether it is accepted or rejected. If the significant value of $F < \text{the test level}$, then the conclusion is rejected and accepted $H_0H_0H_0$ (Suharyadi, 2016).

Tabel 8. Rekapitulasi Hasil Koefisien Regresi

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	199.031	2	99.516	69.723	.000 ^b
	Residual	59.946	42	1.427		
	Total	258.978	44			

a. Dependent Variable: Y
 b. Predictors: (Constant), X2, X1

Sumber: Data Pengolahan Penelitian, Tahun 2024

In this study, it can be seen that the Significance value of F is 0.00000690 which is less than 5%, so the conclusion is rejected and accepted, there is a significant influence between the independent variables together affecting the dependent. H_0H_0

Coefficient of Determination Test

The determination coefficient test is used to measure how far the model is able to explain the variation of dependent variables. The values of the determination coefficient are zero and one. If the value of R2 is small, the ability of the dependent variables is very small, but if the value of R2 is close to 1, then the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Tabel 9. Rekapitulasi Hasil Koefisien Regresi

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.877 ^a	.769	.758	1.19469	.769	69.723	2	42	.000

a. Predictors: (Constant), X2, X1
 b. Dependent Variable: Y

Sumber: Data Pengolahan Penelitian, Tahun 2024

In Table 8 above, it is shown that the R2 value is 0.769 or 76.9%, this shows that the halal tourism variable and the overall service quality have an influence of 76.9% on the tourist satisfaction variable. While the remaining 23.1% was influenced by other variables that were not studied in this study.

Discussion

The Influence of Halal Tourism on Tourist Satisfaction

This study aims to see the compatibility between Halal Tourism and Service Excellence on Tourist Satisfaction in Tanjung Pinang City. In the hypothesis that has been determined that there is an influence of halal tourism on the satisfaction of tourists visiting Tanjung Pinang. Based on the results of the T Test (Hypothesis Test) in this study, it was obtained that the halal tourism variable was known to have a t-count value (2.368) > t-table (2.021) this shows that halal tourism has an influence on tourist

satisfaction, but because the significance value of 0.23 is greater than 0.05, it can be said that the halal tourism variable has an effect on tourist satisfaction but the influence is not significant.

This finding is relevant to the results of observations in several tourist sites in the city of Tanjung Pinang, Riau Islands when this study was carried out where most or average tourists who were respondents were local tourists. The concept of halal tourism from the perspective of the community is generally in the form of religious tourism such as visiting historical heritage mosques, pilgrimages to the graves of clerics and so on. In fact, halal tourism is not just a pilgrimage, but a new style of world tourism which can be in the form of natural tourism, cultural tourism, and artificial tourism based on Islamic values. Halal tourism is generally defined as tourism products and services that include all tourist needs ranging from accommodation, restaurant services, the availability of halal food and beverages, including clean and comfortable worship facilities as the main element. The concept of halal and in accordance with Islamic sharia is not only applied to food, but also to all aspects of the products offered. Even including the warm and pleasant attitude and welcome of the local community.

The Effect of Service Quality on Tourist Satisfaction

The next hypothesis test result is to test the suitability of service quality variables to tourist satisfaction. The results of the study showed that in the service quality variable, the value of t-count (6.985) > t-table (2.021) with a significance level of 0.00 was less than 0.05, meaning that it was rejected and accepted. So it can be concluded that service quality has a significant effect on tourist satisfaction. H_0H_1

This finding is relevant to the results of observations in the field which show that the average tourist destination in the city of Tanjung Pinang has tried to provide services and comfort for visitors. Especially the ease of access to tourist sites, the availability of adequate facilities such as a hotel with a bath and clean toilets including prayer room facilities. There is also a typical culinary tour of Tanjung Pinang with friendly and friendly service to visitors. A pleasant travel experience certainly encourages a high level of satisfaction for tourists.

The next discussion is to test the suitability of whether halal tourism variables and service quality simultaneously affect tourist satisfaction. After conducting a simultaneous test, it was shown that the Significance value of F was 0.00000690 which was less than 5%, meaning that it was rejected and accepted, then it can be concluded that the two variables, namely halal tourism and service quality, have a significant effect on tourist satisfaction. The results of the above research are relevant to the findings of researchers in the field where the concept or potential of halal tourism in the city of Tanjung Pinang has been implemented which is supported by the quality of service following visitor expectations so that these two variables encourage the creation of a level of satisfaction for visitors or tourists in Tanjung Pinang.

CONCLUSION

The attractiveness of halal tourism and the quality of service to tourist satisfaction in Tanjung Pinang City. Based on the results of the data analysis obtained, it can be concluded that the attraction of halal tourism has a positive and significant influence on tourist satisfaction. Tourists are satisfied with the various halal facilities available, including halal restaurants, sharia hotels, and easily accessible places of worship. This shows that facilities and services that are in accordance with Islamic principles are very important in attracting and retaining Muslim tourists.

Service quality also has a positive and significant influence on tourist satisfaction. Service quality elements such as staff friendliness and professionalism, facility cleanliness, and speed of service play an important role in increasing tourist satisfaction. The high quality of service ensures that tourists have a satisfying experience during their visit. So the conclusion of this study is that to increase tourist satisfaction in Tanjung Pinang City, tourist destination managers must focus on improving halal tourism attraction and service quality. The development of more halal facilities and improved service quality can attract more tourists and ensure they have a pleasant and satisfying experience. Meanwhile, the implications of Halal Tourism Development are that tourist destination managers must continue to develop and promote halal tourism facilities to meet the needs of Muslim tourists. Improving the Quality of Training and

staff development to improve friendliness, professionalism, and maintaining cleanliness and efficiency of services should be a priority.

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