

**PERCEPTIONS AND PREFERENCES OF TOURISTS TOWARD
HALAL TOURISM IN ACEH, INDONESIA**

Suprihatin NINGSIH



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International Business Administration

Asst. Prof. Dr. Hakan SEZEREL

Eskişehir

Anadolu University

Social Science Institute

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ÖZET

TURİSTLERİN HELAL TURİZME YÖNELİK ALGILARI VE TERCİHLERİ ACEH'DE, ENDONEZYA

Suprihatin Ningsih

Uluslararası İşletmecilik Anabilim Dalı

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Danışman: Yard. Doç. Dr. Hakan SEZEREL

Helal turizm turizm endüstrisinde öne çıkan konulardan biri olmaya başlamıştır. Pek çok ülke, helal turizm destinasyonu geliştirmek için rehavet halindedir. Endonezya'da da Aceh bölgesi, helal turizm etkinliklerini geliştirmek için öncelikli bir bölgedir. Bu tezin amacı, turistlerin algı ve tercihlerinden yola çıkarak Aceh'de turistlerin helal turizme yönelik tercih ve algılarını belirlemeyi amaçlamaktadır. Tez çalışmasında, nicel yöntem benimsenmiş, Likert ölçeğinden yararlanılarak Aceh'i ziyaret eden 283 yerli turistten veri toplanmıştır. Çalışma, en fazla turist varışının bulunduğu, Aceh Bölgesi'ndeki, Banda Aceh, Aceh Besar ve Sabang'ı kapsayan üç şehirle sınırlıdır. Verilerin toplanmasında amaçlı örnekleme tekniğinden yararlanılmıştır. Verilerin yapısal uyumu için doğrulayıcı faktör analizine başvurulmuştur. Veriler, bir Kartezyen diagram biçiminde gösterilen ve kadran analizi olarak da bilinen önem- performans analizi ile incelenmiştir. Tez sonucunda turistlerin Aceh'deki helal turizme yönelik algılarının olumlu olduğu sonucuna ulaşılmıştır. Bunun yanında, turistler tarafından az önemli olarak kabul edilen hizmetlerin performans açısından yetersiz olduğu görülmektedir.

Anahtar Kelimeler: Helal turizm, Aceh, algı, tercih, turist.

ABSTRACT

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Suprihatin Ningsih

Department of International Business Administration

Anadolu University, Social Sciences Institute, February 2021

Advisor: Ass. Prof. Dr. Hakan SEZEREL

Halal tourism is a trending topic in the tourism industry. Many countries are competing to develop halal tourist destinations. In Indonesia too, Aceh is one of the priority areas for organizing halal tourism. This thesis aims to determine perceptions and preferences of tourists toward halal tourism in Aceh. This thesis adopted a quantitative method using a Likert scale questionnaire as a data collection tool and was distributed to 283 domestic tourists who had visited Aceh. This study is limited to three districts in Aceh Province, namely Banda Aceh City, Aceh Besar District, and Sabang City, considering that these areas have the highest number of tourist visits. The sample in this research was determined using the purposive sampling method. Confirmatory Factor Analysis (CFA) is used to test the suitability of structures with the data. Data analysis was performed using Importance-Performance Analysis (IPA) or also known as quadrant analysis which displays the results in the form of a Cartesian diagram. The results of this study found that tourists have a positive perception of halal tourism in Aceh. Even so, some facilities that are considered less important by tourists are still lacking in performance.

Keywords: Halal tourism, Aceh, perception, preference, tourist.

PREFACE



The purpose of writing this thesis is to fulfill one of the requirements for completing a Master's Program at the International Business Administration Department of Anadolu University. Finally, the author can complete this thesis with encouragement, help, and guidance from various parties. Therefore, the author would like to thank to:

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Eskişehir, 08 April 2021

Suprihatin Ningsih



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1. INTRODUCTION

In the past few decades, there have been many developments in the tourism sector. This sector continues to grow with deep diversification so that it becomes one of the fastest-growing economic sectors in the world. Modern tourism is closely related to the development and increasing number of new destinations. These dynamics have transformed tourism into the main key driving socio-economic progress (UNWTO, 2019). The development of tourism has an important and strategic role, not only in the effort to build enthusiasm, awareness, and pride of the community towards efforts to preserve the wealth of cultural heritage but also able to encourage economic empowerment, creating new jobs for the community, equitable national development, and increasing economic contribution through visits by domestic and foreign tourists, which in turn has an impact on people's welfare (Disbudpar, 2019).

The economic potential of tourism development is almost infinite and tourism is becoming a more important industry on a global scale. The World Tourism Organization (WTO) statistics show that the tourism industry will continue to rise rapidly. In the year 1960, the number of international tourist arrivals worldwide was 70 million and in the year 2000, it is estimated to be 710 million. Further, WTO has predicted that international tourism arrivals worldwide would be 1.5 billion by the year 2020 (Bhatia, 2001, p. 443). Indonesia, as one of the developing countries, is trying to develop tourism to be one of its supporting factors for economic growth by introducing a new strategy called 'halal tourism' in 2012 (Nirwandar, 2015, p. 10). Indonesia has several comparative advantages by having the world's largest Muslim population, core infrastructure, beautiful beaches, a variety of cultures, and heritage. Therefore, Indonesia has a great potential to be a global halal tourism destination (Mastercard-Crescentrating, 2019, p. 5).

According to the Indonesian Muslim Travel Index, there were 140 million global Muslim visitors in the year 2018. This number is expected to continue to grow up to 230 million Muslim visitors in 2026 and the total global travel expenditure by the Muslim travel market reaches the US \$ 300 billion (Mastercard-Crescentrating, 2019, p. 5). Seeing this great opportunity, recently, Indonesia has a halal tourism marketing strategy implemented

by The Ministry of Tourism to brand several places as the most suitable vacation spot for Muslim travelers (Winarti, 2017, p. 233). In 2013, the government released 12 provinces as Muslim friendly destinations that include Aceh, West Sumatra, Riau, Lampung, Banten, Jakarta, West Java, East Java, Central Java, Yogyakarta, West Nusa Tenggara, and South Sulawesi (Nirwandar, 2015, p. 10-11). A Muslim friendly destination is a place that suitable for Muslim travelers who do not wish to compromise about their basic faith-based needs while traveling for a purpose, which is halal or permissible (COMCEC, 2016, p. 10). Indonesia, through those 12 provinces is trying to highlight the spiritual spirit of Islam as a culture that aims to attract more tourists, then applying it by having more hospitality tourism such as Halal Hotels with Halal certification, which provide the little or non-alcoholic drinks and only serve food based on halal principle (Winarti, 2017, p. 233).

Year by year, Indonesia's efforts in developing halal tourism obtain very satisfying results. In the 2016 World Halal Tourism Awards competition in Abu Dhabi, United Arab Emirates, on 24 October - 25 November 2016, Indonesia won 12 awards from 16 categories contested. According to the Tourism Ministry of Indonesia, Arief Yahya, this victory would actually be the beginning to build a new halal tourism ecosystem in Indonesia, which would make a major contribution to the achievement of tourist visit targets. The awards in the World Halal Tourism Awards 2016 with 12 categories won by Indonesia are (Jaelani, 2017, p. 16-17):

1. World's Best Airline for Halal Travelers: Garuda Indonesia.
2. World's Best Airport for Halal Travelers: Sultan Iskandar Muda International Airport, Aceh Indonesia.
3. World's Best Family Friendly Hotel: The Rhadana Hotel, Kuta, Bali, Indonesia.
4. World's Most Luxurious Family Friendly Hotel: Trans Luxury Hotel Bandung Indonesia.
5. World's Best Halal Beach Resort: Novotel Lombok Resort & Villas, Lombok, NTB.
6. World's Best Halal Tour Operator: Ero Tour, West Sumatera Indonesia.
7. World's Best Halal Tourism Website: www.wonderfullomboksumbawa.com, Indonesia.

8. World's Best Halal Honeymoon Destination: Sembalun Village Region, Lombok, Nusa Tenggara Barat, Indonesia.
9. World's Best Hajj & Umrah Operator: ESQ Tours & Travel, Jakarta, Indonesia.
10. World's Best Halal Destination: West Sumatera, Indonesia.
11. World's Best Halal Culinary Destination: West Sumatera, Indonesia.
12. World's Best Halal Cultural Destination: Aceh, Indonesia.

Based on a report from Global Moslem Travel Index, in 2017, Indonesia's position as a popular halal tourist destination ranks third after Malaysia and the United Arab Emirates, while in 2018 Indonesia's position up to the 2nd in line with the United Arab Emirates. In 2019, like the target planned by the government, Indonesia won first place along with Malaysia. This fact shows that Indonesia has enormous potential to become the center of world halal tourism (Mastercard-Crescentrating, 2019).

This research takes place in Aceh province as one of the mainstay destinations for halal tourism. Aceh is a province given special autonomy by the Indonesian government to implement Islamic sharia, thus the values of Islamic life in Aceh are very thick. All those things can find in Acehnese culture, history, heritage, and lifestyle. This province is also known as “Serambi Mekah” which means a veranda of Mecca. In halal tourism, Aceh reached achievement at the international level. In the event World Halal Tourism Award 2016 hold in Dubai, Aceh won two categories as World's Best Airport for Halal Travelers and World's Best Halal Cultural Destination (Tribun Aceh, 2019).

Based on the background described above, the author is interested in researching the perceptions and preferences of tourists toward halal tourism in Aceh. Every tourist has a preference for wants and needs. They have various expectations, so that service providers have to understand the background needs and desires of tourists that come from past experiences, other people's opinions, the environment, standards and values, and other factors (Ismayanti, 2010, p. 17). This research is expected to be a guide for knowing the needs and preferences of tourists about halal tourism in Aceh. Therefore, we can assess the current development of halal tourism in Aceh. Therefore, assessing the current development of halal tourism in Aceh might provide some practical basis for policy makers and other stakeholders.

1.1. Research Question

Researches on halal tourism in Indonesia have been conducted before. Some of them are conducted in West Nusa Tenggara Province, Jakarta, Yogyakarta, and West Java. For example, previous research related to this study talked about “Jakarta Community's Perception toward Islamic Tourism” that aims to know the perceptions and preferences of Indonesian people, especially Jakarta towards sharia tourism (Suherlan, 2015). Another research discussed the perceptions and preferences of Muslim domestic tourists in Indonesia as a halal tourism destination with a case study in West Java (Siregar, 2018), also the similar one carried out in Yogyakarta (Saputra, 2018). In Aceh, research on halal tourism was carried out to see the potential and challenges in Sharia Tourism Development by doing observation to four aspects, namely location, transportation, consumption, and accommodation (Heriani et al, 2018). While the previous study focuses on potentials and challenges, this research is intended to assess halal tourism performance through tourist perceptions by examining indicators of halal tourist destinations, accommodation, food and beverage providers, halal travel agency, halal tour guide, and accessibility. So actually, this study examines the development of halal tourism in Aceh more deeply. Therefore, this study raises the topic about tourists' perceptions and preferences of halal tourism in Aceh with the following questions:

1. How are the perceptions of tourists toward halal tourism performance in Aceh?
2. How are the preferences of tourists toward the implementation of halal tourism in Aceh?
3. Is the expectation of tourists toward halal tourism performance in Aceh higher than current performance?

1.2. Research Purposes

Tourism is a sector that contributes to improve a country's economy. Currently, tourism that is becoming a trend is sharia tourism, which operates following Islamic sharia. The existence of a new sector, namely sharia tourism, is expected to have implications for increasing income and community welfare (Ramadhany & Ridlwan, 2018). As halal

advances in the tourism industry, many Muslim and non-Muslim countries are gearing up to capture the Muslim tourist market by providing tourism products, facilities, and infrastructure to meet their needs (Samori, Salleh, & Khalid, 2016).

In terms of achieving a good implementation of halal tourism, it is necessary to evaluate the facilities or services provided to find out where the shortcomings are so that they can be improved in the future to attract Muslim tourists. For that reason, the purpose of this research is to assess the performance of halal tourism implementation in Aceh through the perceptions and preferences of tourists, which are assessed from the dimension of tourist destinations, accommodation, food and beverage providers, travel agency, tour guides, and accessibility.

1.3. Importance of Research

There are several studies on halal tourism in Indonesia. However, most of them highlight West Nusa Tenggara as an object of research. This province is one of the most popular tourist attractions that offer halal tourism or Muslim-friendly destinations in Indonesia. Based on Indonesia Muslim Travel Index report (2019), West Nusa Tenggara Province occupies the first position as the most comprehensive Muslim tourist destination in Indonesia which refers to the ACES assessment (Access, Communication, Environment, and Services). Next, Aceh Province which has special autonomy in implementing sharia won second place after West Nusa Tenggara. Yet, there has been no research on halal tourism in Aceh Province. The research on this matter is very important to learn how tourists value halal tourism in Aceh. Therefore, it is necessary to carry out research intended at seeing the perceptions and preferences of tourists towards halal tourism in Aceh Province. Apart from that, this research is also important for several reasons as below:

1. Providing information so that the public knows more about halal tourism in Aceh, that Aceh is also a valuable place to visit.
2. Providing information as a material for the evaluation of halal tourism in Aceh to local governments, especially the Tourism Office to be more active and creative in developing halal tourism. Therefore, in the future, halal tourism in Aceh is expected

to get better and can become one of the largest sectors in increasing economic growth in Indonesia, especially Aceh.

3. This research is expected to be supporting material for future researchers who want to conduct a research in the same field.

1.4. Scope of Research

This research is conducted in Indonesia, precisely in Aceh province. This province consisted of 18 districts and 5 cities (Government of Aceh, 2018). In determining halal tourism destinations, the scope of this research is limited to 2 cities and 1 district that represent halal tourism in Aceh as a whole by having the highest number of visitors every year. They are including Banda Aceh City as the capital of Aceh province, Sabang City, and Aceh Besar district (Disbudpar Aceh, 2020).



Figure 1.1 Districts in the Province of Aceh (UCA, 2021)

1.5. Definitions

1.5.1. Tourism

Definition of tourism based on dictionary is organized touring or other service for tourist (Rodgers, 2001, p. 2). For many people, tourism means something people do during time off from work or during retirement. It expresses about a source of fun or relaxation (Robinson, Lück, Smith, & Lackey, 2013, p. 3). Based on the Republic of Indonesia Law number 10 of 2009, tourism is a travel activity carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or learning the uniqueness of the tourist attraction visited, in a temporary period (Kemenparekraf, 2010). Tourism activities are supported by various facilities and services provided by the community, entrepreneurs, and government (Ismayanti, 2010, p. 3).

Tourism is also defined as an activity that unites supply and demand. This means that there are transactions that occur between tourists and tourism service providers. Transactions carried out are shopping related to 'to see', 'to learn', 'to taste' and 'to experience' of something. Tourists travel to see landscapes (mountains, valleys, sea, and parks), historic buildings, art shows, and art objects. Tourists travel to learn language and knowledge about local customs and customs. Tourists travel 'to taste' various types of food and drinks, the warm morning sun, and the pleasure of spa services. Tourists travel to experience a variety of cultures, shopping atmosphere, and a different vacation atmosphere. To realize this desire, the tourists really need a variety of other supporting factors which include transportation services, accommodation, restaurants, shopping centers, banking networks, security facilities, and other public facilities provided by tourism stakeholders in a country, like the government, local residents, and business people (Judisseno, 2017, p. 46).

According to Cruz (2006, p. 8 - 9), the success of a tourist destination depends upon the interrelation of three basic factors: attractions, amenities or facilities, and accessibility.

1. Attraction

The attraction could be in the form of sites and event attractions. A Site attraction is a destination place such as a country, city, or geographical region. Meanwhile, an event attraction is something that attracts tourists to come to a place solely to see what is

happening there, such as festivals, exhibitions, congresses, and sports events. Attractions may be divided into two types: natural attractions and man-made attractions. For instance, natural attractions include mountains, beaches, climate features such as sunshine and pure air. Man-made attractions include historical buildings or architectural interest.

2. Accessibility

Accessibility relates to the availability of transportation from origin to destination place with good facilities and reasonable prices. Accessibility can include air transportation such as planes, land transportation such as buses, cars, and trains or water transportation such as ships. The facilities like roads, airports, ports and stations must be adequate.

3. Amenities

Amenities or facilities include accommodation, food, local transport and communication, and entertainment at the tourism site. Facilities are very important in tourism because attractive destinations will have limited potential for tourism unless the basic facilities needed by tourists are available. The facilities are of course adjusted to the attractiveness of the tourism site. Sometimes, facilities become the main attraction for tourists. For example, in the case of building a place that offers various types of entertainment in a previously undeveloped region.

1.5.2. Perception

Perception is a way of looking at something (Ma'ruf, 2006, p. 57). Perception is the final process of observation that begins with the sensing process, which is the process of receiving a stimulus by the senses, then the individual has attention, then passed on to the brain, and only then the individual realizes something called perception. With the perception, the individual being aware of being able to understand the state of the environment around him and things that exist in the individual concerned (Sunaryo, 2002, p. 93). Robbins & Judge (2008, p. 175) state that perception is a process in which individuals organize and interpret their sensory impressions to give meaning to their

environment. Perception also defined as the process of selecting, organizing, and interpreting information input in the form of sensations received through sight, taste, hearing, smell, and touch to produce meaning (Pride & Ferrell, 2014, p. 221).

Perception has 2 main aspects: breadth of view and paradigm (change). Hence, the key questions are “How broad is my view?” and “What kind of perspective might we take to look at this matter?” Paradigm (change) is ability to see an exact same thing with another way. For example, a shoes seller said “this is a lousy market -- no one is wearing shoes”. Other seller said “this is an extraordinary market – no one is wearing shoes yet” (de Bono, 2007, p. 136).

The perception process consists of 3 parts, namely: attention, organization, and interpretation and consideration.

1. Attention

Attention is the first rank of the perceptual process. In this process, we will pay attention to the objects around us.

2. Organization

Organizing is the second rank in the perception process. In this warning, we will organize the information obtained after the attention-filtering process at the first level. The information will be collected and then categorized into categories that are formed in the mind.

3. Interpretations and considerations

In this step, we will translate organized information to determine its meaning. Through interpretation, we will make a judgment for an event or person. These judgments help us determine the impression or treatment (Hamid, 2007, p. 57-60).

According to Wibowo in Pahlavi (2013), self-perception factors that can affect the verification of their perceptions or create differences between someone perception and other's perceptions are as below:

1. Memory factor: A person's memory determines the rightness level of perception.
2. Personality Disposition Factors: Personality traits are defined here as personality tendencies that relatively reside in people.

3. Behavioral factors towards stimuli: Attitudes that can generally be expressed as the tendency that a person has to think or see, feel, and do certain things towards objects.
4. Anxiety Factor: A person who is gripped by anxiety because of something related to the object - stimulation will easily be faced with obstacles in understanding the object. Anxiety can cause someone to do something about the situation inside.
5. Expectation Factor: This factor is actually a collection of several forms of expectation that come from certain assumptions about humans, their behavior, and characteristics, which to some extent are certain of their truth.
6. Experience Factor: The more a person experiences with the object - the stimulus as a result of frequent contact between the receptor and the object, the higher the degree of truth. This enrichment of experience can also occur due to contact with similar stimulating objects.
7. Intelligence factor: The higher the intelligence of a person, the more likely he will act objectively in providing assessments or developing impressions of object stimuli.
8. Ability factor to appreciate stimulation: Everyone is at a different stage. They have to perceive other people's feelings as they are (Supriadi & Roedjinandari, 2017, p. 156-157).

1.5.3. Preference

Preference is the feeling of preferring something (Ma'ruf, 2006, p. 57). Preference is a part of someone's behavior that means something more desirable, first choice, or priority requirement (Supriadi & Roedjinandari, 2017, p. 157). According to Putri and Iskandar (2014) people's preferences appear in the alternative evaluation stage in the process of decision making where at this stage, consumers are faced with a variety of different choices. Preference has an important role for each individual in seeing and deciding something (Untari, 2019, p. 148).

In Hartig & Staats (2005), preference is not only used to compare visual aspect of a given environment, but also preference 'for a given environment as a place in which to carry out particular behaviors and fulfill particular roles' (Kler, 2009, p. 120). Frank (2011)

defined Frank defined preference as the process of ranking all things that can be consumed to obtain a preference for a product or service. There are three preference patterns can be formed, namely:

1. Homogeneous Preference, indicating a market where all customers roughly have the same preferences. The market doesn't show natural segments.
2. Diffused Preference which means that customers differ greatly in their preferences.
3. Clustered Preference, where the market shows different preference groups. This kind of market shows natural segments (Dasgupta, 2011, p. 121)

Another definition of preference is the desire or interest of tourists to a situation which is a reflection of the values and attitudes of an individual's personality that will lead to the search for specific forms of satisfaction or pleasure so that tourist preferences are considered as an ideal view of the existence of tourism seen from the perspective and demands of tourists. Tourist preferences arise from the wants and needs of tourists for the products offered in travel. Currently, the wants and needs of tourists for tourism products are increasingly complex, dynamic, and demand adequate quality which is associated with the principle of sustainable development. Consequently, a tourist destination must be able to adapt to all the demands of change by always listening to the voices of various interested parties, especially tourists who have different perceptions and preferences in choosing the tourist objects they visit (Nursusanti, 2005).

1.5.4. Tourist

Tourists are people who do tours (Wisnawa, Prayogi, & Sutapa, 2019, p. 1). Tourists are a subject of tourism activities. It's called the subject because tourism activities cannot be separated from services to tourists or people as objects of service (Prihati, 2018, p. 86). Tourists defined as people who travel for vacation, seeking treatment, doing business, exercising, studying, and visiting beautiful places or a certain country (Suryadana, 2013, p. 55). According to United Nations (2012: 65) tourist is any person who comes from a country without a reason to live or work there regularly; and any person who lives in the country where he lives but temporarily spends the money he gets elsewhere (Prihati, 2018, p. 86).

Tourists according to UNWTO (Cooper 2006, Ritchie and Goeldner 2003, Gee 1999) have 3 groups of destination visits, as follows:

1. Leisure and Recreation

All activities that have the aim of:

- Vacations and recreation
- Visiting cultural events
- Health
- Active sports (which are not professional)
- Other vacation destinations that fall into the fun category.

The main activities in this category are traveling, going around the city, and eating. Meanwhile, supporting activities in this category include visiting relatives, attending conferences, doing business and shopping. Tourists with fun and recreational purposes are known as vacation tourists.

2. Business and Professional

Some of the objectives of the visit in the business and professional categories are:

- Meetings
- Mission
- Incentive travel
- Business.

These goals are closely related to work. The main activities related to consultations, conventions, and inspections. Meanwhile, supporting activities are in the form of eating, enjoying entertainment, recreation, shopping, traveling, and visiting relatives. Business and professional tourists are known as business tourists.

3. Other tourism purpose

Other tourism purposes category includes activities such as:

- Study
- Health healing

- Transit
- Various other objectives that fall into the category of other tourism purposes. For example, visiting relatives, making pilgrimages, religious trips, and study visits. Activities carried out with this aim include adding insight and knowledge, conducting medical examinations, socializing, and strengthening faith (Ismayanti, 2010, p. 7-8).

The following are the types of tourists who are popularly known in tourism science (Suryadana, 2013, p. 56):

1. Local tourists are tourists who travel to tourism destination places that come from within the country.
2. International tourists are tourists who travel to tourism destination places that come from abroad.
3. Holiday tourists are tourists who travel to tourism destination areas with the aim of having fun or for a vacation.
4. Business tourists are tourists who travel to tourism destination areas for trade or professional affairs.
5. Common interest tourists are tourists who travel to tourism destination places with special objectives, such as studying, visiting relatives, or for medical treatment, and so on.
6. Individual tourists are tourists who travel to tourism destinations places individually.
7. Group tourists are tourists traveling to tourism destinations places collectively or in groups.

2. LITERATURE REVIEW

2.1. Halal Tourism

The term halal tourism in literature is generally equated with several terms such as Islamic tourism, sharia tourism, halal travel, halal-friendly tourism destinations, Muslim-friendly travel destinations, halal lifestyle, and others. From the industrial side, sharia tourism is a complementary product and does not eliminate conventional types of tourism (Jaelani, 2017, p. 7). The term sharia tourism or halal tourism refers to the meaning of 'halal' or permitted. Halal in terms of food and drink, interaction between men and women, how to dress, entertainment, availability of access to worship, availability of places to purify from *hadats*, and a sharia environment (Mahmud & Endy F, 2018, p. 9).

Halal tourism is not only limited to religious tourism (Hajj, Umrah and pilgrimage) but also in principle the same as conventional tourism in general (natural tourism, culinary, shopping, historic sites, village tourism, cultural customs), only the difference is in implementation and its management (Mahmud & Endy F, 2018, p. 9). Halal tourism products means nothing if it has not been authenticated by any recognized Islamic religious authority (Haq & Medhekar, 2015, p. 197).

Halal tourism is a new concept of tourism that is different from religious tourism such as Umrah and pilgrimage. Halal tourism is tourism that caters to holidays by adjusting the style of holiday to suit the needs of Muslim travelers (Muaini, 2018, p. 102). Halal tourism refers to the provision of tourism products and services that meet the needs of Muslim travelers to facilitate worship and food needs in accordance with Islamic teachings (Luturlean, Sukmadi, Kalsum, Maulina, & Arifin, 2019, p. 147). Another definition also explains that halal tourism refers to the type of tourism in which the tourism products and services created to meet the needs of Muslim tourists are carried out according to Islamic teachings and principles. In short, halal tourism is the realization of an event or activity related to the tourism industry according to Islamic rules (Öztürk, 2018, p. 11). A list of halal tourism products and services extracted from Scott and Jafari (2010) and Alserhan (2011) include:

1. The business should be financed by Islamically approved funds and investments.
2. Separate facilities for prayers and ablution for males and females.
3. No alcohol should be served, even by choice, all food should be halal.
4. No non-Islamic entertainment such as night clubs and free mixing of genders.
5. Couples traveling together should be married or under a Nikah agreement (Haq & Medhekar, 2015, p. 197).

Halal tourism also has some guidelines that include:

1. Tourism attraction including nature tourism, cultural tourism, and artificial tourism.
2. Proper and holy worship facilities are available.
3. Halal food and drinks are available.
4. Arts and cultural performances and attractions that do not conflict with the general criteria of sharia tourism.
5. Maintained sanitation and environmental cleanliness (Muaini, 2018, p. 102).

Halal tourism requires basic features and qualities that must be found in its facilities. It can be seen in the table below:

Table 2.1 *Facilities in Halal Tourism* (Öztürk, 2018)

General features of the facility	Offering separate worship areas, beach, pool, bath, sauna, gym, etc. facilities for women and men or arranging the usage times in a non-mixed manner.
	Facility customers and staff to dress in accordance with Islamic procedures.
	Separate family rooms for male and female single guests.
	There are no decorative images with human and animal figures in the facility.
	Creation of suitable environments for collective prayers such as Friday and Eid prayer and call to prayer broadcasted in certain areas during prayer times.
	There are activities such as religious chat, program, etc. on special days and nights.
	Performing all financial transactions according to Islamic procedures from the financing of the facility to the payments.
	Giving importance to Islamic social responsibility practices.

Table 2.1(Continuation) *Facilities in Halal Tourism* (Öztürk, 2018)

Room Facilities and Arrangements	There is a pointer showing Qibla direction, prayer rugs, prayer beads, and the holy Quran in the rooms.
	Paying attention in arranging beds and toilets direction against Qibla direction.
	Designing the room and bathroom in a suitable structure for ablution and prayer.
	Presence of lustration taps in toilets.
	There are none of inappropriate channels in TV channels, weighting conservative channels.
Food and beverage activities	Providing halal and reliable food from purchase to serving.
	Providing non-alcoholic beverage service throughout the facility.
	Possibility of iftar and suhoor during Ramadan.
	To be treated with the utmost sensitivity to waste.
	There are extra areas for female guests besides the common eating and drinking areas.
Entertainment activities	There are no disco, night clubs, etc.
	Organizing activities and entertainment according to the guest profile.
	Separate entertainment and animation areas for women, men, and children.
	No activities such as gambling, casino, etc.
	Giving place for children to do Islamic activities.

Halal tourism is a new way to develop Indonesian tourism that upholds Islamic culture and values without eliminating the uniqueness and originality of the region (Jaelani, 2017, p. 7). Development of halal tourism in Indonesia is one of the Ministry of Tourism's priority programs that have been carried out since five years ago. GMTI 2019 data shows that until 2030, the number of Muslim tourists is projected to reach 230 million worldwide. In addition, the growth of Indonesia's halal tourism market in 2018 reached 18%, with the number of foreign Muslim tourists visiting Indonesia's priority halal tourist destinations reaching 2.8 million with foreign exchange reaching more than Rp 40 trillion. Referring to the achievement target of 20 million foreign tourist visits that must be achieved in 2019, the Ministry of Tourism targets that 25% or equivalent to 5 million of the 20 million foreign tourists are Muslim tourists (Kominfo, 2019).

In order to achieve that target, in 2018, Ministry of Tourism of Indonesia has developed selected provinces as top ten halal family-friendly tourism destinations. These ten provinces can be seen on the map below:



Figure 2.1 Priority provinces for halal tourism development in Indonesia (IMTI, 2019)

Based on the map above, the 10 provinces that are being the national priority of Indonesian halal tourism include:

1. Aceh
2. Riau and Riau Islands
3. West Sumatera
4. Jakarta
5. West Java
6. Central Java
7. Yogyakarta
8. East Java
9. South Sulawesi
10. Lombok (West Nusa Tenggara)

Those provinces are identified by The Halal Tourism Acceleration and Development Team under The Ministry of Tourism (Mastercard-Crescentrating, 2019, p. 10 & 11). Further, in order to encourage the acceleration of the development of global standard halal tourism destinations, in in 2018 and 2019, Ministry of Tourism held the evaluation through Indonesia Muslim Travel Index (IMTI). The IMTI assessment was carried out directly by CrescentRating-Mastercard in collaboration with Indonesia by using four main indicators determined by GMTI namely: accessibility, communication, environment and service. The results of the assessment of these four main aspects will automatically determine the top 5 priority destinations for Indonesian halal tourism (Planning and information Bureau, 2019).

Based on the criteria and the weightages the IMTI 2019 scores and the ranking of each region are as follows:

Table 2.2 *Ranking of the Provinces on Indonesia Muslim Travel Index 2019(IMTI, 2019)*

DESTINATION	IMTI 2018 SCORE	IMTI 2018 RANK	IMTI 2019 SCORE	IMTI 2019 RANK	CHANGE
Lombok (West Nusa Tenggara)	58	1	70	1	+12
Aceh	57	2	66	2	+9
Riau & Riau Islands	50	7	63	3	+13
Jakarta	56	3	59	4	+3
West Sumatera	55	4	59	5	+4
West Java	51	6	52	6	+1
Yogyakarta	51	5	52	7	+1
Central Java	47	9	49	8	+2
East Java (Malang Area)	48	8	49	9	+1
South Sulawesi (Makassar & Surroundings)	30	10	33	10	+3

According to the table above, top 5 priority destinations for Indonesian halal tourism 2019 reached by Lombok (West Nusa Tenggara) with a score of 70, Aceh with a score of 66, Riau and Riau Islands with a score of 63, DKI Jakarta with a score of 59, and West Sumatra with a score of 59 (Mastercard-Crescentrating, 2019, p. 16).

All the efforts that have been taken by Indonesia in developing halal tourism have obtained very satisfying results. From year to year, Indonesian halal tourism continues to

grow in a positive direction. It is shown by the graphic below (Mastercard-Crescentrating, 2019, p. 8):

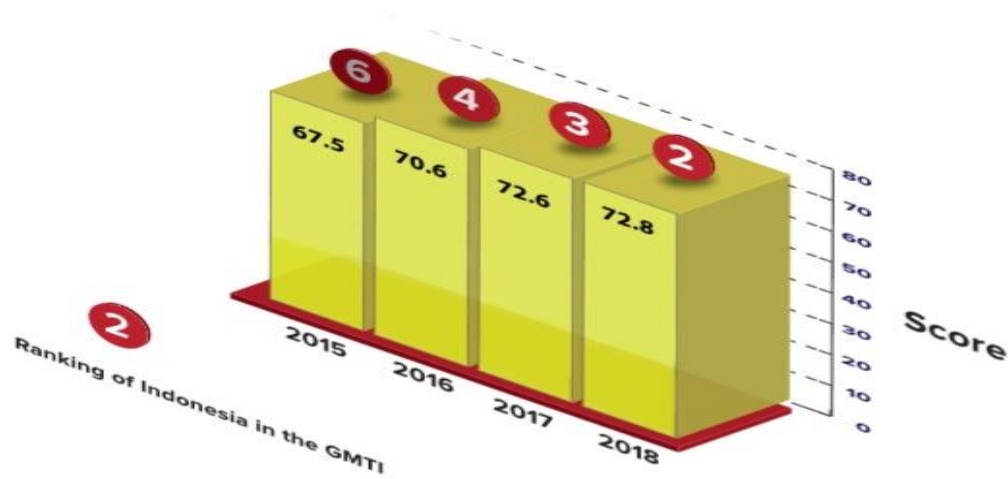


Figure 2.2 *Ranking of Indonesia in the Global Muslim Travel Index (GMTI, 2019)*

The graphic above shows that Indonesia's position is increasing every year. In 2019, Indonesia hit the first position with score 78 as a popular halal tourism destination (Mastercard-Crescentrating, 2019, p. 4). All of the data above describes that Indonesia has potential to be the center of world's halal tourism.

2.2. Halal Tourism Criteria

In the book about character, potential, prospects, and challenges of sharia tourism, there are some general guidelines for sharia tourism:

1) Sharia destination/tourist attraction

Sharia tourism criteria are:

- a. Travel destinations covering nature, culture, and tourism artificial.
- b. There are proper and holy worship facilities.
- c. Halal food and drinks are available.
- d. Performing arts, culture, and attractions that are not in conflict with general criteria for sharia tourism.
- e. Maintaining sanitation and environmental hygiene.

2) Accommodation

Sharia accommodation criteria include:

- a. Suitable facilities for washing.
- b. There are facilities to ease worship.
- c. Halal food and drinks are available.
- d. Facilities and atmosphere are safe, comfortable, and conducive for family and business.
- e. Maintaining sanitation and environmental cleanliness.

3) Food and beverage provider business

The criteria for food and beverage provider business must be halal guaranteed, starting from raw materials to the process management. Halalness of a food and beverage provider business can be known by the existence of a halal certificate from Indonesian Ulema Council (MUI). If this method cannot be done because of various obstacles that exist, then at least the things below must be fulfilled:

- a. There is a halal guarantee from the local MUI, Muslim figures, or trusted party by fulfilling the existing provisions.
- b. Maintaining a healthy and clean environment.

4) Sharia Travel Bureau

The criteria for Islamic travel agency are:

- a. Organize suitable travel or tour packages with general criteria for sharia tourism.
- b. Have a list of accommodations that are following the general guidelines of Islamic tourism accommodation.
- c. Have a list of food and beverage providers following business guidelines for food and beverage providers of sharia tourism.

5) Sharia Tour Guides

The criteria for sharia tour guides are:

- a. Understand and be able to implement sharia values in running errands.

- b. Have good character, communicative, friendly, honest, and responsible (Sucipto & Andayani, 2014).

The National Sharia Board-Indonesian Ulema Council (MUI) issued a fatwa 108/DSN-MUI/X/2016 related to implementation of tourism guidelines based on sharia principles as follow (Indonesian Ulema Council, 2016):

1) Provisions related to destination:

- a. Tourism destinations must be directed at efforts to:
 - Giving general benefit.
 - Enlightenment, refreshment and tranquility.
 - Keeping trust, safety, and comfort.
 - Creating universal and inclusive goodness.
 - Maintaining cleanliness, nature preservation, sanitation, and environment.
 - Respect for socio-cultural values and local wisdom that does not violate sharia principles.
- b. Tourism destinations must have:
 - Worship facilities feasible to use, easily reachable and meet sharia requirements.
 - Guaranteed halal food and beverages by MUI Halal Certificate.
- c. Tourism destinations must be spared from:
 - Polytheism and myths (superstition).
 - Immoral action, adultery, pornography, porno-actions, liquor, drugs, and gambling.

2) Provision related to sharia hotels:

- a. Sharia hotels must not provide access to pornography and immoral actions.
- b. Sharia hotels must not provide entertainment facilities that lead to polytheism, pornography, and or immorality.
- c. Food and beverages provided by sharia hotels must have obtained a halal certificate from Indonesian Ulema Council (MUI).

- d. Providing adequate facilities and equipment for the implementation of worship, including cleaning facilities.
- e. Managers and hotel employees must wear clothes that are following sharia.
- f. Sharia hotels must have guidelines regarding hotel service procedures to ensure the implementation of hotel services under sharia principles.
- g. Sharia hotels must use the services of Islamic Financial Institutions in performing services.

3) Provision related to Sharia Tourism Travel Bureau:

The Sharia Tourism Travel Bureau must fulfill the following conditions:

- a. Organizing tour packages that are following Islamic principles.
- b. Have a list of accommodations and tourist destinations that are under Islamic principles.
- c. Have a list of halal food and beverage providers that have MUI Halal Certificates.
- d. Using the services of Islamic Financial Institutions in conducting tourism services, both banks, insurance, financial institutions, guarantee institutions, and pension funds.
- e. Managing funds and investments by following Islamic principles.
- f. Must have a travel guide that can prevent the occurrence of acts of shirk, superstition, immorality, adultery, pornography, porno-action, liquor, drugs, and gambling.

4) Provisions related to Sharia Tour Guides

Sharia Tour Guides are required to fulfill the following conditions:

- a. Understanding and able to implement sharia values in carrying out the task; especially those relating to the fiqh of tourism.
- b. Having good morals, communicative, friendly, honest, and responsible.
- c. Having work competency following applicable professional standards as proven by certificates.
- d. Having polite and attractive appearance according to sharia values and principles.

According to Global Muslim Travel Index (GMTI), there are four criteria to be examined for determining a country as the best halal destination in the world: ACES (Access, Communications, Environment, and Services).

1) Access: Visa requirement, connectivity, transport infrastructure

In determining the level of access, there are several things to be evaluated. The main thing is the visa requirements faced by tourists to visit a destination. Other measures include land and air connectivity, the degree of transport infrastructure, and development at the destination.

2) Communications: Outreach, ease of communication, digital presence

The main consideration in measuring the level of communication is evaluated based on outreach initiatives that include public education, media outreach, and Muslim visitor guidebooks. Besides, the destination digital footprints, and providing many different languages also become key considerations in this measurement.

3) Environment: safety, faith restriction, visitor arrivals, enabling climate

The level of commerce that comes from inbound travelers' contributions plays an important role in facilitating an effective environment for Muslim travelers. Muslim travelers also need to feel safe and face few restrictions in practicing their faith at the destination. Besides, there are other destination's supporting factors that are significant for innovation and sustainability in the environment including its institutions, research and development, and use of information technology.

4) Services: core needs, core services, unique experiences

The important thing to be considered here is the facilities in the touching points including restaurants, hotels and airports have to meet the faith-based needs of Muslim travelers in order to provide good service experience for them. Also, there is additional value for destinations which can offer unique experiences such as world heritage sites and places of significance that showcase Islamic history or culture ((Mastercard-Crescentrating, 2019).

The theory of halal tourism criteria becomes a reference for determining whether tourism qualifies as halal tourism. In Indonesia for example, halal tourism standards refer to the halal tourism guidelines issued by the Indonesian Ulema Council (MUI) that divide halal tourism criteria based on four aspects including destinations, sharia hotels, sharia tourism travel bureau, and sharia tour guides. While globally, the determination of halal tourism criteria refers to the criteria set by the Global Muslim Travel Index (GMTI) with the assessment of halal tourism refers to four things called ACES (Access, Communications, Environment, and Services). From the sources above, we can find out that the standard of halal tourism assessment is inseparable from tourist destinations, accommodation, halal food and beverage provider, travel agencies, tour guides, and accessibility. In this thesis, the research factors and observed indicators are following those halal tourism guidelines.

2.2. Halal Tourism Studies

There are not so many studies on halal tourism. Nevertheless, various studies with different discussions related to halal tourism continue to emerge. These studies discuss the true meaning of halal, the development of halal tourism in various countries, the role of halal tourism in improving the country's economy, and tourists' opinions regarding the application of halal tourism in certain areas. These studies were collected through various sources such as Google scholar, ScienceDirect, ProQuest thesis & dissertation using the keywords "halal tourism, Indonesia, Aceh, destination, halal certification" starting from 2015-2020, because between this year halal tourism is being intensively developed. Here are some articles that review halal tourism:

Samori et al (2016) conducted a research on halal tourism that discuss about current trends on halal tourism with the cases on selected Asian countries. This study used qualitative method and employ library research for data collection technique. This study highlights the importance of traveling for Muslims by referring to Quran and words of Prophet (pbuh) as a primary source of Islam. While traveling, there are rules and regulations to be followed by Muslims, among others are fulfilling all the religious duties

such as prayer and fasting with certain easiness (*rukhsah*) would be made available to such condition; prohibition for women to travel alone with-out company (*Mahram*); fulfilling the duties as a servant and *khalifah* with good intention for the purpose of acquiring knowledge and appreciate the Oneness of Allah SWT Almighty through His creation. Besides that, this study found that as more Muslims travel worldwide, Muslim countries such as Malaysia has already advancing Halal tourism by providing extensive Islamic services to cater to the Muslim tourists needs. In other part of Asia continent, Japan has opened its tourism market to attract Muslim tourists and address basic Muslim tourists' needs in order to satisfy this lucrative and growing tourists segment.

Still talking about Asian countries Henderson, (2016) carried out a research about halal food, certification and halal tourism with the insight from Malaysia and Singapore. This paper discusses issues of halal food and its role in halal tourism with specific reference to Malaysia and Singapore which have majority and minority Muslim populations respectively. The cases of Malaysia and Singapore suggest that destinations with the majority and sizeable minority Muslim communities have a competitive advantage regarding halal food for tourists which is likely to be strengthened if relatively strong and trusted certification schemes are applied. However, for this topic, more empirical data is needed before authoritative conclusions can be derived.

Then, El-Gohary (2016) discusses about current issues on halal tourism with questions “is it really halal?” and “is halal tourism only about Islamic countries?” This study found the answers that in halal tourism, for tourism products and/or activities to be halal it should have full compliance with the rules and guidance of the halal concept and Islamic sharia. But, in the fact, many of halal tourism providers are still not applying Islamic rules as a whole. For instance, some hotels provide halal package to fulfill Muslim customer’s need. But, for other customer, they provide alcohol and other non-halal products. As a result of the high importance of halal tourism, even non-Muslim majority countries (such as Spain, India, the UK) are also aggressively targeting Halal tourism sector. Therefore, halal tourism is not only about Islamic countries as it is also very important for other non-Muslim countries.

Although halal tourism is mainly for Muslims or Muslim families who abide by Islamic sharia rules when consuming tourism products, it is not by definition only exclusive

for Muslims. The term halal tourism refers to including the halal and Islamic elements to the products, product mix, marketing mix, products portfolio provided to the customer to make the products compliant with Islamic sharia. Accordingly, halal tourism is also available for non-Muslims who might want to take advantage of halal tourism or one of its benefits (e.g. a Jewish family living in Israel and eating halal food when travelling out-side Israel as an alternative for kosher food while staying in a halal hotel; non-Muslims eating halal food when travelling as a healthier alternative food while staying in a halal hotel; some non-Muslim conservative religious group who prefer to use halal tourism products due to segregation of facilities, or conservative TV channels, or dress codes for staff uniforms). Moreover, due to its universal nature, halal tourism can also be enjoyed by non-Muslims (Islamic Tourism Center, 2015).

Satriana and Faridah (2018) carried a research about halal tourism development, opportunities and challenges that aims to explore the development of halal tourism in several countries, reviewing the concepts and principles of halal tourism, and discuss the chances and challenges. The research concludes that the main principles and/or conditions for halal tourism have not been agreed upon. Many countries (both Muslim and non-Muslim majority) strive to develop halal tourism. However, judging from the existing concepts and principles of halal tourism, these countries generally only try to create a Muslim-friendly atmosphere, such as providing halal food, products that do not contain pork, non-intoxicating drinks (containing alcohol), availability of worship facilities including places of ablution, the availability of the Qur'an and prayer equipment in the room, qibla guidance and polite staff attire.

While the studies above talk about the issues on halal tourism, some studies also have been conducted on halal tourism roles toward economic development of a country. Jaelani (2017) discusses about the potential and prospects of halal tourism in Indonesia. This study confirms that halal tourism is a part of tourism industry that has contributed to economic growth in Indonesia, even when the world economy slows down. By using the phenomenological approach, this study concludes that halal tourism has become part of the national tourism industry to make Indonesia as a center for halal tourism in the world in the future. The similar one Subarkah (2018) examines the potential and prospects of halal tourism in improving regional economy with a case study in West Nusa Tenggara,

Indonesia. This study discusses halal tourism as an instrument of Indonesian public diplomacy to increase tourist visits and improve regional economy, because large halal tourism potential is expected to have an influence on the regional economy, especially for West Nusa Tenggara Province as a halal tourist destination. The results of this study indicate that Indonesian public diplomacy by presenting itself as a halal tourist destination is considered successful can attract foreign tourists, especially Muslim tourists and attract investment, as well as the development of halal tourism also has a positive increase, so that the increased in tourist visits and investments give a good impact to improve the regional economy such as West Nusa Tenggara as halal tourist destinations.

Another topic about halal tourism is talking about the perceptions and preferences of tourists toward halal tourism. Some studies are conducted in this field to find out about halal tourism development by examining its performance. Saputra (2018) carried out a research with this topic in Tebing Breksi Sleman, Yogyakarta. The method used in the study is quantitative descriptive methods. The results of this study indicate the perception of tourists towards sharia tourism in Tebing Breksi is considered good enough. In their opinion, some of sharia tourism indicators have been implemented well in Tebing Breksi, where all indicators have a fairly low level of discrepancy. But on the other hand, the preferences of tourists towards sharia tourism to be implemented in Tebing Breksi are quite high. The ratings show that tourist's preferences are greater than tourists' perceptions.

Siregar (2018) conducted the similar research in West Java with domestic tourists as the sample. This study aims to explore the implementation of halal tourism development through the perceptions and preferences of tourists on halal tourism in West Java. The analysis used in this study was gap analysis (quadrant analysis). The results found that there is still a gap in all variables between the perceptions and preferences of tourists towards halal tourism in West Java. While the quadrant analysis results show that there are some variables that have low performance whereas the level of influence is high, some variables with high level of influences followed by good performance, some variables that have low level of influence are not good in performance, and the variable that the influence level is low but its performance is good. Meanwhile, Suherlan (2015) did the same research in Jakarta by using descriptive study with qualitative methods. The sampling technique is non-probability sampling with random sampling. The perceptions and preferences of the people

of Jakarta were analyzed using gap analysis and quadrant analysis. The results of this study indicate the performance of several Islamic tourism variables in Jakarta is still low even though the level of importance is high. But on the other hand, there are variables with a high level of importance and their performance is already good and has become the strength of Jakarta's sharia tourism. Meanwhile, some variables have a low level of importance and their performance is also considered poor. There is no variable category with a low level of importance but has a good performance so it is considered excessive.

In this thesis, the halal tourism research is carried out in Aceh province, Indonesia. There are several studies talking about various things related to halal tourism in Aceh. For instance, Heriani et al (2018) discusses the potencies and challenges of halal tourism development in Aceh. The objective of this study is to determine the public perception about sharia tourism as well as to know what are the potencies and challenges in the development of sharia tourism in Aceh. This study carried out using qualitative method with interview and observation. The results found that sharia tourism is not only understood as an excellent opportunity for Aceh tourism, but it is also seen as an obligation in Islam and the culture of Acehnese so that it must be implemented in every tourism development in Aceh. The cultural values of the society that is based on Islamic values, Aceh's Islamic heritage with religious atmosphere, and tsunami heritage that presents spiritual value to tourists become the potentials of sharia tourism in Aceh. However, at the same time, these potencies are also become challenges because of the belief and stigma that Aceh is the majority of Islam, so that all things are 100% halal. Therefore, in terms of hygiene and service at tourist attractions still need much attention.

Israwati et al (2018) talk about the influence of the implementations of the Islamic sharia on tourism potential in Banda Aceh. The objective of this study is to find out the influence of the implementation of the Islamic Sharia (prohibition to perform non-sharia entertainment, prohibition to commit immoral act, obligation to wear Islamic clothes, implementation of the Islamic-based hotels, and providing halal food) on the development of tourism in Banda Aceh, and to find out some obstacles in developing tourism after the Islamic Sharia is in effect in Banda Aceh. The research was conducted in Banda Aceh with 100 respondents as the sample. The result of this research indicates that the implementation of the Islamic Sharia in tourism in Banda Aceh was closely related to the development of

the tourism itself. Next, Heriani et al (2019) examines the collaboration and synergy of stakeholders in development halal tourism of Banda Aceh City. This study is intended to discuss the parties representing stakeholders in Banda Aceh City and explain the management of halal concepts that involve stakeholders from the perspective of Collaborative Governance. The research method used is a qualitative descriptive with interview as primary data, and secondary data in form of literature studies. The results of this study indicate that the stakeholders of Banda Aceh tourism consist of government, scholars, Ulama, community and tourists. Stakeholders related to various things that are being developed in Aceh, and Banda Aceh specifically, therefore it is very necessary to do a number of things, included; 1) Arrange and clarify the basic rules of the policy in the form of halal tourism Qanun, which is used as a basic reference in the tourism management program in the city of Banda Aceh, so that the process of cooperation between stakeholders can be implemented properly. 2) Increase interaction with stakeholders so that the halal tourism program runs optimally. 3) The design of collaboration between stakeholders needs to be made clearly.

Another research by Fadhilah et al (2020) with a discussion focused on Aceh's halal tourism as the instrument to increase Indonesia's economy by attracting foreign tourist. This study aims to examine the prospect of halal tourism in Aceh province as the instrument of Indonesia's soft diplomacy in increasing international cooperation that affects Indonesia's economy. The background to conduct this study was due to the numerous destinations of Indonesia halal tourism which had gotten several achievements in the context of the 'World's Most Popular Halal Tourism Destinations' by the Global Muslim Travel Index (GMTI). Aceh, as a priority province to implement halal tourism has won 2 awards at World Halal Tourism Award. This research used the theory of soft diplomacy by Joseph S. Nye, Jr., and Qualitative data approach from journal, book, and other credible resources, then found that Aceh can be a unique and attractive halal tourism place to be a medium for Indonesia's soft diplomacy in establishing international cooperation, especially with others Islamic countries in the world. Therefore, it can increase Indonesia's domestic economy significantly, especially to Aceh province, which will eventually give a good impact to Indonesia's national economy.

Finally, Alfanda & Ma'ruf (2018) conducted an empirical study on halal tourism to examine tourists' motivation. This study aims to determine the dominant factors of the push and pull factors and attributes of religion to the motivation of Muslim tourists to visit Aceh. The variable 'Islamic Attribute' is represented by the availability of Islamic norms and practices relevant to tourism at the destination. This study developed a conceptual model and tested in 378 samples of domestic and foreign tourists in Aceh. Data that used in this study is primary data in form of questioner with Likert scale and analyze demographic characteristics of the respondents and hypothesis testing by using SPSS 22.0. The results found that there are 8 (eight) dominant factors in the push factors, namely Exploration and Fulfillment of Dreams, Adding Relationships and Knowledge, Fun and Adventure, Fulfilling Spiritual Needs, Visiting Family, Relaxation, Increasing Honor, and Sports and Business. Furthermore, there are 9 (nine) dominant factors in pull factor variable, namely Quality of Halal Travel Destination, Brand Image and Tradition, History and Culture, Variation of Tourism, Islamic Province, Festivals and Activities, Nature, Economic and Family Potential and Accessibility. Finally, the attribute variable of Islam found 3 (three) dominant factors, namely Qanun Aceh, Halal Food and Prayer Facilities, and Availability of Al-Qur'an and Islamic Entertainment. By knowing the dominant factors in each of these variables, stakeholder of Aceh's halal tourism will be able to identify the wants and needs of Muslim tourists. This identification is carried out as the basis for making master plan to improve competitiveness of Aceh tourism so that the vision of Aceh as a leading halal tourist destination in Southeast Asia in 2020 can be realized.

Some of the articles above that discuss the relationship between halal tourism and the economy found the same results which indicate halal tourism has a positive impact on a country's economy. The existence of halal tourism in an area can attract tourists, especially Muslim tourists. The tourist visits eventually have an impact on increasing the income of the people in that area. To achieve this goal, the related parties who manage halal tourism must be able to take advantage of opportunities and be aware of the challenges in developing halal tourism, as described in the articles above that discuss the potential and challenges of halal tourism in Indonesia. These studies have similar results, namely Indonesia, as a Muslim-majority country has the potential to implement halal tourism. For instance, one of the provinces in Indonesia, Aceh, is an area that has long been

implementing sharia regulations, so halal tourism is a very suit thing to apply here. However, there is a problem with the stigma of people who think that the term halal means 100% halal. We have to look at it as a challenge for the application of halal tourism, so related parties have to try providing halal tourism services with the true meaning of halal. Therefore, it is necessary to conduct another study to identify how tourists view halal tourism in Aceh.

The studies which aim to evaluate the performance of halal tourism are carried out through knowing the perception of tourists as the main users of halal tourism services. Several studies on this matter have been conducted in several regions in Indonesia such as Jakarta, Yogyakarta, and West Java. These studies obtained similar results that show the average tourist gave a fairly good assessment of halal tourism in those areas. However, the tourists' expectations or preferences for halal tourism are still higher.

By examining the various discussions in the articles above, we can conclude that halal tourism is one of the industrial sectors that are growing rapidly. Many countries, even non-Muslim countries compete to develop halal tourism to attract tourists, especially Muslim tourists. Every country strives to provide the best halal tourism services by creating a Muslim-friendly tourist atmosphere with all the facilities to meet the needs of Muslim tourists. The various halal tourism researches help to reveal the things that still need to be addressed concerning halal tourism, as well as to explore the opportunities and recognize the challenges in developing halal tourism.

3. METHOD

3.1. Research Design

This research is conducted by using quantitative approach. Quantitative research is an objective research approach that includes the collection and analysis of quantitative data and uses statistical testing methods (Hermawan & Yusran, 2017, p. 5). Based on the objective of the problem, this research is classified as a quantitative descriptive research, namely a research that is intended to describe a situation or event precisely and accurately, not to find a relationship or cause and effect. Also, this type of research focuses on solving problems that exist in the present or actual problems/events and meaningful (Yusuf, 2014, p. 63).

In this research, by referring to the existing theories, the author tries to describe the facts about halal tourism in Aceh based on perceptions and preferences of tourists who ever visited Aceh. The stages in preparing this research include:

1. Conducting a survey to obtain information about tourists' perceptions and preferences as primary data.
2. Conducting a theoretical study of halal tourism.
3. Analyzing the data using statistic application by testing the validity, reliability, and Importance Performance Analysis (IPA).
4. Concluding the results of the analysis.

3.2. Population and Sample

The population is the set of all elements that become the center of our attention (Siagian & Sugiarto, 2006, p. 115). It also can be defined as a collection of subjects, variables, concepts, and phenomena (Morissan, 2012, p. 109). While, the sample is a part of the population selected in a certain way that represents certain characteristics, clear, and complete that are considered to represent the population (Arifin, 2008, p. 69). In other words, the sample is the subset of the population (Siagian & Sugiarto, 2006, p. 115). In this research, the population is all Indonesian people who ever visited Aceh province.

The sampling technique in this research is using non-probability sampling. Non-probability sampling is the selection of samples from the population by using non-random methods. Therefore, it is also called non-random sampling. In non-probability sampling, personal knowledge and opinions are used as a basis for sample selection, so that not all elements of the population have the opportunity to be elected (Siagian & Sugiarto, 2006, p. 116). This kind of sampling consists of systematic sampling, quota sampling, purposive sampling, saturated sampling, and snowball sampling (Ansori & Iswati, 2017, p. 109).

In this research, sampling is carried out using a purposive sampling technique. The purposive sampling includes respondents, subjects or elements chosen because of certain characteristics or qualities, and ignores those who do not meet the specified criteria. Through this purposive sample technique, the sample is chosen based on prior knowledge about the population, namely knowledge about the elements contained in the population, and the purpose of the research to be conducted (Morissan, 2012, p. 117). In this research, the characteristic of the sample is determined as follow:

1. Domestic tourists who ever visited Banda Aceh City, Sabang City, and Aceh Besar District.
2. People in Aceh province who live outside of Banda Aceh, Sabang and Aceh Besar, and have been to one of these places.
3. People who live in Banda Aceh and Aceh Besar that have been to Sabang, and vice versa.
4. People that meet one of the criteria above and are at least 17 years old.

3.3. Data Collection Technique and Tool

3.3.1. Data Collection Technique

1. Primary Data

Primary data is data specifically collected for specific purposes of research by using methods such as personal investigations or/and questionnaires. The questionnaire is either filled out by the investigator based on the information provided by the respondent or by the respondent himself/herself (Srivastava & Rego, 2008, p. 2.3). In this research, the primary

data is collected by distributing online questionnaires to 283 people who are considered as respondents that meet the certain criteria of this research.

2. Secondary Data

Secondary data is the data published through several media such as reports (external and internal), newspapers, handbooks, magazines, websites, etc. Currently, it is also being disseminated by several agencies. The sources which release the secondary data would have derived it either from primary data collected by itself or from secondary data released or published by some other source (Srivastava & Rego, 2008, p. 2.3). In this research, secondary data includes the data taken from books, reports, articles, and journals that related to this study.

3.3.2. Data Collection Tool

The research instrument is a tool used to collect data. It is a written guideline about interviews or observations, or a list of questions that prepared to obtain information of respondents (Gulo, 2002, p. 123). In this research, questionnaire is used as the research instrument that made in online form. The questionnaire is a series or list of questions arranged systematically then sent to be filled in by respondents. Once filled out, the questionnaire is sent back or returned to the officer or researcher (Bungin, 2005, p. 133). In this research, the questionnaire consists of 30 items and for each item has two answers that ask about perceptions and preferences of tourists.

This study used a closed direct questionnaire. A closed direct questionnaire is a questionnaire designed in such a way as to record data about the situation experienced by the respondent himself. Then, all alternative answers that must be answered by the respondents are listed in the questionnaire (Bungin, 2005, p. 133). The questionnaire prepared for this study included 30 questions where for every alternative answer had been prepared by the researcher. Respondents only need to choose the answers according to their opinion.

In this research, measurement scale in the questionnaire is using a Likert scale. Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. Likert scale can be 3, 4, 5, 6, or 7, depending on the scale

needs (i.e. appendix 1) (Situmorang, Muda, Dalimunthe, Fadli, & Syarief, 2010, p. 5). Likert Scale in this research that asking for perceptions and preferences of tourists can be described as follow (appendix 2).

3.4. Data Analysis

The data analysis in this research uses 3 tests that consist of confirmatory factor analysis (CFA), reliability test, and Importance Performance Analysis (IPA).

3.4.1. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis is one of the analytical methods used when a researcher has known the structure of a latent factor. The structure of latent factor is determined according to theoretical studies, research results, or researcher's hypothesis about the relationship between observed variables and latent variables (Utama, 2018, p. 230). CFA analyzes how well the indicators can measure unobserved constructs. An unobservable construct in CFA is also called as "factor" (Collier, 2020, p. 62).

CFA is carried out using AMOS (Analysis of Moment Structure) which is a covariance-based SEM (Structural Equation Modeling) program developed by L. James Arbuckle in 1994. SEM is the second generation of multivariate analysis techniques to test the relationship of complex variables. The CFA evaluates the measurement model to test the validity and reliability of latent constructs. In the CFA, there are 3 measuring instruments that can be used: absolute fit indices, incremental fit indices, and parsimony fit indices (Bahri & Zamzam, 2015).

Table 3.1 *CFA Measuring Tools (Bahri & Zamzam, 2015)*

No.	Measuring tools	Form of Measurement
1	Absolute fit indices	Chi square (X ²), CMIN/DF, FMIN, GFI, RMSEA, AIC, CAIC, BBC, BIC, ECVI, and MECVI
2	Incremental fit indices	AGFI, TLI, NFI, CFI, IFI, and RFI
3	Parsimony fit indices	PRATIO, PNFI, PCFI, and PGFI

In CFA, model fit is determined based on measurement parameters. There are at least 33 cut-off values in SEM that are used to measure the overall model whether it is fit and good. Overall, the parameters for measuring Goodness of Fit in SEM-AMOS according to Hengky Latan are as follows (appendix 3).

Some experts have different statements in determining parameters for Goodness of Fit. For instance, Brownie and Cudeck elaborated that practical experience has led us to feel that an RMSEA value of around 0.05 or less would indicate a close fit to the model concerning the degree of freedom. However, this figure is based on a subjective judgment. It cannot be considered perfect or true, but it makes more sense than the requirements for conformity with RMSEA = 0.0. They also argue that a value of 0.08 or less for the RMSEA would indicate a reasonable error of approximation (adequate model fit) and would reject a model with an RMSEA greater than 0.1 (Browne & Cudeck, 1993, p. 144). Similarly, methodologists have stated that if CFI and TLI values below 0.90, the model should be rejected, while the CFI and TLI values in the range of 0.90 and 0.95 can be indicated as an acceptable fit model (Brown, 2015, p. 74-75).

As for the CMIN/DF (X^2/DF) value, the experts also have various kinds of opinions towards rules of thumb. Wheaton et al. (1977) said that the value of X^2/DF is relative. They suggest an X^2/DF ratio of around 5 or less 'as beginning to be reasonable' (Wheaton et. al, 1977). Another statement said the ration for degree of freedom is about 2 to 1 or 3 to 1 to indicate an acceptable fit between the hypothetical model and the sample data (Carmines & McIver, 1981, p. 80). The recommended value for CMIN/DF is using ratio as low as 2 or as high as 5 to indicate a reasonable fit (Marsh & Hocevar, 1985).

3.4.2. Reliability Test

Reliability is the consistency of a series of measuring instruments. In the research, reliability means the extent to which the measurement of a test remains consistent after being repeated in the subjects and under the same conditions. A study is considered reliable if it provides consistent results for the same measurement. A measuring instrument is not reliable if repeated measurements give different results (Duli, 2019, p. 109).

In the reliability test for data collection instrument with SPSS, the researcher usually use reliability test with retest method, split-half method formula from Spearman-Brown, Rulon Formula, Flanagan, Cronbach's Alpha, KR 20, KR 21, and Anova Hoyt method (Hidayat, 2021, p. 23). In this research, the instrument reliability test used the Cronbach's Alpha formula because the research instrument was a questionnaire and a multilevel scale. Cronbach's Alpha formula is:

$$r_{11} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum \sigma_t^2}{\sigma^2_t}\right)$$

In which r_{11} = reliability sought, n = number of question items tested, $\sum \sigma_t^2$ = total variance score of each item, σ^2_t = total variance (Duli, 2019, p. 109).

Table 3.2 Reliability Coefficient Category (Duli, 2019)

Interval	Criteria
< 0.200	Very low
0.2 - 0.399	Low
0.4 - 0.599	Enough
0.6 - 0.799	High
0.8 - 1.00	Very high

3.4.3. Paired-Samples T-Test

Muhid (2019) explained that Paired-Samples T-Test is used to compare the means of two variables in a single sample group. This test calculates the difference between the values of two variables in each case and tests whether the difference in the mean is zero. Paired sample t-test is also used to test the hypothesis that there is no difference between the two variables. The data can come from two sizes of the same subject or one size of the subject pair. Statistical calculations are carried out for each variable and variable pair, namely:

1. For each variable, the mean, sample size, standard deviation, and standard error mean will be calculated.

2. For each pair of variables, the correlation, difference in mean, t-test, and confidence interval for the mean difference, standard deviation, and standard error will be calculated.

The hypothesis testing using paired-samples t-test is done by comparing the significance level (P-Value) with the error:

- If significance > 0.05 , then H_0 is accepted.
- If the significance < 0.05 , then H_0 is rejected.

3.4.4. Importance-Performance Analysis

Importance-performance analysis (IPA) is a descriptive analysis technique introduced by John A. Martilla and John C. James in 1977 through their work published in the Journal of Marketing entitled Importance-Performance Analysis. In the risk management of the tourism industry, IPA can be used to identify performance factors that must receive serious attention and even must improve their performance by an organization in meeting users (consumers) satisfaction. This analysis is carried out on the data collected from respondents, in this case the service users from the business organized by the manager, which focuses attention on 2 aspects, namely the aspect of expectations regarding the level of importance from the respondent's point of view and aspect of institutional performance in answering the respondents' expectations. For the aspect of expectations, the respondents will be asked how important the service is to the variable being studied in relation to the respondent's expectations. For the performance aspect, respondents will be asked how good or how satisfying is the quality of service provided (Bong et al, 2019, p. 115).

The Importance-Performance Analysis is conducted by using SPSS that follows a six-step systematic process as below (Kaurav, Gursoy, & Chowdhary, 2021)

1. Identifying a list of products or service attributes or variables.
2. Developing a survey instrument or questionnaire.
3. Collection of data.
4. Estimating the main value of perceived importance and performance for each variable.
5. Plotting the Importance-Performance Analysis (IPA) grid.

6. Interpretation of results.

IPA measures the relationship between consumer perceptions and the priority of improving the quality of product/service (Vikalina & Irwansyah, 2019, p. 52). Analysis of the level of interest and satisfaction of service users can produce a Cartesian diagram that can show the location of the factors or elements that affect service users' satisfaction. The application of the IPA technique begins with identifying the attributes that are relevant to the observed choice situation. A set of attributes attached to a good or service is evaluated based on how important each product to consumers and how the service or goods are perceived by consumers (Mudjanarko, Sulastri, & Wahyuni, 2020, p. 14) . By using IPA, a summary of the data obtained is displayed in a 2-dimensional quadrant which is graphical and easy to interpret. Therefore, IPA is also known as quadrant analysis. In this quadrant analysis, the tool used is a Cartesian diagram. Cartesian diagram is used to map the quality attributes of the analyzed variables (Bong et al, 2019, p. 116). The form of the Cartesian diagram can be seen below:

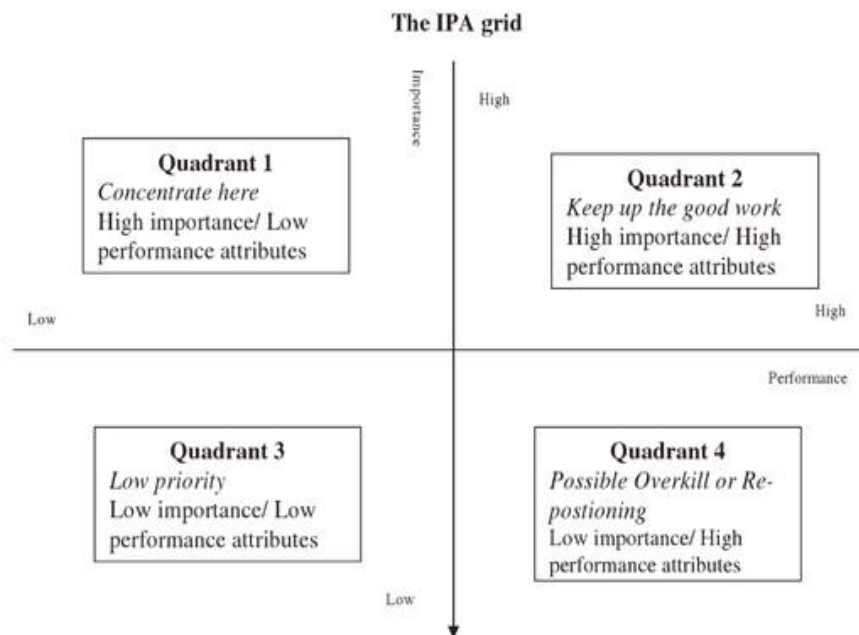


Figure 3.2 Cartesian Diagram (Prayag, 2011)

- Quadrant 1 (First Priority/ Concentrate here)

Quadrant 1 shows the variables that are considered influencing and considered very important but have not been implemented according to the wishes of consumers/customers/communities as recipients of services/products.

- Quadrant 2 (Keep up)

Quadrant 2 shows the variables that have been successfully implemented, so they must be maintained. The variables in this quadrant are considered very important according to the desires of consumers/customers/society as recipients of services/products.

- Quadrant 3 (Low priority)

Quadrant 3 shows the variables that are considered less important and have not been implemented according to the wishes of consumers/customers/the community as recipients of services/products.

- Quadrant 4 (Possible overkill)

Quadrant 4 shows variables that are considered to have been implemented according to the wishes of consumers/customers/the community as recipients of services/products, but the implementation is too excessive and is considered less important by the recipients of services/products (Vikaliana & Irwansyah, 2019, p. 52-53).

In this research, the Importance-Performance Analysis will be carried out in the following steps:

1. Identifying the attributes that will be used in doing IPA. In this case, the attributes divided into 6 dimensions: halal tourist attraction, halal tourism accommodation, halal food and beverage provider, halal travel agency, halal tour guide, and accessibility.
2. Calculating the average value of each attribute.
3. Entering the average value to SPSS to do Importance-Performance Analysis (IPA), then analyze it using SPSS by select Graphs → Legacy Dialogs → Scatter/Dot → Simple Scatter.
4. Interpreting IPA result according to Cartesian diagram.

4. FINDINGS AND INTERPRETATION

4.1. General Description of Respondents

This research is conducted by distributing questionnaires to 283 people who meet the certain criteria. The respondents are described according to 12 general aspects: religion, domicile, gender, age, last education, general job, income per month, expenditure per month, expenditures for traveling per month, traveling intensity per month, tourist attraction ever visited in Aceh, and desire about the existence of halal tourism in Aceh. The description of each aspect can be seen in the following tables:

1. Respondents based on religion

The description of respondents according to religion is presented in the table below:

Table 4.1 *Respondent based on religion*

Religion	Amount	Percentage
Islam	283	100%

Table 4.1 shows that all respondents used as the sample in this research are Muslim with a total of 283 people.

2. Respondents based on domicile

The following table shows the information about the number of respondents according to their domicile:

Table 4.2 *Respondent based on domicile*

Domicile	Amount	Percentage
Aceh	7	2.47%
Aceh Besar	33	11.66%
West Aceh	12	4.24%
Southwest Aceh	2	0.71%
South Aceh	5	1.77%
Aceh Singkil	2	0.71%
Aceh Tamiang	2	0.71%
Central Aceh	3	1.06%
Southeast Aceh	1	0.35%
North Aceh	28	9.89%

Table 4.2(Continuation) *Respondent based on domicile*

East Aceh	1	0.35%
Banda Aceh	105	37.10%
Bener Meriah	1	0.35%
Bireuen	2	0.71%
Gayo Lues	2	0.71%
Pidie	12	4.24%
Pidie Jaya	4	1.41%
Sabang	3	1.06%
Nagan Raya	2	0.71%
Langsa	3	1.06%
Bandung	6	2.12%
Bogor	3	1.06%
Depok	7	2.47%
Jabodetabek	1	0.35%
Bekasi	3	1.06%
Jakarta	11	3.89%
West Jakarta	1	0.35%
South Jakarta	2	0.71%
North Jakarta	1	0.35%
Jambi	1	0.35%
Central Kalimantan	1	0.35%
Medan	10	3.53%
East Oku	1	0.35%
West Pasaman	1	0.35%
Pekanbaru	1	0.35%
Sleman	1	0.35%
Soppeng	1	0.35%
Wonosobo	1	0.35%
Total	283	100%

Table 4.2 demonstrates that the respondents come from different regions. Most of them are from Aceh including Banda Aceh City with 37.10%, Aceh Besar 11.66%, North Aceh 9.89%, West Aceh 4.24%, Pidie 4.24%, and also from other parts of Aceh with a percentage under 4%. From the areas outside Aceh, there are respondents from Jakarta as many as 3.89%, also those from West Jakarta, South Jakarta, and North Jakarta where the respective percentages are 0.35%, 0.71%, and 0.35%. In total, the number of respondents from Jakarta is 5.31%. Furthermore, there are also respondents from Medan with 3.53%, and the rest are respondents from various regions in Indonesia such as Jambi, Wonosobo, Sleman, and others with percentages under 3%.

3. Respondents based on gender

The following table shows the information about the number of respondents according to their gender:

Table 4.3 *Respondent based on gender*

Gender	Amount	Percentage
Male	89	31.45%
Female	194	68.55%
Total	283	100%

Table 4.3 shows that the majority of respondents are women with 194 people or 68.55%, while the remaining 31.45% or 89 people are men.

4. Respondents based on age

The following table shows the information about the number of respondents according to their age:

Table 4.4 *Respondent based on age*

Age	Amount	Percentage
17-35	252	89.05%
36-60	28	9.89%
> 60	3	1.06%
Total	283	100

The data in table 4.4 above shows that the respondents are mostly those aged 17-35 years with a percentage of 89.05%, while the smallest is 1.06% who are more than 60 years old.

5. Respondents based on last education

The following table shows the information about the number of respondents according to their last education:

Table 4.5 Respondent based on last education

Last Education	Amount	Percentage
Junior High School	5	1.77%
Senior High School	110	38.87%
Diploma	27	9.54%
Bachelor	105	37.10%
Master	34	12.01%
Doctoral	2	0.71%
Total	283	100%

Most of the respondents have the latest education at the senior high school and undergraduate graduates with the respective percentages of 38.87% and 37.10%. Meanwhile, those with the last education at the junior high school and doctoral level are only 0.69% and 1.74%.

6. Respondents based on general job

The following table shows the information about the number of respondents based on the general job:

Table 4.6 Respondent based on general job

Occupation	Number of Respondents	Percentage
Professional / Private Employees	78	27.56%
Government Employees	12	4.24%
Student	133	47.00%
Retired	5	1.77%
Housewife	26	9.19%
Other.....	29	10.25%
Total	283	100%

Table 4.6 shows that the largest percentage of respondents according to job classification is students with 47.00% (133 people). Then, professional or private workers are 27.56%, government employees 4.24%, housewives 9.19%, and other jobs 10.25%. Lastly, the smallest percentage is from retired with 1.77% or 5 respondents.

7. Respondents based on income per month

The following table shows the information about the number of respondents according to their income per month:

Table 4.7 Respondent based on income per month

Income per month (in Rupiah)	Amount	Percentage
< 2.000.000	148	52.30%
2.000.001 - 4.000.000	80	28.27%
4.000.001 - 6.000.000	23	8.13%
6.000.001 - 8.000.000	15	5.30%
8.000.001 - 10.000.000	5	1.77%
> 10.000.000	12	4.24%
Total	283	100%

Based on income per month, there are 148 respondents with a monthly income category below IDR 2.000.000 or in a percentage of 52.30%, this is the largest percentage based on income classifications. For the income category of IDR 2.000.001-4.000.000, IDR 4.000.001-6.000.000, and IDR 6.000.001-8.000.000 the percentage are 28.27%, 8.13%, 5.30% respectively. Meanwhile, there are 1.77% respondents with income category of IDR 8.000.001-10.000.000 and 4.24% for the category above IDR 10.000.000.

8. Respondents based on expenditure per month

The following table shows the information about the number of respondents based on expenditure per month:

Table 4.8 Respondent based on expenditure per month

Expenditure per month (in Rupiah)	Amount	Percentage
< 2.000.000	167	59.01%
2.000.001 - 4.000.000	88	31.10%
4.000.001 - 6.000.000	21	7.42%
6.000.001 - 8.000.000	2	0.71%
8.000.001 - 10.000.000	4	1.41%
> 10.000.000	1	0.35%
Total	283	100%

Table 4.8 shows that the number of respondents based on expenditure per month consists of 167 respondents with monthly expenditure category below IDR 2.000.000 or in a percentage of 59.01%. For the expenditure category of IDR 2.000.001-4.000.000, IDR 4.000.001-6.000.000, IDR 6.000.001-8.000.000, IDR 8.000.001-10.000.000 are 31.10%, 7.42%, 0.71% and 1.41% respectively. Meanwhile, for the category of expenditures above IDR 10.000.000 is only 0.35% or 1 person.

9. Respondents based on expenditure for traveling per month

The following table shows the information about the number of respondents based on expenditure for traveling per month:

Table 4.9 Respondents based on expenditure for traveling per month

Expenditure for traveling per month (in Rupiah)	Amount	Percentage
< 2.000.000	246	86.93%
2.000.001 - 4.000.000	31	10.95%
4.000.001 - 6.000.000	3	1.06%
6.000.001 - 8.000.000	3	1.06%
8.000.001 - 10.000.000	-	-
> 10.000.000	-	-
Total	283	100%

Table 4.9 demonstrates that 86.93% of people spend less than IDR 2.000.000 per month for traveling. There are about 32 people or 10.95% who spend IDR 2.000.001-4.000.000 per month for traveling. Meanwhile, ones who spend IDR 4.000.001-6.000.000 and IDR 6.000.001-8.000.000 per month is only 1.06%.

10. Respondents based on traveling intensity per month

The following table shows the information about the number of respondents based on traveling intensity per month:

Table 4.10 Respondent based on traveling intensity per month

Traveling intensity per month	Amount	Percentage
< 1 time	144	50.88%
1 - 2 times	97	34.28%
2 - 3 times	30	10.60%
4 - 5 times	7	2.47%
> 5 times	5	1.77%
Total	283	100%

Table 4.10 above shows that most people have traveling intensity less than once a month. Meanwhile, there are 34.28% of people who travel 1-2 times per month, 10.60% who travel 2-3 times per month, 2.47% who travel 4-5 times per month, and also there are 1.77% of people who travel more than 5 times per month.

11. Respondent based on tourist attraction ever visited in Aceh

The following table shows the information about the number of respondents based on tourist attractions have been visited:

Table 4.11 Respondent based on tourists attractions have been visited

Tourist Attractions	Amount	Percentage
(1) Natural Tourism		
a. Beaches in Banda Aceh City and Aceh Besar Regency	242	85.51%
b. Sabang Island	206	72.79%
c. Kuta Malaka Waterfall, Aceh Besar Regency	121	42.76%
(2) Cultural Tourism		
d. Aceh Historical Museum, Banda Aceh	201	71.02%
e. Tsunami Museum, Banda Aceh	235	83.04%
f. Baiturrahman Grand Mosque, Banda Aceh	264	93.29%
g. Gunongan Historical Park, Banda Aceh	131	46.29%
h. Baiturrahim Mosque, Banda Aceh	177	62.54%
i. Aceh Coffe Shops	188	66.43%
j. PLTD Apung, Banda Aceh	207	73.14%
k. Sulthan Shafiatuddin Park, Banda Aceh	170	60.07%

Table 4.11 (Continuation) *Respondent based on tourists attractions have been visited*

l. Tomb of The King of Aceh, Banda Aceh	111	39.22%
m. Aceh Culinary Spot	211	74.56%
n. Taman Sari, Banda Aceh	185	65.37%
o. Lapangan Blang Padang, Banda Aceh	209	73.85%

Table 4.11 demonstrates that the most visited object of halal tourism in Aceh is Baiturrahman Grand Mosque with 93.29% of respondents have visited it. Besides, beaches in Banda Aceh and Aceh Besar obtained 85.51% of respondents' visits, followed by the Tsunami Museum with a percentage of 83.04%. Next, Sabang Island, Aceh Historical Museum, PLTD Apung, Aceh Culinary Spot, and Lapangan Blang Padang gained around 70% of visits. Meanwhile, the least visit place is the Tomb of the Kings of Aceh with 39.22%.

12. Respondents based on desire for the existence of halal tourism in Aceh

The following table shows the information about the number of respondents based on desire for the existence of halal tourism:

Table 4.12 *Respondents based on desire for the existence of halal tourism*

Desire for the existence of halal tourism	Number of Respondents	Percentage
Yes	279	98.59%
No	4	1.41%
Total	283	100%

Table 4.12 shows that 279 out of 283 people (98.59%) agreed with the existence of halal tourism in Aceh, while the remaining 1.74% refused.

4.2. Confirmatory Factor Analysis (CFA) and Reliability Analysis

Confirmatory factor analysis was carried out to see the validity of the indicators in the questionnaire. CFA tests the suitability of the structure to the data. The questionnaire

used in this study was taken from a previous researcher, Saputra, (2018). Initially, this questionnaire consisted of 30 items divided into 6 latent factors or unobservable constructs. However, after analyzing these factors using CFA, four items need to be removed because the factor loadings are below 0.3, which indicates the factor has a weak influence on these variables. Thus, the CFA fit model for this study consists of 6 latent factors with 26 items in total. For more details, the CFA fit model of this study is shown in the figure below:

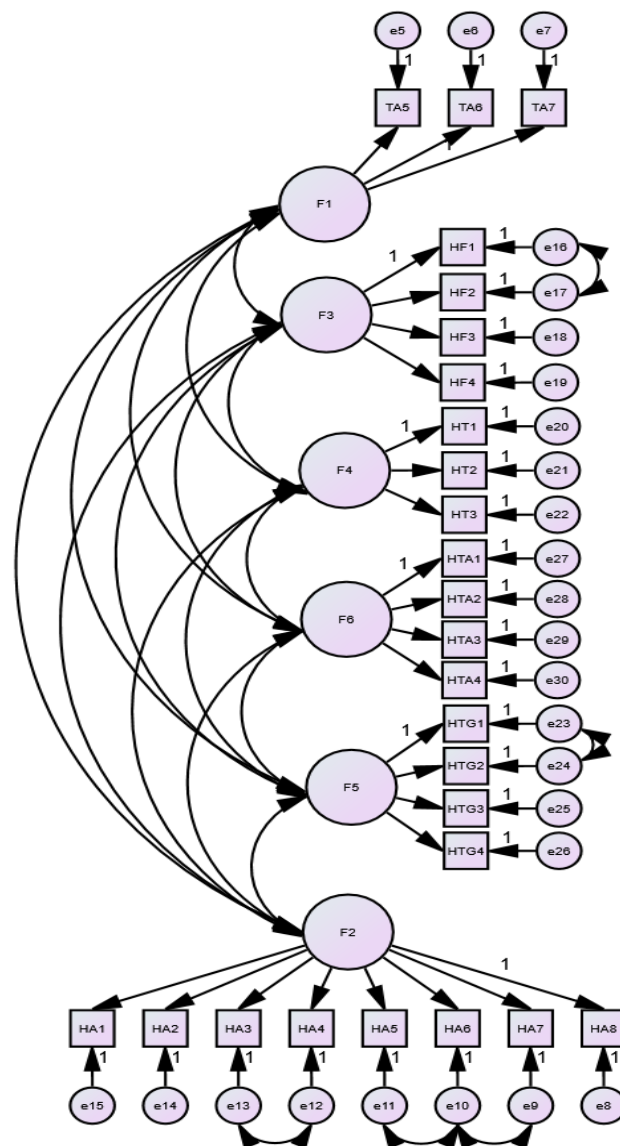


Figure 4.1 CFA Fit Model

The following table explains the name of factors and observed variables of Confirmatory Factor Analysis (CFA) model above:

Table 4.13 *Factors and Variables*

No.	Dimensions (Factors)	Factor's Name	Indicators	Indicator's Name
1	Tourist Attractions (TA)	F1	Art and cultural performances held in Aceh do not contradict Islamic principles.	TA5
			Tourist attractions in Aceh provide proper places of worship.	TA6
			Environmental sanitation at tourist sites in Aceh is well maintained.	TA7
2	Halal Accommodation (HA)	F2	Proper places of worship are available in hotels or other inns in Aceh.	HA1
			Proper ablution and washing facilities are available in hotels and other inns in Aceh.	HA2
			Halal foods are available in hotels or other inns in Aceh.	HA3
			Halal drinks are available in hotels or other inns in Aceh.	HA4
			The hotel atmosphere is safe, comfortable, and conducive for families.	HA5
			The hotel atmosphere is safe, comfortable, and conducive for business purposes.	HA6
			Environmental sanitation in the hotel is well maintained.	HA7
			There is <i>Qibla</i> direction in the hotel rooms.	HA8
3	Halal Food and Beverage Providers (HF)	F3	Restaurants in Aceh provide halal-guaranteed foods.	HF1
			Restaurants in Aceh provide halal-guaranteed drinks.	HF2
			There is a halal guarantee from the Indonesian Ulema Council (MUI) for food and beverages.	HF3
			Sanitation and cleanliness of the restaurant environment, foods, and drinks are well maintained in the sense of being healthy and clean.	HF4

Table 4.13 (Continuation) Factors and Variables

No.	Dimensions (Factors)	Factor's Name	Indicators	Indicator's Name
4	Halal Travel Agencies (HT)	F4	Providing tour packages that meet the criteria for halal tourism.	HT1
			Have a list of accommodations that follow the general guidelines for halal tourism accommodation.	HT2
			Have a list of food and beverage business providers that comply with the general guidelines for halal tourism food and beverage providers.	HT3
5	Halal Tour Guide (HTG)	F5	Tour guides in Aceh pay attention to sharia values in carrying out their duties.	HTG1
			Tour guides in Aceh have good morals.	HTG2
			Tour guides in Aceh dress modestly following Islamic ethical values.	HTG3
			Tour guides in Aceh have work competence following applicable professional standards.	HTG4
6	Accessibility (HTA)	F6	Information about Aceh tourism is easily accessible.	HTA1
			Tourist attractions in Aceh are easy to reach.	HTA2
			Transportation access to and from tourist attractions is easy to reach.	HTA3
			Transportation costs to and from tourist attractions follow established standards.	HTA4

Reliability test aims to determine whether a questionnaire can be relied on as a measuring tool, in the sense that the questionnaire has consistency by providing the same results if used repeatedly on the same object. The reliability test is carried out using the Cronbach's Alpha formula with the condition that if the alpha value is more than 0.6, the questionnaire is reliable as a measuring tool for the research variables.

The result of CFA in this study shows the suitability level of six-dimensional structure with the data is good, where the value of CFA for importance is ($\chi^2/df = 2,909$; NFI = ,893; CFI = ,927; TLI = ,915; RMSEA = ,082), performance ($\chi^2/df = 2,014$; NFI = ,896; CFI = ,944; TLI = ,935; RMSEA = ,060), and Gap ($\chi^2/df = 2,187$; NFI = ,878; CFI = ,929; TLI = ,917; RMSEA = ,065). Finally, the results of the reliability analysis show that all dimensions are reliable with Cronbach's Alpha values more than 0.6. The following tables summarized the results of the CFA and reliability analysis:

Table 4.14 *Results of Confirmatory Factor Analysis and Reliability Analysis for Preferences, Perceptions, and Gap*

Items		Preferences (Importance)	Perceptions (Performance)	Gap
		CFA	CFA	CFA
TA5	Art and cultural performances held in Aceh do not contradict Islamic principles.	,491	,474	,574
TA6	Tourist attractions in Aceh provide proper places of worship.	,796	,694	,710
TA7	Environmental sanitation at tourist sites in Aceh is well maintained.	,797	,763	,808
HA1	Proper places of worship are available in hotels or other inns in Aceh.	,752	,648	,589
HA2	Proper ablution and washing facilities are available in hotels and other inns in Aceh.	,800	,749	,735
HA3	Halal foods are available in hotels or other inns in Aceh.	,762	,699	,504
HA4	Halal drinks are available in hotels or other inns in Aceh.	,820	,724	,687
HA5	The hotel atmosphere is safe, comfortable, and conducive for families.	,729	,592	,557
HA6	The hotel atmosphere is safe, comfortable, and conducive for business purposes.	,736	,545	,518
HA7	Environmental sanitation in the hotel is well maintained.	,850	,774	,758
HA8	There is <i>Qibla</i> direction in the hotel rooms.	,859	,800	,772
HF1	Restaurants in Aceh provide halal-guaranteed foods.	,808	,716	,655
HF2	Restaurants in Aceh provide halal-guaranteed drinks.	,795	,676	,568
HF3	There is a halal guarantee from the Indonesian Ulema Council (MUI) for food and beverages.	,768	,740	,696
HF4	Sanitation and cleanliness of the restaurant environment, foods, and drinks are well maintained in the sense of being healthy and clean.	,900	,849	,849
HT1	Providing tour packages that meet the criteria for halal tourism.	,893	,867	,844
HT2	Have a list of accommodations that follow the general guidelines for halal tourism accommodation.	,940	,854	,847
HT3	Have a list of food and beverage business providers that comply with the general guidelines for halal tourism food and beverage providers.	,887	,804	,772
HTG1	Tour guides in Aceh pay attention to sharia values in carrying out their duties.	,887	,849	,820

Table 4.14 (Continuation) *Results of Confirmatory Factor Analysis and Reliability Analysis for Preferences, Perceptions, and Gap*

HTG2	Tour guides in Aceh have good morals.		,828	,809	,778
HTG3	Tour guides in Aceh dress modestly following Islamic ethical values.		,885	,800	,786
HTG4	Tour guides in Aceh have work competence following applicable professional standards.		,857	,724	,735
HTA1	Information about Aceh tourism is easily accessible.		,811	,821	,855
HTA2	Tourist attractions in Aceh are easy to reach.		,866	,834	,842
HTA3	Transportation access to and from tourist attractions is easy to reach.		,904	,827	,773
HTA4	Transportation costs to and from tourist attractions follow established standards.		,852	,831	,772
		X ² /df	2,909	2,014	2,187
		NFI	,893	,896	,878
CFA: model fit indices		CFI	,927	,944	,929
		TLI	,915	,935	,917
		RMSEA	,082	,060	,065
Reliability Analysis					
TA	Tourist Attractions	Cronbach's Alpha*	,722	,670	,726
HA	Halal Accommodation		,932	,932	,857
HF	Halal Food and Beverage Provider		,903	,862	,822
HT	Halal Travel Agencies		,931	,878	,858
HTG	Halal Tour Guide		,924	,875	,862
HTA	Accessibility		,915	,896	,884

*Cronbach's Alpha was computed based on standardized items

4.3. Paired-Samples T-Test

The following table is Paired Samples Statistics that contains the descriptions of importance and performance variables, including the number of data, mean, standard deviation, and standard error mean.

Table 4.15 *Paired Samples Statistics*

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	F1_Importance	4,4523	283	,66931	,03979
	F1_Performance	3,8952	283	,73068	,04343
Pair 2	F2_Importance	5,2332	283	,66853	,03974
	F2_Performance	4,9344	283	,65378	,03886
Pair 3	F3_Importance	4,6413	283	,61984	,03685
	F3_Performance	4,2845	283	,68540	,04074
Pair 4	F4_Importance	4,4476	283	,76460	,04545
	F4_Performance	3,9399	283	,82222	,04888
Pair 5	F5_Importance	4,4620	283	,69421	,04127
	F5_Performance	4,0424	283	,74434	,04425
Pair 6	F6_Importance	4,4223	283	,74743	,04443
	F6_Performance	3,8578	283	,82667	,04914
Pair 7	Average of Importance	4,5166	283	,59311	,03526
	Average of Performance	4,1073	283	,58741	,03492

The amount of data (N) of each importance and performance = 283, the average (mean) of importance = 4.5166 and performance = 4.1073; standard deviation of importance = 0.59311 and performance = 0.58741; standard error of mean for importance = 0.03526 and performance = 0.03492. Based on the comparison of the mean between importance = 4.5166 and mean of performance = 4.1073, it indicates that the expectations or importance level of tourists toward halal tourism in Aceh are higher than its current performance.

Then, paired sample correlation table contains the data that describe whether there is a correlation between importance and performance, wherein the average of importance and performance variable has a correlation value of 0.571 with the value of Sig. = 0.000 < 0.05, which indicates a significant relationship between variable importance and performance. The correlation result is shown in the table below:

Table 4.16 Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	F1_Importance & F1_Performance	283	,371	,000
Pair 2	F2_Importance & F2_Performance	283	,694	,000
Pair 3	F3_Importance & F3_Performance	283	,622	,000
Pair 4	F4_Importance & F4_Performance	283	,539	,000
Pair 5	F5_Importance & F5_Performance	283	,526	,000
Pair 6	F6_Importance & F6_Performance	283	,489	,000
Pair 7	Average of Importance & Average of Perception	283	,571	,000

The next table contains the paired-samples t-test analysis result. It includes t count and significance value.

Table 4.17 Paired Sample Test

		Mean	Std. Dev.	Std. Error Mean	Paired 95% Confidence Interval of the Lower	Paired 95% Confidence Interval of the Upper	t	Df	Sig. (2-tailed)
Pair 1	F1_Importance - F1_Performance	,55713	,78662	,04676	,46508	,64917	11,915	282	,000
Pair 2	F2_Importance - F2_Performance	,29884	,51729	,03075	,23831	,35937	9,718	282	,000
Pair 3	F3_Importance - F3_Performance	,35689	,57026	,03390	,29016	,42362	10,528	282	,000
Pair 4	F4_Importance - F4_Performance	,50766	,76327	,04537	,41835	,59697	11,189	282	,000
Pair 5	F5_Importance - F5_Performance	,41961	,70172	,04171	,33750	,50172	10,060	282	,000
Pair 6	F6_Importance - F6_Performance	,56449	,79868	,04748	,47103	,65794	11,890	282	,000
Pair 7	Average of Importance - Average of Performance	,40926	,54670	,03250	,34529	,47323	12,593	282	,000

According to the table above, the average of importance and performance has significance value $0.000 < 0.05$ that means the assumption about tourists' expectation (importance) toward halal tourism in Aceh is higher than current performance is accepted.

4.4. Importance-Performance Analysis (IPA)

The importance-performance analysis is also known as quadrant analysis. This analysis compares the average value of performance with the average value of importance to form some points in the Cartesian diagram. These points show the position of observed variables about halal tourism in Aceh and determine which variables need to be improved and optimized. In this research, the performance value is obtained from tourists' perceptions, while the importance value is from tourists' preferences toward halal tourism in Aceh.

4.4.1. IPA of Perceptions and Preferences toward Tourist Attractions

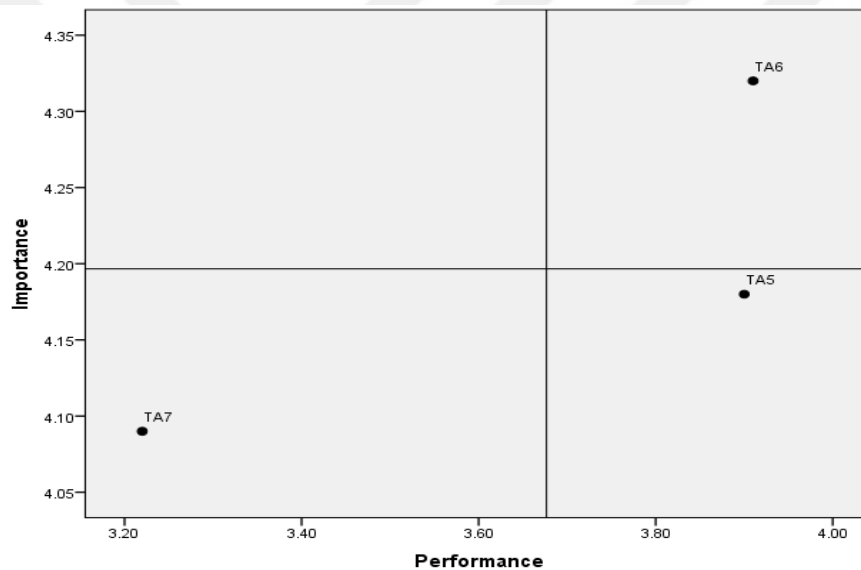


Figure 4.2 Cartesian Diagram of Tourist Attraction Dimension

Interpretation:

a. Quadrant 1: First Priority (Concentrate here)

This quadrant illustrates the performance of variables that are considered important by tourists and do not have good quality. In other words, the performance is still low, while the expectation is high. There is no variable of tourist attractions dimension in this quadrant.

b. Quadrant 2: Keep up

This quadrant illustrates the performance of variables that are considered important by tourists and have met their expectations. Therefore, the variables in this quadrant must be maintained (keep up the good work). There is a variable of tourist attractions in this quadrant, namely TA6 (tourist attractions in Aceh provide proper places of worship).

c. Quadrant 3: Low priority

This quadrant illustrates the performance of variables that are considered less important by tourists and also do not fulfill their expectations. There is a variable of tourist attractions in this quadrant, namely TA7 (environmental sanitation at tourist sites in Aceh is maintained well).

d. Quadrant 4: Possible Overkill (Excessive)

This quadrant illustrates the variables that are considered less important by tourists but have overkill performances. Only one variable of tourist attractions dimension exists in this quadrant, namely TA5 (art and cultural performances held in Aceh do not contradict Islamic principles).

4.4.2. Perceptions and Preferences toward Halal Tourism Accommodation

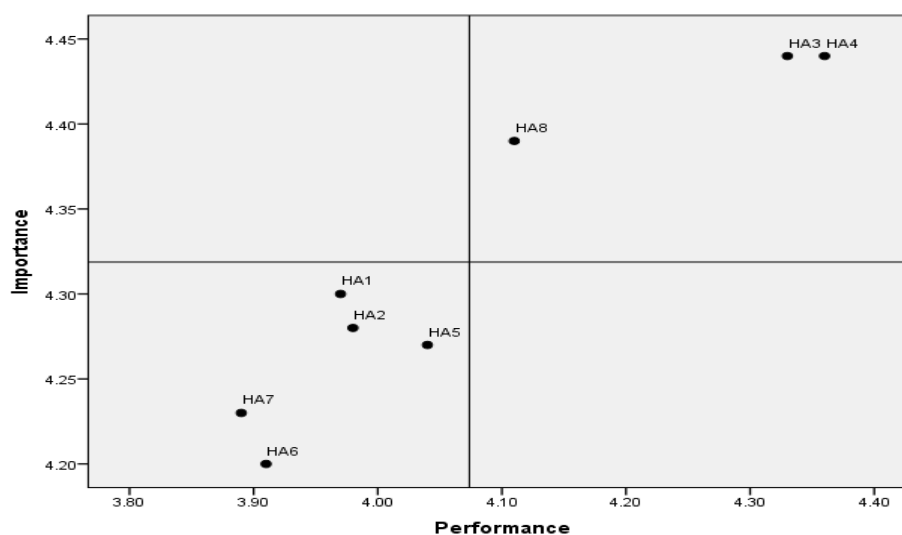


Figure 4.3 Cartesian Diagram of Variables in Halal Tourism Accommodation Dimension

Interpretation:

a. Quadrant 1: First Priority (Concentrate here)

This quadrant illustrates the performance of variables that are considered important by tourists and do not have good quality. In other words, the performance is still low, while the expectation is high. There is no variable of halal tourism accommodation dimension in this quadrant.

b. Quadrant 2: Keep up

This quadrant illustrates the performance of variables that are considered important by tourists and have met their expectations. Therefore, the variables in this quadrant must be maintained (keep up the good work). There are 3 variables of halal tourism accommodation in this quadrant, namely HA3 (halal foods are available in hotels or other inns in Aceh), HA4 (halal drinks are available in hotels or other inns in Aceh), and HA8 (there is Qibla direction in the hotel rooms).

c. Quadrant 3: Low priority

This quadrant illustrates the performance of variables that are considered less important by tourists and also do not fulfill their expectations. Five variables of halal tourism accommodation exist in this quadrant, namely HA1 (proper places of worship are available in hotels or other inns in Aceh), HA2 (proper ablution and washing facilities are available in hotels and other inns in Aceh), HA5 (the hotel atmosphere is safe, comfortable, and conducive to families), HA6 (the hotel atmosphere is safe, comfortable, and conducive for business purposes), and HA7 (environmental sanitation in the hotel is maintained well).

d. Quadrant 4: Possible Overkill (Excessive)

This quadrant illustrates the variables that are considered less important by tourists but have excessive performances. None variable of halal tourism accommodation exists in the fourth quadrant.

4.4.3. Perceptions and Preferences toward Halal Food and Beverage Provider

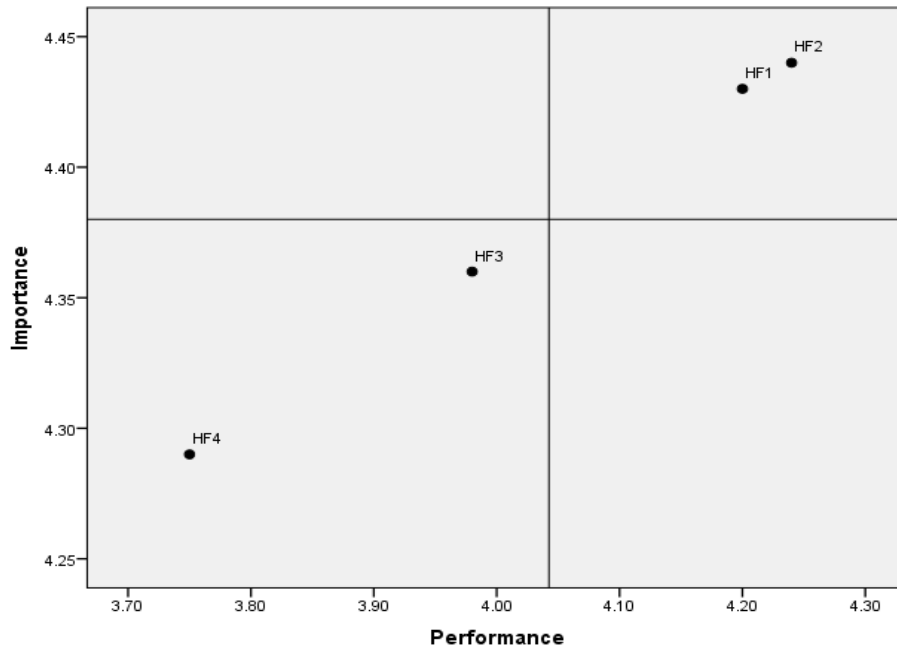


Figure 4.4 Cartesian Diagram of Variables in Halal Food and Beverage Provider Dimension

Interpretation:

a. Quadrant 1: First Priority (Concentrate here)

This quadrant illustrates the performance of variables that are considered important by tourists and do not have good quality. In other words, the performance is still low, while the expectation is high. There is no variable of halal food and beverage provider dimension in this quadrant.

b. Quadrant 2: Keep up

This quadrant illustrates the performance of variables that are considered important by tourists and have met their expectations. Therefore, the variables in this quadrant must be maintained (keep up the good work). This quadrant has 2 variables of halal food and beverage provider dimension, namely HF1 (restaurants in Aceh provide halal-guaranteed foods) and HF2 (restaurants in Aceh provide halal-guaranteed drinks).

c. Quadrant 3: Low priority

This quadrant describes the performance of the variables that tourists deem less important and also do not meet their expectations. Two variables of halal food and beverage provider are in this quadrant, namely HF3 (there is a halal guarantee from the Indonesian Ulema Council or MUI for food and beverages) and HF4 (sanitation and cleanliness of the restaurant environment, foods, and drinks are maintained well in the sense of being healthy and clean).

d. Quadrant 4: Possible Overkill (Excessive)

This quadrant illustrates the variables that are considered less important by tourists but have excessive performances. None variable of halal food and beverage provider exists in the fourth quadrant.

4.4.4. Perceptions and Preferences toward Halal Travel Agency

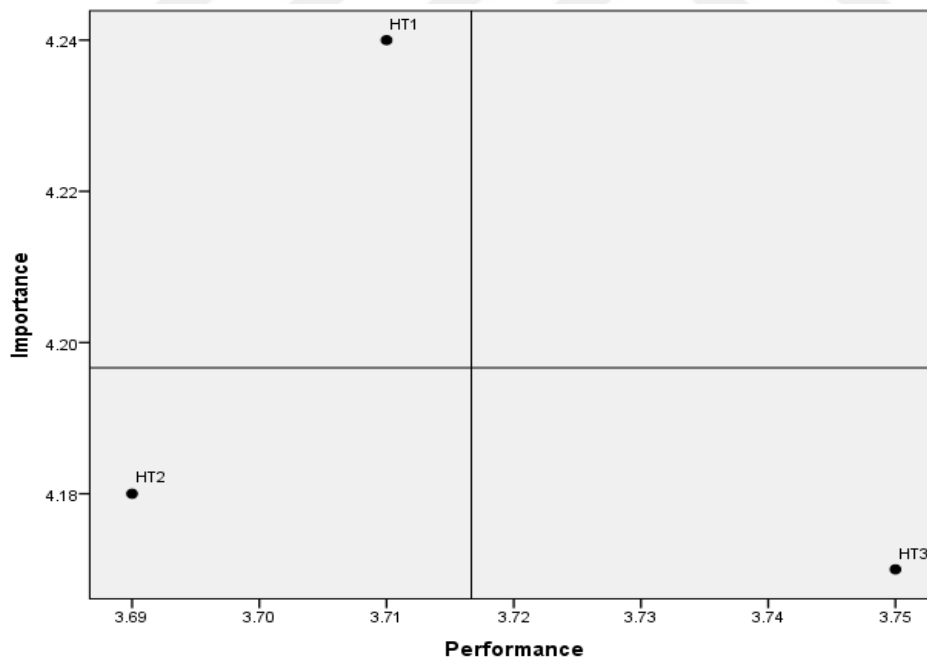


Figure 4.5 Cartesian Diagram of Variables in Halal Travel Agency Dimension

Interpretation:

a. Quadrant 1: First Priority (Concentrate here)

This quadrant illustrates the performance of variables that are considered important by tourists and do not have good quality. In other words, the performance is still low, while the expectation of tourists is high. There is a variable of halal travel agency dimension in this quadrant, namely HT1 (providing tour packages that meet the halal tourism criterion).

b. Quadrant 2: Keep up

This quadrant illustrates the performance of variables that are considered important by tourists and have met their expectations. Hence, the variables in this quadrant must be maintained (keep up the good work). There is no variable of halal travel agency dimension in this quadrant.

c. Quadrant 3: Low priority

This quadrant illustrates the performance of variables that are considered less important by tourists and also do not fulfill their expectations. There is a variable of halal travel agency in this quadrant, namely HT2 (have a list of accommodations that follow the general guidelines for halal tourism accommodation).

d. Quadrant 4: Possible Overkill (Excessive)

This quadrant illustrates the variables that are considered less important by tourists but have overkill performances. Only one variable of halal travel agency dimension exists in this quadrant, namely HT3 (Have a list of food and beverage business providers that comply with the general guidelines for halal tourism food and beverage providers).

4.4.5. Perceptions and Preferences toward Halal Tour Guide

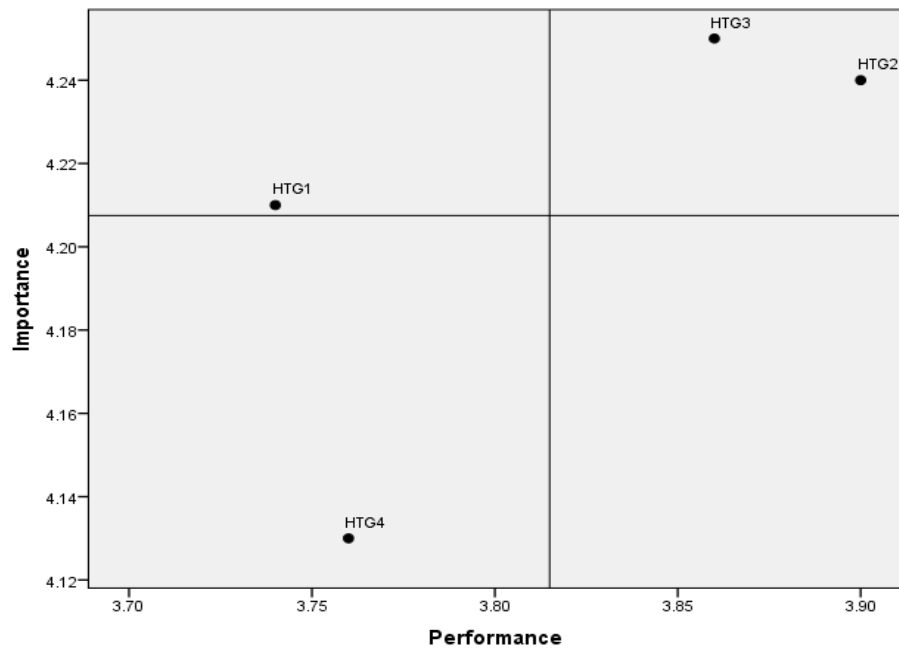


Figure 4.6 Cartesian Diagram of Variables in Halal Tour Guide Dimension

Interpretation:

a. Quadrant 1: First Priority (Concentrate here)

This quadrant illustrates the performance of variables that are considered important by tourists but do not have good quality. There is a variable of halal tour guide dimension in this quadrant, namely HTG1 (tour guides in Aceh pay attention to sharia values in carrying out their duties).

b. Quadrant 2: Keep up

This quadrant describes the performance of the variables that are considered important by tourists and have met their expectations. Therefore, the variables in this quadrant must be maintained (continue to work well). This quadrant has 2 variables of halal tour guide dimension, namely HTG2 (tour guides in Aceh have good morals), and HTG3 (tour guides in Aceh dress modestly according to Islamic ethical values).

c. Quadrant 3: Low priority

This quadrant illustrates the performance of variables that are considered less important by tourists and also do not fulfill the expectation of tourists. There is a variable of halal tour guide dimension in this quadrant, namely HTG4 (tour guides in Aceh have work competence following applicable professional standards).

d. Quadrant 4: Possible Overkill (Excessive)

This quadrant describes the variables that are considered important by tourists but have excessive performance. There is no variable of halal tour guide dimension in this quadrant.

4.4.6. Perceptions and Preferences toward Halal Tourism Accessibility

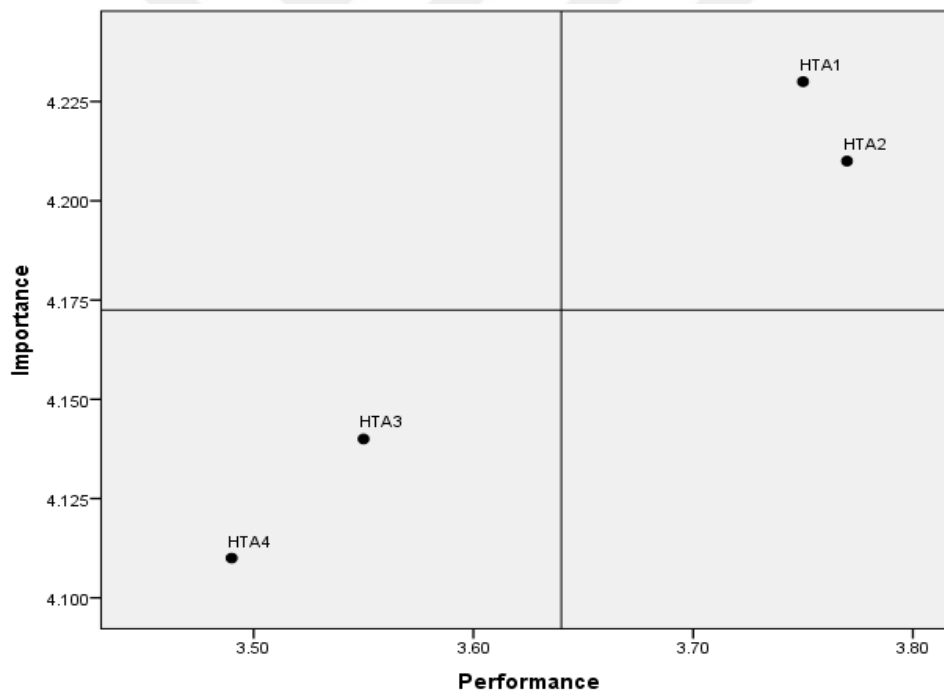


Figure 4.7 Cartesian Diagram of Variables in Halal Tourism Accessibility Dimension

Interpretation:

a. Quadrant 1: First Priority (Concentrate here)

This quadrant describes the performance of variables that are considered important by tourists but do not have good quality. There is no variable of accessibility dimension in this quadrant.

b. Quadrant 2: Keep up

This quadrant describes the performance of the variables that are considered important by tourists and have met their expectations. Therefore, the variables in this quadrant must be maintained (continue to work well). This quadrant has 2 variables of halal tourism accessibility dimension, namely HTA1 (information about Aceh tourism is easy to access), and HTA2 (tourist attractions in Aceh are easy to reach).

c. Quadrant 3: Low priority

This quadrant describes the performance of variables that are considered less important by tourists and also do not fulfill their expectations. There are two variables of accessibility dimension in this quadrant, namely HTA3 (transportation access to and from tourist attractions is easy to reach), and HTA4 (transportation costs to and from tourist attractions follows the established standards).

d. Quadrant 4: Possible Overkill (Excessive)

This quadrant illustrates the variables are considered less important by tourists but have overkill performance. There is no variable of halal tourism accessibility dimension in this quadrant.

4.4.7. Accumulation of Perception and Preference

The following table summarizes the average value of perception and preference based on 6 dimensions:

Table 4.18 *Perceptions and Preferences Accumulation*

No.	Indicator	Total Value		Average	
		Perception (Performance)	Preference (Importance)	Perception	Preference
1	Tourist Attractions	11.02	12.60	3.67	4.20
2	Halal Tourism Accommodation	32.58	34.56	4.07	4.32
3	Halal Food and Beverage Provider	16.17	17.51	4.04	4.38
4	Halal Travel Agency	11.15	12.59	3.72	4.20
5	Halal Tour Guide	15.25	16.84	3.81	4.21
6	Accessibility	14.56	16.69	3.64	4.17
Average				3.83	4.25

Table 4.15 above shows that the highest value of perception is in the dimension of halal accommodation with an average score of 4.07, followed by the dimensions of halal food and beverage providers with an average value of 4.04. It means that the halal tourism services in Aceh for these two aspects are in a good category. While the other dimensions have an average perception score below 4, such as the dimension of tourist attractions with an average score of 3.67, dimensions of halal travel agency with a score of 3.72, halal tour guides with an average score of 3.81, and accessibility with a score of 3.64. Overall, the performance value of all dimensions has an average value that is lower than the preference value, which indicates the performance of halal tourism is lower than tourist's expectations.

Furthermore, the total average value of tourists' perceptions obtained a score of 3.83, while the average of their preferences is 4.25. It means that tourists assessed the implementation of halal tourism in Aceh has been carried out well. Even though it can be considered good enough entirely, but still does not fulfill the tourist's expectations. In short, halal tourism performance in Aceh has to be improved in all aspects to eliminate the gap that exists between performance and expectations (importance) value to provide better halal tourism services as expected by tourists.

4.4.8. Importance-Performance Analysis Summary

The following table shows the summary of Importance-Performance Analysis from the Cartesian diagrams above:

Table 4.19 *Importance-Performance Analysis Summary*

	Tourist Attractions	Halal Accommodation	Halal Food and Beverage Provider	Halal Travel Agency	Halal Tour Guide	Accessibility	Total
Quadrant 1	0	0	0	1	1	0	2
Quadrant 2	1	3	2	0	2	2	10
Quadrant 3	1	5	2	1	1	2	12
Quadrant 4	1	0	0	1	0	0	2
Total Variables							26

Based on the table above, there are variables in quadrant one which comes from halal tour guide dimension and halal tour guide. It means that this variable must be priority to be improved. Thus, the government or related parties who manage halal tourism must concentrate here to fix existing deficiencies. Quadrant two has ten variables in it that come from all dimension of halal tourism except the dimension of halal travel agency. Quadrant two describes the meaning of the variable's performance there has reached the expectation of tourists and should be maintained. In other words, quadrant two shows good quality services of halal tourism in Aceh.

As for quadrant 3, there are twelve variables from each existing dimensions. This quadrant describes the variables that are considered less important by tourists do not work well. It indicates that halal tourism services provided are still below the expectations of tourists. Lastly, quadrant four has two variables which come from tourist attractions and halal travel agency dimensions. These variables are also considered less important by tourists but have an excessive implementation. Thus, the related parties need to manage better and determine which variables need more attention to be fixed.

For more detail, a diagram for Importance-Performance Analysis (IPA) summary with the percentage of each quadrant is presented below:

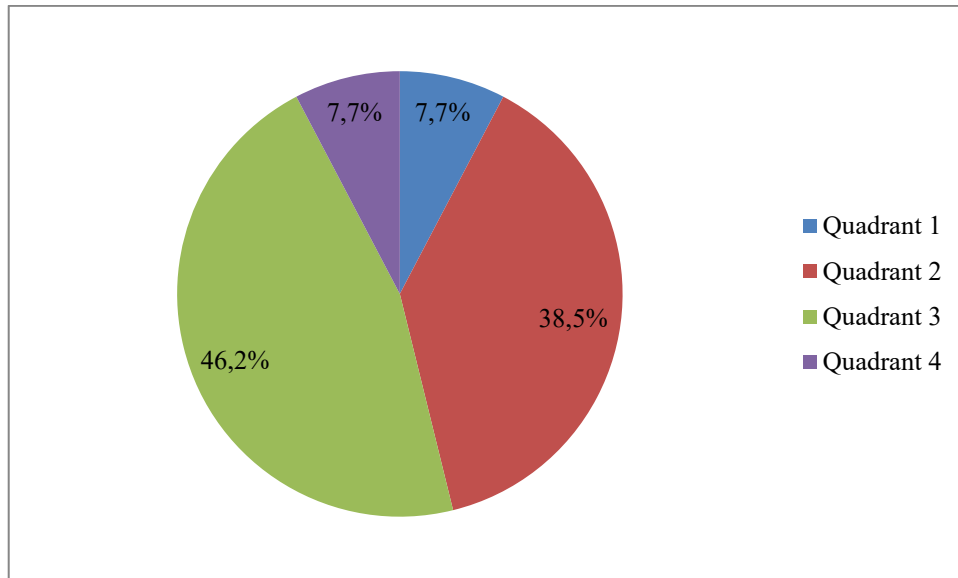


Figure 4.8 *Summary of Importance-Performance Analysis in Percentage*

Figure 4.8 above shows the percentage of the number of variables in each quadrant. Quadrant 3 (green) has the largest proportion with 46.2%, which means 46.2% of the facilities or services that tourists deem less important have a performance that is not in line with their expectations. Quadrant 2 (red) has 38.5% of significant services or facilities in halal tourism have achieved good performance in the implementation. In other words, they have met tourists' expectations. Quadrant 4 (purple) indicates excessive service as much as 7% for things that are considered less important by tourists. Quadrant 1 (blue) also has the same percentage as quadrant 4, which indicates that facilities or services considered important by tourists are performing poorly.

5. DISCUSSION, CONCLUSION, AND SUGGESTION

5.1. Discussion

Halal tourism currently becomes a hot topic and is widely discussed in tourism studies or tourism businesses. Many countries compete in developing halal tourism. Therefore, new studies on this topic continue to emerge. Previous researches have discussed halal tourism on various topics such as the potential and challenges of halal tourism, the impact of halal tourism on economic development, the true meaning of halal tourism, and tourists' perceptions toward halal tourism.

This study raises the topic of halal tourism to find out how tourists' perceptions and preferences towards the implementation of halal tourism in Aceh. This study takes a different object from previous studies, where most of the studies took cases in Java and Nusa Tenggara. Meanwhile, this research chooses Aceh province as an object considering that Aceh is one of the priority areas for implementing halal tourism as stipulated by the Indonesian government. Moreover, Aceh is an interesting object to study because basically, this region has long been applying Islamic law with the granting of special autonomy by the state. This province is different from others because it has special rule called “Qanun” that manage the implementation of Islamic rules or sharia in Aceh. Thus, the application of halal tourism in Aceh is actually in line with the lifestyle of Aceh society. Regarding this context, a study was conducted by Israwati et al (2018) that intended to find out the influence of the implementation of the Islamic Sharia on the development of tourism in Banda Aceh. The Islamic Sharia in question of this study included prohibition to perform non-sharia entertainment, prohibition to commit immoral act, obligation to wear Islamic clothes, implementation of the Islamic-based hotels, and providing halal food. The result found that the implementation of the Islamic Sharia in tourism in Banda Aceh is closely related to the development of the tourism.

Another study in Aceh related to this thesis raised a topic about potential and challenges in developing Aceh's sharia tourism (Heriani et al, 2018). The research was designed to assess people's perceptions as well as to find out the potential and challenges in applying halal tourism in Aceh by observing four factors consist of location, consumption, transportation, and accommodation. While in this thesis adds

two additional factors to be examined, namely travel agency and tour guides. Regarding the method, the previous research used qualitative methods in the form of interviews and observations, while this research used a quantitative method by using a Likert scale questionnaire which was distributed to 283 respondents as the sample. In terms of results, the previous research provided more general results, while this study is intended to provide more in-depth and detailed results by determining indicators for every factor to be examined. Even so, these two studies also have a similar finding that indicates the cleanliness and halal tourism services in Aceh still require serious attention.

In detail, the research in this thesis found that the variables that are considered important by tourists and followed by poor performance found in halal travel agency dimension, namely HT1 (providing tour packages that meet the halal tourism criterion); and in halal tour guide dimension, namely HTG1 (tour guides in Aceh pay attention to sharia values in carrying out their duties). These variables exist in the quadrant 1 (one) of the Cartesian diagram that indicates the priority things for improvement. Furthermore, ten (10) variables that are considered important by tourists and followed by good performance consist of tourist attraction dimension, namely TA6 (tourist attractions in Aceh provide proper places of worship); dimension of halal tourism accommodation, namely HA3 (halal foods are available in hotels or other inns in Aceh), HA4 (halal drinks are available in hotels or other inns in Aceh), and HA8 (there is Qibla direction in the hotel rooms); halal food and beverage provider dimension, namely HF1 (restaurants in Aceh provide halal-guaranteed foods) and HF2 (restaurants in Aceh provide halal-guaranteed drinks); halal tour guide dimension, namely HTG2 (tour guides in Aceh have good morals), and HTG3 (tour guides in Aceh dress modestly according to Islamic ethical values); and halal tourism accessibility dimension, namely HTA1 (information about Aceh tourism is easy to access), and HTA2 (tourist attractions in Aceh are easy to reach). These variables occupy quadrant two of the Cartesian diagram that means to keep the good work.

Then, the variables that are considered less important by tourists and followed by poor performance include 12 variables, namely a variable of tourist attractions, namely TA7 (environmental sanitation at tourist sites in Aceh is maintained well); 5 variables of halal tourism accommodation exist in this quadrant, namely HA1 (proper places of worship are available in hotels or other inns in Aceh), HA2 (proper ablution and washing facilities are available in hotels and other inns in Aceh), HA5 (the hotel

atmosphere is safe, comfortable, and conducive to families), HA6 (the hotel atmosphere is safe, comfortable, and conducive for business purposes), and HA7 (environmental sanitation in the hotel is maintained well); 2 variables of halal food and beverage provider are in this quadrant, namely HF3 (there is a halal guarantee from the Indonesian Ulema Council or MUI for food and beverages) and HF4 (sanitation and cleanliness of the restaurant environment, foods, and drinks are maintained well in the sense of being healthy and clean); one variable of halal travel agency in this quadrant, namely HT2 (have a list of accommodations that follow the general guidelines for halal tourism accommodation); one variable of halal tour guide dimension in this quadrant, namely HTG4 (tour guides in Aceh have work competence following applicable professional standards); and 2 variables of accessibility dimension in this quadrant, namely HTA3 (transportation access to and from tourist attractions is easy to reach), and HTA4 (transportation costs to and from tourist attractions follows the established standards). These variables are in quadrant three and take the biggest proportion of Cartesian diagram. This quadrant indicates low priority things. Finally, the variables that are considered less important by tourists but have an excessive service are found in the dimension of tourist attractions, namely TA5 (art and cultural performances held in Aceh do not contradict Islamic principles); and in the dimension of halal travel agency, namely HT3 (have a list of food and beverage business providers that comply with the general guidelines for halal tourism food and beverage providers). These variables occupy quadrant four in the Cartesian diagram.

If we compare with similar research on the perceptions and preferences of tourists towards halal tourism carried out in various regions, it is known that these studies have similar results. In this thesis as well, the results showed similar things to previous studies with little difference. For instance, a similar study conducted in Jakarta found that tourists have good perceptions towards the implementation of halal tourism in Jakarta. Even so, the tourists have higher expectations in Jakarta to be better (Suherlan, 2015). In Aceh also, the application of halal tourism is considered good by tourists. However, several important facilities or services still have lower performance values than preference values. Moreover, most of the less important facilities also have performance under tourist expectations. The difference between these two studies is in Jakarta, none of the less important variables is applying excessively, while Aceh has this kind of variable with overkill performance. If compared with the study in

Yogyakarta (Saputra, 2018) and West Java (Siregar, 2018), this study has more similarities in results where the position of variables are scattered in all quadrants. Based on the findings above, it can be determined where the focus of improvements has to be made so that halal tourism in Aceh can be better.

5.2. Conclusion

Based on the analysis and explanation in the previous chapter, the results found that tourists have positive perspective that halal tourism performance in Aceh is quite good. However, they have higher expectations on some facilities or services, which means those facilities or services have not met tourist satisfaction yet. Thus, the facilities or services with some deficiencies need to be improved. The improvement should be made in the halal tour guide dimension related to the variable states about 'Tour guides in Aceh pay attention to sharia values in carrying out their duties', and in halal travel agency dimension with the statement 'Providing tour packages that meet the halal tourism criterion' because these services are considered important by tourists. Therefore, the main priority to increase performance has to be in these facilities or services.

Besides, some of the slightly low-performing facilities that exist in each dimension are less important to tourists. Even so, it does not mean that these facilities or services can be ignored. This service also needs to be done properly to provide tourists satisfaction with halal tourism in Aceh. Further, some facilities that considered not that important by tourists have excessive performance. It indicates that these facilities or services must be optimized to decrease waste.

5.3. Suggestion

1. The government or related parties have to re-evaluate the implementation of halal tourism in Aceh to find out which facilities or services are still lacking so that they can determine what steps should be taken to improve it.
2. To improve the performance of halal tourism in Aceh, the government or related parties should put the facilities or services that are considered important by tourists

as the main priority to be fixed, but at the same time also not neglect to improve several facilities or services considered less important because these facilities also play role in halal tourism development. Anyway, these less important facilities or services may become a second priority in improving performance appropriately.

3. The government or related parties should optimize the facilities or services that are considered less important but implemented excessively. This is an important thing to do for decreasing waste. It is better to pay more attention to the services that become main priority.



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APPENDICES

Appendix 1 Likert Scale (Situmorang et al, 2010)

1	2	3	4	5
Strongly disagree	Disagree	Neither agree nor disagree/ Neutral	Agree	Strongly agree
Totally dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied/ Neutral	Satisfied	Totally satisfied
Totally not good	Not good	Enough	Good	Very Good

Appendix 2 Likert Scale of the Research

Measurement	1	2	3	4	5
Perception	Totally not good	Not good	Neutral/ Enough	Good	Very good
Preference	Totally unimportant	Unimportant	Neutral/ Enough	Important	Very important

Appendix 3 Goodness of Fit Parameter (Bahri & Zamzam, 2015, p. 38-39)

No.	Goodness of Fit	Writing	Cut-Off Value
1	Adjusted Goodness of Fit Index (AGFI)	\agfi	≥ 0.90
2	Akaike Information Index (AIC)	\aic	< AIC Saturated and Independence Model
3	Browne-Cudeck Criterion (BCC)	\bcc	< BCC Saturated and Independence Model
4	Bayes Information Criterion (BIC)	\bic	< BIC Saturated and Independence Model
5	Chi-Squares	\cmin	Expected small
6	CMIN/DF	\cmin/df	< 2.00

7	Comparative Fit Index (CFI)	\cfi	> 0.90; > 0.95
8	Consistent Akaike Information Index	\caic	< CAIC Saturated and Independence Model
9	Degree of Freedom	\df	Expected big
10	Expected Cross Validation Index (ECVI)	\ecvi	< ECVI Saturated and Independence Model
11	Goodness of Fit Index (GFI)	\gfi	> 0.90
12	Hoelter's Critical 0.05	\hfive	< Independence Model
13	Hoelter's Critical 0.01	\hone	< Independence Model
14	Incremental Fit Index (IFI)	\ifi	> 0.90; > 0.95
15	Lower Bound of 90% CI on ECVI	\ecvilo	< LO 90 Saturated and Independence Model
16	Lower Bound of 90% on NCP	\ncplo	< LO 90 Independence Model
17	Lower Bound of 90% CI on RMSEA	\rmsealo	< LO 90 Independence Model
18	Modified ECVI (MECVI)	\mecvi	< MECVI Saturated and Independence Model
19	Non Centrality Parameter (NCP)	\ncp	< Independence Model
20	Normed Fit Index (NFI)	\nfi	> 0.90; > 0.95
21	Parsimony Normed Fit Index (PNFI)	\pnfi	0.60 - 0.90
22	Parsimony Comparative Fit Index (PCFI)	\pcfi	> 0.60
23	Parsimony Goodness of Fit Index (PGFI)	\pgfi	> 0.60
24	Parsimony Ratio	\pratio	> 0.60
25	Probability	\p	≥ 0.05
26	P Value for RMSEA	\pclose	> 0.05
27	Relative Fit Index (RFI)	\rfi	> 0.90; > 0.95

28	Root Mean Square Error Approximation (RMSEA)	\rmsea	0.05 - 0.08
29	Root Mean Square Residual (RMR)	\rmr	< 0.80
30	Tucker-Lewis Index (TLI)	\tli	> 0.90; > 0.95
31	Upper Bound of 90% CI on ECVI	\ecvhi	< HO 90 Saturated and Independence Model
32	Upper Bound of 90% CI on NCP	\ncphi	< HO 90 Independence Model
33	Upper Bound of 90% CI on RMSEA	\rmseahi	< HO 90 Independence Model

Appendix 4 Questionnaire (Saputra, 2018)

QUESTIONNAIRE

**RESEARCH ON PERCEPTION AND PREFERENCES OF TOURIST TOWARD
HALAL TOURISM IN ACEH**

Questionnaire No.	:		Entry Data Code	:	
Date:	:		Respondent Signature	:	

I am Suprihatin Ningsih, is conducting thesis research on halal tourism in Aceh. The research objective is to study the perceptions and preferences of tourists towards halal Tourism in Aceh province. We ask for your help, to fill in the attached questionnaire as material for our analysis. Thank you for your kind cooperation.

A. DEMOGRAPHICS

(Put a mark (√) on the answer you choose)

1	Name (optional)	:	
2	Nationality	:	
3	Religion	:	
4	Residence (Regency/City)	:	
5	Gender	:	(1) Male (2) Female
6	Age	:	
7	Last Education (Formal)	:	(1) ≤ Junior High School (2) Senior High School (3) Diploma (4) Bachelor (5) Master (6) Doctoral
		:	(1) Professional (2) Government Official (3) Soldier/ Police

8	Main Job		(4) Student (5) Retired (6) Housewife (7) Other.....
9	Income per Month	:	(1) < Rp. 2.000.000 (2) Rp. 2.000.001 - Rp. 4.000.000 (3) Rp. 4.000.001 - Rp. 6.000.000 (4) Rp. 6.000.001 - Rp. 8.000.000 (5) Rp. 8.000.001 - Rp. 10.000.000 (6) > Rp. 10.000.000
10	Expenses per Month		(1) < Rp. 2.000.000 (2) Rp. 2.000.001 - Rp. 4.000.000 (3) Rp. 4.000.001 - Rp. 6.000.000 (4) Rp. 6.000.001 - Rp. 8.000.000 (5) Rp. 8.000.001 - Rp. 10.000.000 (6) > Rp. 10.000.000
11	Expenditures / Budget for Traveling Per Month		(1) < Rp. 2.000.000 (2) Rp. 2.000.001 - Rp. 4.000.000 (3) Rp. 4.000.001 - Rp. 6.000.000 (4) Rp. 6.000.001 - Rp. 8.000.000 (5) Rp. 8.000.001 - Rp. 10.000.000 (6) > Rp. 10.000.000
12	Intensity of Traveling in a Month		(1) < 1 time (2) 1-2 times (3) 2-3 times (4) 4-5 times (5) > 5 times
			(1) Natural Tourism a. Beaches in Banda Aceh City and Aceh Besar Regency b. Sabang Island c. Kuta Malaka Waterfall, Aceh Besar Regency (2) Cultural Tourism d. Aceh Historical Museum, Banda Aceh e. Tsunami Museum, Banda

13	Travel Destinations visited in Aceh (may choose more than 1)	Aceh f. Baiturrahman Grand Mosque, Banda Aceh g. Gunongan Historical Park, Banda Aceh h. Baiturrahim Mosque, Banda Aceh i. Aceh Coffe Shops j. PLTD Apung, Banda Aceh k. Sulthan Shafiatuddin Park, Banda Aceh l. Tomb of The King of Aceh, Banda Aceh m. Aceh Culinary Spot n. Taman Sari, Banda Aceh o. Lapangan Blang Padang, Banda Aceh
14	Do you want halal tourism in Aceh?	(1) Yes (2) No

B. PERCEPTIONS AND PREFERENCES OF TOURIST TOWARD HALAL TOURISM IN ACEH

Directions: Give an honest, objective and responsible assessment. The assessment is carried out on two different variables namely the perception of tourists and tourist preferences by considering the indicators in the following table by putting a checkmark (✓) in the column that you think is most appropriate in the Score column as follows:

1-5 = the greater score you give, the better your assessment of the statement.

Remarks:

- You are expected to rate two different variables as follows:

1. Tourist Perception (P) = impression, rating, opinion, or perceived by tourists.
2. Tourist Preferences (PR) = the wishes, expectations, needs of tourists or how important according to tourists to be applied.

Perception = P		Preference (How Important) = PR	
Totally not good	1	Totally not important	1
Not good	2	Not important	2
Neutral	3	Neutral	3
Good	4	Important	4
Very good	5	Very important	5

NO	Halal Tourism Indicators	Answers					
A.	Tourist Attraction	Variable	Score				
1	Aceh has interesting natural tourism attractions	P	1	2	3	4	5
		PR	1	2	3	4	5
2	Aceh has interesting cultural tourism attractions	P	1	2	3	4	5
		PR	1	2	3	4	5
3	Halal foods in Aceh are easy to find	P	1	2	3	4	5
		PR	1	2	3	4	5
4	Halal drinks in Aceh are easy to find	P	1	2	3	4	5
		PR	1	2	3	4	5
5	Art and cultural performances held in Aceh do not contradict Islamic principles	P	1	2	3	4	5
		PR	1	2	3	4	5
6	Tourist attractions in Aceh provide proper places of worship	P	1	2	3	4	5
		PR	1	2	3	4	5
7	Environmental sanitation at tourist sites in Aceh is maintained well	P	1	2	3	4	5
		PR	1	2	3	4	5

B.	Halal Tourism Accommodation	Variable	Score				
8	Proper places of worship are available in hotels or other inns in Aceh	P	1	2	3	4	5
		PR	1	2	3	4	5
9	Proper ablution and washing facilities are available in hotels and other inns in Aceh	P	1	2	3	4	5
		PR	1	2	3	4	5
10	Halal foods are available in hotels or other inns in Aceh	P	1	2	3	4	5
		PR	1	2	3	4	5
11	Halal drinks are available in hotels or other inns in Aceh	P	1	2	3	4	5
		PR	1	2	3	4	5
12	The hotel atmosphere is safe, comfortable, and conducive to families	P	1	2	3	4	5
		PR	1	2	3	4	5
13	The hotel atmosphere is safe, comfortable, and conducive for business purposes	P	1	2	3	4	5
		PR	1	2	3	4	5
14	Environmental sanitation in the hotel is maintained well	P	1	2	3	4	5
		PR	1	2	3	4	5
15	There is Qibla direction in the hotel rooms	P	1	2	3	4	5
		PR	1	2	3	4	5

C.	Halal Food and Beverage Provider	Variable	Score				
16	Restaurants in Aceh provide halal-guaranteed foods	P	1	2	3	4	5
		PR	1	2	3	4	5
17	Restaurants in Aceh provide halal-guaranteed drinks	P	1	2	3	4	5
		PR	1	2	3	4	5
18	There is a halal guarantee from the Indonesian Ulema Council (MUI) for food and beverages	P	1	2	3	4	5
		PR	1	2	3	4	5
19	Sanitation and cleanliness of the restaurant	P	1	2	3	4	5

	environment, foods, and drinks are maintained well in the sense of being healthy and clean	PR	1	2	3	4	5
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D.	Halal Travel Agency	Variable	Score				
20	Providing tour packages that meet the criteria for halal tourism	P	1	2	3	4	5
		PR	1	2	3	4	5
21	Have a list of accommodations that follow the general guidelines for halal tourism accommodation	P	1	2	3	4	5
		PR	1	2	3	4	5
22	Have a list of food and beverage business providers that comply with the general guidelines for halal tourism food and beverage providers	P	1	2	3	4	5
		PR	1	2	3	4	5

E.	Halal Tour Guide	Variable	Score				
23	Tour guides in Aceh pay attention to sharia values in carrying out their duties	P	1	2	3	4	5
		PR	1	2	3	4	5
24	Tour guides in Aceh have good morals	P	1	2	3	4	5
		PR	1	2	3	4	5
25	Tour guides in Aceh dress modestly according to Islamic ethical values	P	1	2	3	4	5
		PR	1	2	3	4	5
26	Tour guides in Aceh have work competence following applicable professional standards	P	1	2	3	4	5
		PR	1	2	3	4	5

F.	Accessibility	Variable	Score				
27	Information about Aceh tourism is easy to access	P	1	2	3	4	5
		PR	1	2	3	4	5

28	Tourist attractions in Aceh are easy to reach	P	1	2	3	4	5
		PR	1	2	3	4	5
29	Transportation access to and from tourist attractions is easy to reach	P	1	2	3	4	5
		PR	1	2	3	4	5
30	Transportation costs to and from tourist attractions follows established standards	P	1	2	3	4	5
		PR	1	2	3	4	5

Thank You

CURRICULUM VITAE

Suprihatin Ningsih, She

completed her education up to a bachelor's degree in the same city, Banda Aceh. In 2010 she graduated from Senior High School SMAN 1. In the same year, she started the 3-year Diploma Program in Polytechnic of Aceh at Accounting Department and completed it in 2013 then immediately continued her education to a bachelor's degree at the Muhammadiyah University of Aceh in the same department and graduated in 2015. In 2016 she started working as an assistant lecturer at Polytechnic of Aceh. Then, in 2017 she stopped working temporarily to continue her Master's education at Anadolu University, Turkey majoring in International Business Administration.