

The Impact of Halal Tourism Marketing Mix on Satisfaction

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Abstract. This study aims to investigate the impact of halal tourism marketing mix on satisfaction for tourists in context of Aceh. The Halal tourism destination such as Ujong Blang, Waduk Jeulikat and Gunung Sala is the latest destination in Lhokseumawe Aceh, Indonesia. This destination currently very in great demand by the tourists. A survey questionnaire is used to conduct this study. A sample of 200 tourists participated in the study. The findings reveal the significant positive relationship of six marketing mix elements with tourists satisfaction for tourism services in the context of Aceh. The level of tourist satisfaction with halal tourism destinations is included in the medium category.

Keywords: Halal tourism · Marketing mix · Destination · Satisfaction

1 Introduction

The tourism sector is determined as one of the leading development sectors in Indonesia. The growth of halal tourism in Indonesia is a new trend in the tourism service industry with the establishment of 3 halal tourism destinations, one of which is Aceh, which has been awarded the fourth rank of the Top 10 Halal Friendly Holiday Destinations in 2016 with the success of Aceh Province winning two awards namely the category of World's Best Airport for Halal Travelers: and World's Best Halal Cultural Destination [1][2].

Indonesia has great potential and opportunities in developing the halal tourism industry. The North Aceh and Lhokseumawe is one of the districts in the province of Aceh Indonesia. There are many halal tourism destinations that have been known by domestic and foreign tourists. The Halal tourism destination such as Ujong Blang, Waduk Jeulikat and Gunung Sala is the latest destination currently very in great demand by the tourists [3].

Halal tourism is any activity, event and experience carried out in a state of travel that complies with Islamic standards. Halal tourism, not only to travel to places that have religious value, but this concept is more to the implementation that prioritizes halal standards-based services for Muslims, such as providing halal food or culinary, places of worship, not preparing entertainment that is not in accordance with Islamic sharia. the concept of halal tourism is more focused on tourism that is full of Islamic values by providing halal products and in accordance with sharia, not only for the consumption of Muslim tourists, but also for non-Muslim tourists [4][5].

In marketing activities, the important thing to note is how a service provider pays attention to the marketing mix of services which can then measure tourist satisfaction [6][7]. The service marketing mix is used to classify every part of a tourism destination such as products, prices, places, promotions, physical facilities, people, and processes so that measurement of tourist satisfaction is easier to do. In addition, the use of the marketing mix of services is used in the tourism industry, the company does not offer pure services to customers, but physical facilities and other offerings such as environmental conditions around tourist attractions, parking lots, design tourist attractions, and others [8][9].

The seven main points in the marketing mix of services consisting of product, price, place, promotion, physical evidence, people, and process to be used to interpret the experiences felt by tourists at a tourist site to determine the level of satisfaction or dissatisfaction of tourists through existing variables [10],[11]. The present study aims to find the impact of halal tourism marketing mix on satisfaction in tourism destination in context of Aceh.

2 Literature Review

2.1 Tourism and Tourists

Tourism is as a change in the temporary residence of someone outside of their residence for a reason and not to do activities that generate wages [10][12][13] tourism is all activities in society related to tourists, while tourists are people who travel from their homes without settling in the places they visit [14][15][16].

2.2 Halal Tourism

Halal tourism is one of the tourism systems intended for Muslim tourists whose implementation complies with Islamic rules. Every activity, event and experience carried out in a tourism destination must be in accordance with Islamic sharia [4][3][17] The trend of halal tourism is becoming a modern lifestyle in meeting the needs of making a tour which is a strength of the highly developed global tourism industry. Halal tourism promotes halal products and is safe for consumption by Muslim tourists. For non-Muslims, Islamic tourism with halal products is a healthy guarantee. Sharia tourism is not interpreted as such, but tourism where it originates from nature, culture, or artificial is framed by the values of Islamic [18] [19][3][1][2][4].

2.3 Marketing Mix

Marketing mix is one of the tools in the field of marketing that can be used to develop a tourism industry. service marketing is an action offered by the producer to the consumer, in the sense that the services rendered cannot be seen, felt, heard or touched before being consumed. The service marketing mix is a development of the marketing mix. The marketing mix in the field of products includes 4P, namely: Product, Price,

Place, and Promotion. In the service sector, experts add three other elements, namely People, Process, and Customer Service [7][11][20]. In the tourism industry, marketing mix is used to satisfy consumers by focusing on the quality of attractions that can be accessed with seven variables (7P) namely products, prices, promotions, places, people, physical evidence, and processes [21] [22][23].

Product: Product is anything that is tangible and intangible that can meet the needs of consumer demand to be satisfied [6][24] tourism products are the overall services obtained, felt and enjoyed by tourists since he left the area and headed to the tourist destination and return to the place of origin [21][9]. **Price:** Price is a very important measure used by consumers to buy or not buy to meet the needs of goods and services. The price is the only element of the marketing mix that provides income for the organization [23][14][25][6]. **Promotion:** The company introduces its products and services to the market through promotional strategies. Goods and services produced by companies must be known, needed and requested by consumers, so companies must promote their products through advertising and promotion [26][24] promotion is "an activity to inform the benefits of the product and persuade customers to buy it [22][19]. **Place:** Place can provide time and distances as well. It also offers some novel ideas for travelling ways and declares some possible customers for tourism service. A prior research also explains about some marketing channels and put marketing mix with best distribution of services for many travel agencies [13][16]. Places that are attractive to consumers are the most strategic, fun, and efficient places. **People:** The success of company activities is determined by employees who have the ability and high morale. This is intended so that the work that has been given in accordance with the expertise of each employee. people plays an important role in human resources in the field of tourism marketing and looking for quality sightseeing and personal buying in the hospitality sector [22][9]. **Process:** The process consists of several stages, namely procedures, work schedules, relationships, activities, and routine things that are produced and delivered to consumers [19][11] explains that the tourism marketing includes planning a trip, location, plane tour, maps, tourism attraction, meals, souvenirs and momentous [27]. **Physical Evidence:** Physical evidence is something that directly influences the decision of tourists to buy and use the services offered. Intangible characteristics in the service industry make it difficult for tourists to not feel a service before visiting a destination[10] Physical evidence is related to the seller before the customer that the tourism product is nonprofit purpose, place, décor, people and everything else in the tourism office which may relate to the experience [9][25].

2.4 Tourist Satisfaction

Tourist satisfaction is the main goal for the service industries, it is a benchmark for the success of a business. The service industries must be able to meet the desires, expectations and satisfaction of its customers, thus its customers will return to use their services. Competitive strategies for tourism destination today absolutely require the full attention of tourism service managers in managing satisfaction and dissatisfaction. Basically tourism destinations are creating visitors satisfaction, so that they will make repeat visits in the future [16][20][28]. Tourist satisfaction is a full evaluation after the product is consumed feels the same or exceeds tourist expectations. Meanwhile,

dissatisfaction is a feeling of disappointment that arises if the results obtained do not meet the expectations of tourists [29][30][15][31].

3 Methodology

The data used in this study was collected from the results of a survey conducted by distributing questionnaires in the halal tourism destinations of the Ujong Blang, Waduk Jeulikat and Gunung Sala in Aceh Indonesia. Data used in this research was distributed to the tourist located in aceh to collect the relevant data. This survey was conducted in July 2019, The respondents are randomly selected. The sample size for the present research is 200 tourist visiting halal tourism destination [32][33]. The observed variables of marketing mix including in the study were products/services, price, place, promotion, people, processes and physical evidence, to comprehend their impacts towards the tourist satisfaction. The correlation between variables is drawn in Figure 1.

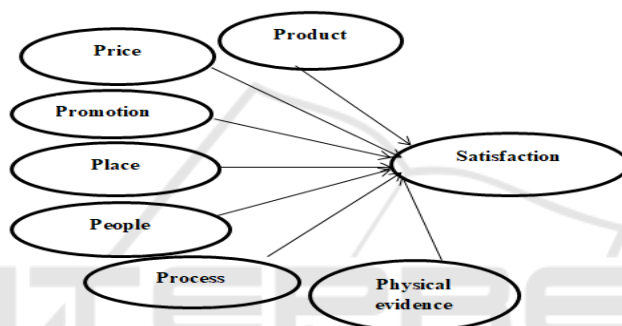


Fig. 1. Research model of correlation between marketing mix towards the satisfaction.

The items of marketing mix were measured on 5 point likert scale ranging from 1 = strongly disagree to 5= strongly agree for assessing the marketing mix variable that affect the tourist satisfaction in halal tourism destination. Frequency and percentage were used to examine the demographic profile of the respondents. In addition, regression analysis was used to approximate the variation in satisfaction [34][35]. The model applied in this study as follows:

$$S = \alpha + \beta_1X_1 + \beta_2X_2+ \beta_3X_3+ \beta_4X_4+ \beta_5X_5+ \beta_6X_6+ \beta_6X_7+ e \tag{1}$$

In addition, the hypotheses are:

- H1: Product and Satisfaction are positively related to each other.
- H2: Price and Satisfaction are positively related to each other.
- H3: Promotion and Satisfaction are positively related to each other.
- H4: Place and Satisfaction are positively related to each other.
- H5: People and Satisfaction are positively related to each other.
- H6: Process and Satisfaction are positively related to each other.
- H7: Physical Evidence and Satisfaction are positively related to each other.

4 Results and Discussion

4.1 Respondents Profile

The subjects were categorized into four groups: first-time visitors (12 / 6%), 2-3 time (71/35.5%), 4-5 time (34/17.0%) and > 5 time (83 / 81.5%). There were 118 (59%) female respondents and 82 (41%) male respondents. The respondents represented various age groups but the majority (35%) were aged between 18 to 25 years old. About (64.5%) of the respondents were married, while single made up 35.5% of the sample. One hundred and nine-four (97%) respondents had reason to recreation/ interes halal tourism. From these data, the researcher concluded that more than 95% of the respondents interested to travel and have vacations at halal tourism destinations. (Refer to Table 1).

Table 1. Respondents profile (N= 200).

	Frequency	Percentage		Frequency	Percentage
Man	82	41 %	Ujong Blang beach	177	88.5 %
Women	118	59 %	Waduk Jeulikat	167	83.5 %
Maried	129	64.5 %	Gunung Sala	154	77.0 %
Not yet Maried	71	35.5 %	Recreation/ interes halal tourism	194	97 %
18-25 yrs	70	35 %	Work	6	3%
26-35 yrs	64	32 %	First time	12	6 %
36-45 yrs	51	25.5 %	2-3 time	71	35.5 %
> 46 yrs	15	7.5 %	4-5 time	34	17.0 %
			> 5 time	83	41.5 %

4.2 Reliability

Internal reliability of the questionnaire was tested by using Cronbach's alpha. According to Ghozali, 2005, Cronbach's α with larger α values (greater than 0.60) indicates higher internal consistency in the measured dimension and hence greater reliability. In this study the entire variables Cronbach's alpha is greater than 0.60 (Table-2). So, it is clear that the questionnaire used in this study had strong internal reliability and it could be used with confidence for the application of next statistical analysis. (Refer to Table 2).

Table 2. Reliability Test.

Marketing Mix & Tourists Satisfaction	Product	Price	Promotion	Place	People	Process	Physical Evidence	Tourists Satisfaction
Cronbach Alpha	0.814	0.749	0.785	0.675	0.735	0.695	0.722	0.767

4.3 Analysis

Based on the linear regression equation, the six service marketing mix variables namely product, price, place, person, process, and physical evidence have a positive regression coefficient. This means that an increase of the six marketing elements will increase tourist satisfaction with halal tourism destinations. Meanwhile, promotional elements with negative coefficients will cause a decrease in the level of tourist satisfaction. This shows that the promotion is not effective in increasing the number of tourists visiting. However, Simultaneously, the seven elements of the service marketing mix significantly influence tourist satisfaction on halal tourism destinations in Aceh.

The multiple regression equations for each variable can be written as follows:

$$Y = 3.984 + 0.122X_1 + 0.104X_2 - 0.014X_3 + 0.015X_4 + 0.046X_5 + 0.162X_6 + 0.283 X_7$$

To check the impact of halal tourism marketing mix as independent variables to tourist satisfaction as dependent variable and linear regression analysis was applied to test the hypothesis developed. Results of linear regression analysis are shown in Table 3. The results of data analysis shows that hypothesis 1 is supported. The regression analysis shows a positive relationship between product and tourist satisfaction. The product has a significant effect with a value of 0.015 and a positive regression coefficient of 0.122. This shows that the product has an effect on tourist satisfaction with halal tourism destinations in Aceh. Hypothesis 2 of the study is also supported by the results as the results show a positive relationship between price and tourist satisfaction. The price has a significant effect with a value of 0.048 and a positive regression coefficient of 0.104. The regression output of Hypothesis 3 not supports the hypothesis presented by the study suggesting a negative relationship between promotion and tourist satisfaction. The promotion not have a significant effect with a value of 0.741 and a negative regression coefficient of -0.104. This shows that the promotion not have an effect on tourist satisfaction with halal tourism destinations in Aceh. Hypothesis 4 of the study is not supported by the results as the results show a positive relationship between place and tourist satisfaction. The place not have a significant effect with a value of 0.800 and a positive regression coefficient of 0.015. The hypothesis 5 also presents a positive relationship between people and tourist satisfaction as the regression analysis. The people not have a significant effect with a value of 0.328 and a positive regression coefficient of 0.046. The regression analysis of hypothesis 6 supporting a positive relationship between process and tourist satisfaction. The process has a significant effect with a value of 0.009 and a positive regression coefficient of 0.162. The last hypothesis of the study also supports the expected results and suggests that there is a positive relationship between Physical evidence and tourist satisfaction. The Physical evidence has a significant effect with a value of 0.000 and a positive regression coefficient of 0.283. This shows that the Physical evidence has an effect on tourist satisfaction with halal tourism destinations in Aceh.

Table 3. Regression Analysis.

X	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	3.984	1.028		3.874	.000		
Product	.122	.050	.182	2.450	.015	.509	1.966
Price	.104	.052	.144	1.993	.048	.541	1.849
Promo	-.014	.043	-.022	-.330	.741	.638	1.567
Place	.015	.060	.018	.254	.800	.584	1.712
People	.046	.047	.065	.982	.328	.650	1.539
Proses	.162	.061	.175	2.658	.009	.650	1.539
Phisical	.283	.059	.319	4.773	.000	.629	1.589

5 Conclusions

The study aims to find out the relations between the marketing mix and tourists satisfaction in the halal tourism destinations in Aceh. The finding in this study shows that there is six elements a significant positive relationship among the marketing mix and tourist satisfaction. Furthermore the results suggest that the halal tourism destinations in Aceh should consider the importance of the marketing mix, ie: promotion while designing their service marketing strategy. The finding of the study are helpful for the halal tourism industry of Aceh in particular and the national tourism industry in general.

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