

ANALYSIS OF TOURISTS AND HALAL TOURISM BRANDS: A BRAND EQUITY MODEL

ANALISIS WISATAWAN DAN MEREK PARIWISATA HALAL: MODEL EKUITAS MEREK

Ahmad Syarif¹, Maulana Farizi²

UIN Sultan Aji Muhammad Idris Samarinda^{1,2}

ahmad.syarif@uinsi.ac.id¹, maulfarizi@gmail.com²

ABSTRACT

The growing trend of Muslims travelling globally has generated opportunities in the halal tourism sector, encompassing travel undertaken for leisure or business purposes beyond traditional tourism contexts. Tourism has emerged as a prominent sector capable of enhancing a nation's economy within a sustainable framework. Expanding the tourist sector will enhance government revenues by augmenting tax income from tourism activities. The global proliferation of the Halal Lifestyle has led to the emergence of Halal Tourism in predominantly Muslim countries, including Indonesia. Halal tourist sites typically develop tourism brands to enhance tourist interest and engagement in visitation. This research examines the impact of engagement on the halal tourism brand. This research is quantitative. The data collection method was a questionnaire administered to 105 tourist respondents. The factors in this study are engagement, brand awareness, brand quality, brand image, and brand loyalty. The research findings indicate that involvement significantly affects brand awareness, image, and quality. The substantial impact of involvement on brand loyalty is mediated by brand awareness, image, and quality.

Keywords: Tourist, Brand Awareness, Brand Image, Brand Quality, Brand Loyalty

ABSTRAK

Tren meningkatnya jumlah Muslim yang melakukan perjalanan secara global telah menciptakan peluang di sektor pariwisata halal, yang mencakup perjalanan yang dilakukan untuk liburan atau tujuan bisnis di luar konteks pariwisata tradisional. Pariwisata telah muncul sebagai sektor penting yang mampu meningkatkan perekonomian suatu negara dalam kerangka kerja yang berkelanjutan. Memperluas sektor pariwisata akan meningkatkan pendapatan pemerintah dengan menambah pendapatan pajak dari kegiatan pariwisata. Perkembangan Gaya Hidup Halal secara global telah mendorong munculnya Pariwisata Halal di negara-negara berpenduduk mayoritas Muslim, termasuk Indonesia. Lokasi wisata halal biasanya mengembangkan merek pariwisata untuk meningkatkan minat dan keterlibatan wisatawan dalam kunjungan. Penelitian ini menguji dampak keterlibatan terhadap merek pariwisata halal. Penelitian ini bersifat kuantitatif. Metode pengumpulan data menggunakan kuesioner yang diberikan kepada 105 responden wisatawan. Faktor-faktor dalam penelitian ini adalah keterlibatan, kesadaran merek, kualitas merek, citra merek, dan loyalitas merek. Temuan penelitian menunjukkan bahwa keterlibatan secara signifikan mempengaruhi kesadaran merek, citra, dan kualitas. Dampak substansial dari keterlibatan terhadap loyalitas merek dimediasi oleh kesadaran merek, citra, dan kualitas.

Kata Kunci: Wisatawan, Kesadaran Merek, Citra Merek, Kualitas Merek, Loyalitas Merek

INTRODUCTION

World Travel & Tourism Council (2019) indicates that the tourism sector contributed 8.8 billion US dollars to the global economy in 2018. This industry's expansion surpasses global GDP growth, with the tourist sector increasing by 3.9% compared to a mere 3.2% for world GDP. (Philipp, 2022) asserts that expanding the tourist sector will positively influence government finances by augmenting tax income

derived from tourism activities. This expansion can promote inclusive development and sociocultural diversity, thereby reducing poverty and income inequality, resulting in a multiplier effect. The expansion of the tourism business necessitates competent management to capitalise on optimal prospects that may arise.

Indonesia is ranked ninth globally for the highest growth in the tourist sector and is the sole ASEAN country

in the top ten. In the 2018-2019 Strategic Plan of the Indonesian Ministry of Tourism, the government aims for the tourism sector to contribute 5.5% to the national GDP in 2019, with a total of 295 million tourists, both local and international. The Ministry of Tourism's initiative to enhance tourist influx is the 10 Tourist Destinations program. The administration seeks to emulate Bali's success.

The growing inclination of Muslims to travel has generated prospects in the halal tourism industry. Numerous experts characterise halal tourism as a travel endeavour undertaken by an individual for leisure or business purposes, ensuring adherence to Islamic principles and teachings throughout the journey (Arasli et al., 2021) In 2020, over 232 million individuals, constituting 88.22% of the population in Indonesia, practised Islam. According to Global Religious Future figures, Indonesia's Muslim population is projected to reach 256.82 million by 2050. The significant population of individuals who adopt Islam in Indonesia suggests that the country is an appropriate market for the implementation of halal tourism (Gârdan, 2020)

As the nation's capital, Jakarta possesses comprehensive public facilities and was awarded the World's Best Hajj & Umrah Operator at the 2016 World Halal Tourism Award. Numerous halal tourism spots in DKI are being developed, including the Taman Impian Ancol region, Taman Mini Indonesia Indah, the Thousand Islands, and the Old Town. In addition, Muslim-friendly tourism initiatives such as the Beduk Festival, Muslim Fashion Show, Halal Culinary experiences, are designed to be as appealing as possible. Tourist visits to DKI Jakarta declined in 2021 due to stringent aviation controls

implemented to mitigate a surge in COVID-19 cases; however, in 2022, tourist visits progressively doubled compared to the previous year as flying regulations were relaxed.

Tabel 1. Number of Tourists to DKI Jakarta

Year	foreign	domestic
2020	935.182	3.617.035
2021	119.386	1.437.638
2022	435.876	3.016.807
2023	642.075	5.628.362

Source : Jakarta Tourism and Culture Department

DKI Jakarta is a province prioritizing the development of halal tourism due to its status as Indonesia's capital, which offers significant potential for such tourism because:

1. It serves as the entry point for both foreign and domestic tourists.
2. There is a readiness within the business sector and society.
3. Infrastructure and transportation are readily available.

The quantity of halal-certified restaurants has attained 510, including four Sharia-compliant hotels and over 200 establishments that do not offer alcoholic beverages. In light of the possibilities above, the DKI Jakarta Government aims for Jakarta to emerge as Indonesia's premier halal tourist destination by 2024.

Brands serve to distinguish goods and services from those of competitors. In the tourism industry, destination branding is crucial as it can enhance tourism potential while leading to a rise in tourist destination substitution (Ruiz-Real et al., 2020). Assessing brand efficacy is essential for guaranteeing the sustained success of a tourism attraction. The efficacy of destination branding can be assessed from the visitors' perspective as the ultimate customers of

the tourism industry, referred to as customer-based brand equity (Cambrá-Fierro et al., 2021).

Customer-based brand equity, from a marketing standpoint, refers to the distinct impact that brand understanding has on consumer reactions to associated brand marketing efforts. The elements utilized in assessing customer-based brand equity include brand awareness, image, quality, value, and loyalty. The findings derived from customer-based brand equity will be employed to assess brand equity in tourism destinations

Tourist engagement, as a psychological factor, has a beneficial impact on the brand equity of tourist locations and holds considerable sway over tourist behavior, whereby involvement serves as a reliable indicator. According to Xiao et al., (2020), participation in the tourism industry refers to the degree of interaction between tourists and a destination, which is influenced by the relevance of the tourist destination to such tourists. The correlation between the attributes of a destination and the personal aspirations and values of tourists inevitably leads to a sense of engagement and connection between tourists and the associated tourist location.

This study aims to examine the impact of visitor involvement and the halal tourism brand on the rebound of the tourism industry in Jakarta, considering the significance of tourist involvement in mitigating the effects of the epidemic.

THEORETICAL FRAMEWORK

The Indonesian Ministry of Tourism defines *halal tourism* as an activity facilitated by a range of facilities and services offered by the community, enterprises, government,

and local authorities per Sharia principles. Halal tourism, as defined by the Islamic Tourism Centre Malaysia (2020), encompasses all activities, events, and experiences undertaken during a journey that adheres to Islamic principles.

Stylidis et al., (2022) contend that halal tourism should be assessed while considering the notion that all forms of tourism must adhere to Islamic principles and regulations in order to be classified as halal. Halal tourism is the provision of tourism products and services that explicitly cater to the needs of Muslim tourists, ensuring that worship and other requirements are met in strict compliance with Islamic principles. Cunha et al., (2022) defined *involvement* in the tourist industry as an unobserved phenomenon characterized by motivation, enthusiasm, or interest in leisure activities or travel-related items. The psychological factor of involvement is strongly associated with tourist behavior and serves as a reliable predictor. Tourists' engagement with the social milieu of the destinations they visit can establish emotional connections or generate their own unique experiences at such locations.

The recreation and tourism engagement level directly impacts an individual's pursuit, assessment, and active participation in tourism activities. Participation in a particular product or activity leads to a more positive view of it, suggesting that visitor engagement plays a crucial role in determining the long-term viability of tourism (Buhalis et al., 2023). When a region experiences growth due to the local tourist sector, the residing population tends to actively participate and experience the advantages of the current tourism advancements, such as expanding job prospects and conserving the local culture. Interest, pleasure, and

satisfaction are the three characteristics defining an individual's engagement level with a tourist site. The benefits that a Muslim gets from visiting halal tourist destinations

The notion of brand equity holds significant importance in both organizational practice and scholarly study. In business operations, brand equity serves as the most effective instrument that functions as a lucrative and robust distinguishing factor to sustain client connections with associated brands. An elevated degree of brand equity significantly impacts a corporation's prosperity. Brand awareness, as highlighted by Pancić et al., (2023), refers to tourists' capacity to recall the distinctive features of a certain destination. Brand and product awareness play a crucial part in facilitating the comparison of similar products, therefore reinforcing consumer motivation to make purchases. When consumers possess little knowledge about a product, the likelihood of a buy transaction is higher.

Tien et al., (2021) conducted research that elucidates that within the realm of services, the worth of a brand is a comprehensive assessment derived from consumer views of the compatibility between the usefulness of the service rendered and the available pricing. Brand awareness is the initial point for developing consumer loyalty towards a brand. The brand image of a tourist location significantly impacts both passengers' intention to visit and their inclination to suggest the place to others. In tourist destinations, frequent visits and the intention to revisit or suggest a location to others indicate visitor loyalty

METHOD

The extent to which Muslim visitors participate affects five aspects

of brand equity: brand awareness, brand image, brand quality, brand value, and brand loyalty. The association between involvement and brand awareness is the most robust among these five elements of brand equity. In this study, the research framework to demonstrate the correlation between aspects of customer-based brand equity (CBBE) incorporates the research model proposed by Koech et al., 2023; Shafei, 2017.

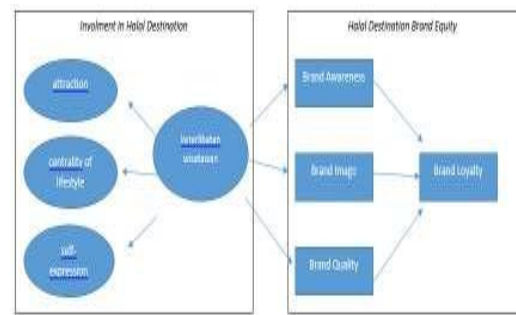


Figure1. Theoretical Framework

RESULT AND DISCUSSION

Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.6 . The following are the composite reliability values for each variable used in this research

Based on the presentation of the data table above, it can be concluded that the Composite Reliability value for all variables in this study is > 0.6 . These results show that each variable has met Composite Reliability, so it can be concluded that all variables have high-reliability values.

Inner model or structural model testing is carried out to see the relationship between constructs, significance values and Rsquare of the research model. The structural model was evaluated using R square for the t-test dependent construct and the

significance of the structural path parameter coefficients.

Based on the data processing that has been carried out, the results can be used to answer the hypothesis in this research. Hypothesis testing in this study was done by looking at the statistics and PValues values. The research hypothesis can be declared accepted if the P Values < 0.1 . The following are the results of hypothesis testing obtained in the research

Composite Reliability is the part used to test the reliability value of indicators on a variable. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.6 . The following are the composite reliability values for each variable used in this research

Table 2. Composite Realibility Score

Variable	Composite Reliability
Involvement	0.947
B. Awareness	0.940
B. Image	0.958
B. Quality	0.931
B. Loyalty	0.943

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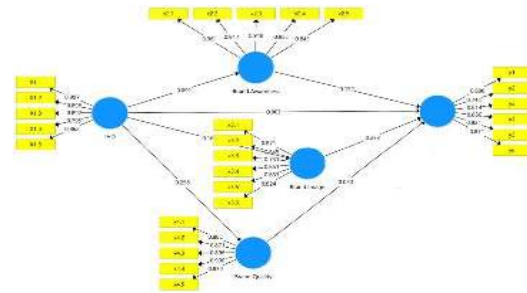


Figure 2. Structural Model

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Table 3. Bootstrapping Test

Variabel	Original	Sample Mean	T Statistics	P Values
Sample			(O/STDE V)	
	(O)	(M)		
IHD -> Brand Awareness	0,091	0,079	1,702	0,043
IHD -> Brand Image	0,169	0,169	1,920	0,055
IHD -> Brand Quality	0,258	0,274	3,911	0,000
IHD -> Brand Loyalty	0,014	0,015	2,558	0,047
Brand Awareness -> Brand Image	0,039	0,044	2,204	0,049
Brand Awareness -> Brand Quality	0,008	0,003	2,184	0,039
Brand Awareness -> Brand Loyalty				

Discussion

Relationship of Tourist Involvement and Brand Awareness

Based on statistical results, it states that involvement has a positive influence on Brand Awareness with a significance value. This result explains that high tourist involvement can increase brand awareness. The acceptance of hypothesis 1 is supported by data on the distribution of respondents' answers, which shows that the majority of respondents "agree" that travelling to halal tourist destinations is important. Therefore, the intensity of

tourists looking for information about a halal tourist destination that they feel is important will be higher

The longer the visit time, the more interactions there are with Jakarta, increasing tourist awareness of halal destinations. Brand awareness is also often placed as the main point of difference or differentiation of a company's products from those offered by competitors. It is not uncommon for the brand and the differences attached to it to be a source of success for the company that must be criticized. Brand awareness shows a potential buyer's ability to recognize or recall that a brand is part of a specific product category. Tourists' intentions in determining recreational destinations do not just happen; at least the individual knows what tourist attractions they are going to and how enjoyable the experience will be when visiting those tourist attractions (Aguiar et al., 2020)

Relationship of Tourist Involvement and Brand Image

Based on statistical results, it is stated that there is a positive influence of involvement on Brand Image with a significance value. This result proves that high tourist involvement can improve a brand's image. The brand image of a tourist destination is related to the characteristics and perceptions of tourists, which will be formed based on their interests, needs and values; where Muslim communities involved in tourism trips to halal tourist destinations can develop a strong image of the Islamic attributes of the destination (Syarif et al., 2024; Zhao et al., 2022) This statement is in line with data on the distribution of respondents' answers regarding the self-expression dimension in involvement in halal destinations, which aims to describe the impression of oneself that one wants to

convey through participation in tourism activities. Tourists can tell many things to other people who have the same interests as them

On the other hand, the majority of respondents "agree" that Jakarta has the image of an Islamic region and applies Islamic values such as the availability of places of worship wearing polite clothing. This indicates that the involvement of Muslim respondents in travelling influences the actual image felt by tourists when visiting Jakarta. The results of this hypothesis are also supported by research by (Dam & Dam, 2021; Syarif, 2023), which states that a person's involvement in a tourist trip is strongly related to brand image.

Relationship of Tourist Involvement and Brand Quality

Based on statistical results, it is stated that there is a positive influence of involvement on Brand Image with a significance. This result proves that high tourist involvement can increase brand quality. Data on the distribution of respondents support this; the majority answered "strongly agree" that their involvement in a halal tourist destination would feel more satisfying compared to travelling to a non-halal tourist destination. This encourages the expectations that tourists have to get good quality at halal tourist destinations. Respondents' expectations align with those who "agree" that they expect to get superior halal tourism services in Jakarta

Jeong & Kim, (2020) stated that quality is an important aspect, and tourists certainly expect complete and premium facilities such as the availability of worship facilities, halal food and drink choices, and clean water provided by a tourist destination. The respondents' expectations for tourism in Jakarta align with the quality available

in Jakarta itself based on the fact that most respondents "agree" that Jakarta provides quality Islamic attributes.

Relationship between tourist involvement and brand Loyalty with brand awareness as mediation

The statistical results state that tourist involvement influences brand loyalty with brand awareness as mediation. This result explains that tourist involvement influences brand loyalty through brand awareness. This result is supported by data on the distribution of respondents who agreed as much as 48% that Jakarta immediately comes to mind when thinking about halal tourist destinations. Brand Awareness is the most important element of customer-based brand equity because it aims to strengthen the uniqueness of a brand. Another primary reason is that this component creates and maintains brand awareness, which will create positive emotions towards the brand and ultimately impact the brand to increase visits to specific destinations (Gursoy et al., 2022; Rahmatullah et al., 2024)

The role of tourist involvement in creating brand loyalty for a destination requires the role of brand awareness as a mediator. Tourists who are aware of the halal lifestyle will create positive interactions and have the potential to return to the halal tourist destination even though they incur premium costs ((Preko et al., 2021). This evaluation is by data on the distribution of respondents who stated that they strongly agreed that 25% of respondents would visit halal destinations in Jakarta despite the costs even if they paid a premium

Relationship between tourist involvement and brand Loyalty with brand image as mediation

Based on statistical results, it states that there is an influence of tourist involvement on brand loyalty with brand awareness as a mediator of the consistency of the brand image that tourists have, which influences loyalty to a tourist destination, either in the form of intentions to revisit or to recommend the tourist destination to other people. (Jeong & Kim, 2020). A social lifestyle orientation so that there is a tendency to use tourist trips as an opportunity to socialize. This aligns with most respondents who "strongly agree" that Jakarta's image has a friendly Muslim society

Apart from that, a family orientation lifestyle with a tendency to travel as a way to enjoy moments with family. This lifestyle is by the majority of respondents who "agree" with the image of Jakarta, which has a friendly atmosphere for Muslim tourists, such as no gambling, no nightclubs and is family-friendly (Tran et al., 2021)

Relationship between tourist involvement and brand Loyalty with brand quality as mediation

The statistical results state that tourist involvement influences brand loyalty with brand quality as a mediation. This explanation explains that tourist involvement influences brand loyalty through brand quality. (Damanik & Yusuf, 2022) also stated that brand quality influences natural loyalty in a consumer-based (Damanik & Yusuf, 2022) brand equity model. Data on the distribution of respondents' answers to questions comparing Jakarta with other halal tourist destinations states that 29.7 respondents "agree" that Jakarta is a halal tourist destination that has better quality and 35% "agree" that spending money to go to Jakarta is more feasible with the quality obtained. On the other hand, 33.1% of respondents

"strongly agree" that they will tell others about positive things about Jakarta

Research by Natasia & Tunjung Sari, (2021) explains that Indonesian millennial tourists are influenced by other people's experiences when travelling by relying on word of mouth and then sharing their experiences via social media so that more and more other millennials are influenced. Based on the distribution of demographic data, most respondents are aged 25 years and under and are followed by the millennial generation. This point means that respondents' experience of the quality obtained when travelling to Jakarta will significantly influence their loyalty in recommending Jakarta to others. The explanation above is the basis for researchers to state that brand quality has a positive relationship with the brand loyalty of Muslim tourists towards Jakarta.

CONCLUSION AND SUGESSTION

Based on the results and discussion above, it can be concluded that tourist involvement influences brand awareness, tourist involvement influences brand image, tourist involvement influences brand quality, tourist involvement mediates the influence of brand awareness on brand loyalty, tourist involvement mediates the influence of brand image on brand loyalty, Tourist involvement mediates the influence of brand quality on brand loyalty.

Future researchers can include a moderating role in the brand equity model and the role of brand value on brand loyalty. Expanding the tourist area can also be done to provide sample representation. The object of research can be the impact of MSMEs on the presence of tourists at halal destinations.

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