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HALAL TOURISM BRANDING FACTORS THAT AFFECT THE INCREASE IN THE NUMBER OF TOURIST VISITS TO LOMBOK ISLAND

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ABSTRACT

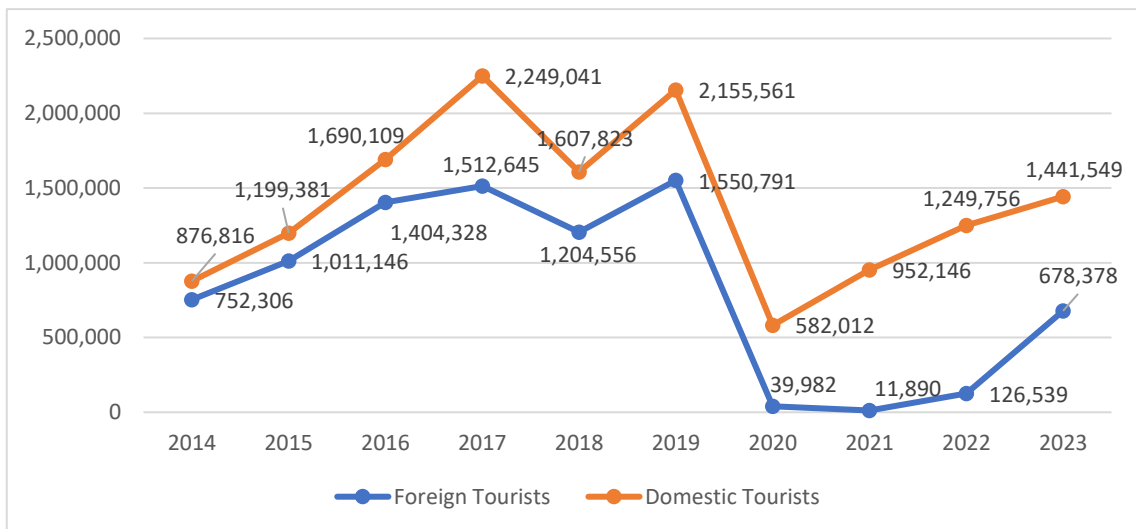
The number of visits to tourist can be increased through the improvement of supporting facilities. The development of tourism areas requires supporting infrastructure, promotion in marketing tourist objects, and easy accessibility. Marketing tourism products is the same as other products that require branding so that they are easily recognized and remembered by consumers. Lombok Island is famous for its halal tourism branding and currently many locations in Indonesia are also developed with halal branding. The aim of this research is to determine the factors that influence tourist interest in visiting Lombok Island. The analysis method uses multiple linear regression. The number of respondents collected was 113 people with random sampling data collection techniques. The results of this research explain that the halal service variable (X_1), travel experience (X_3), satisfaction (X_4), and loyalty (X_5) have a negative sign, which means that this variable has a weak influence on increasing the number of visits. the variable that has a strong influence in increasing the number of visits based on the results of this study is the halal product service variable (X_2). The results of this research are consistent with information from the NTB Provincial Tourism Office, which indicates that the current paradigm of halal tourism focuses more on the provision of halal products. Increasing the number of halal-certified products can help boost tourist visits to Lombok Island. Halal-certified MSME products, halal-certified restaurants are very important in supporting the development of tourism on the island of Lombok.

Keywords: *Branding, Halal, Satisfaction, Tourism*

INTRODUCTION

Lombok Island in 2015 has been named 'The World Best Halal Tourism Destination' in the World Halal Travel Awards in Abu Dhabi. Lombok Island is an island located in West Nusa Tenggara (NTB) Province and has a tourist destination with halal tourism branding which is one of the tourist destinations for muslim tourists. Based on data released by the Central Statistics of West Nusa Tenggara Province, the number of visits since 2015 has increased, but in 2018 it decreased due to the earthquake that hit Lombok Island, then increased in 2019. The number of tourists decreased again in 2020 due to the covid-19 pandemic. The number of tourists visiting NTB Province is dominated by domestic tourists by 86% and the rest are foreign tourists. The following is the development of the number of domestic and foreign tourist visits since 2015

Figure 1.
Number of Tourist Visits to NTB Province 2015-2023



Source: Tourism Visit Statistics Data, NTB Tourism Office, 2024

Indonesia is rich in various tourism potentials both developed and undeveloped. The potential of Muslim-majority human resources in Indonesia makes it easier for Indonesia to develop halal tourism. Lombok Island needs to increase its halal tourism potential to be able to exist from areas that have similar halal tourism potential. Based on data from the Ministry of Tourism and Creative Economy, several locations in Indonesia that have the potential to be developed as halal tourism include: Aceh which has been awarded as World's Best Airport for Halal Travelers and World's Best Halal Cultural Destination, West Sumatra as World's Best Halal Destination, World's Best Halal Tour Operator and World's Best Halal Culinary Destination from the 2016 World Halal Tourism Award. Riau Islands with an icon in the form of the Sultan Mosque of Riau Islands and Jakarta with 510 halal certified hotels and 5 (five) sharia type hotels. The potential for halal tourism also exists in several other Islamic countries which can be a competitor in attracting tourists to visit (Wahyuni & Nuraeni, 2023).

Tourism marketing aims to promote tourism destinations or products so that they are sold to consumers so that the target of tourism activities to improve community welfare

can be achieved. The promotional strategy component that can be used to increase the number of tourist visits is by branding. Branding can be used as a differentiator of product identity including tourism products (Foroudi et al., 2016; Manyiwa et al., 2018).

Destination branding has become an essential element and foundation for tourism development, shaping the image of a place in the minds of potential tourists (Isdarmanto et al., 2020; Makhasi & Sari, 2018; Rasyid Ohorella & Prihantoro, 2021; Tasci & Kozak, 2006). The Province of West Nusa Tenggara (NTB), as one of the halal tourism destinations with the tagline "Lombok-Sumbawa Infinite Experiences," is a key travel destination for Muslim tourists. The designation of Lombok Island as a halal tourism destination is supported by Governor Regulation No. 51 of 2015 on Halal Tourism and Regional Regulation of West Nusa Tenggara Province No. 2 of 2016 on Halal Tourism. According to these regulations, conventional tourism industries in NTB are required to provide amenities such as qibla direction indicators in hotel rooms, information on nearby mosques, prayer facilities for tourists and Muslim employees, information halal or non-halal product labels, separate ablution facilities for men and women, prayer support facilities, and separate urinals for men and women with appropriate purification facilities (Regional Regulation of West Nusa Tenggara Province No. 2 of 2016 on Halal Tourism, 2016). These regulations aim to ensure that not only sharia-based tourism activities but also conventional tourism are guided to better support the development of halal tourism in NTB.

Based on initial interviews with tourism managers in Loang Baloq, Mataram City, the halal tourism brand image of Lombok has significantly contributed to increasing the number of visitors. Domestic tourists from outside NTB often inquire about the halal status of food and the halal certification of tourist facilities. However, a different perspective was shared by business operators on Gili Trawangan Island, where they find it challenging to implement all halal tourism standards. The primary target market in Gili Trawangan consists of international tourists, making it difficult for business operators to fully comply with the halal standards set by the government.

The results of the interviews align with findings from previous studies. Earlier research indicated that the response of tourism operators to halal tourism branding leads to an increase in tourist visits during the first 1 to 5 years, followed by a decline as tourists experience a sense of saturation. The decrease in tourist visits, particularly among international tourists, is attributed to discomfort with the halal tourism branding. According to Baihaqi, halal tourism branding has a negative impact on repeat visits (Baihaqi, 2019). This finding is consistent with studies on halal branding or religious values in Yogyakarta (Juliana et al., 2024), city branding in Batu City (Sahal & Suryadi, 2024), halal branding in Tanjung Ann (Khairunnisah et al., 2020), and religious tourism in Sembalun (Aini et al., 2023), which show no significant effect on tourists' intentions to revisit.

The studies by (Aini et al., 2023; Baihaqi, 2019; Juliana et al., 2024; Khairunnisah et al., 2020; Sahal & Suryadi, 2024) contrast with (Subarkah, 2018), who found that halal tourism branding in West Nusa Tenggara could serve as a public diplomacy instrument to increase tourist visits and attract tourism investment, particularly targeting Middle Eastern countries. This is supported by research on destination image in Istanbul (Artuger & Cetinsoz, 2017), city branding in Ambon (Jusak et al., 2018), city branding in Malang (Mujihestia et al., 2018), and halal branding in Lombok for domestic tourists (Wibowo et al., 2019), all of which

highlight the potential for branding to encourage repeat visits. Further studies also confirm that halal tourism branding positively influences tourist numbers (Mulyani et al., 2020; Rahmi, 2017; Ropiah, 2018; Wahidati & Sarinastiti, 2018).

Various issues related to halal tourism in Lombok, coupled with the development of competing halal destinations, require proactive measures to maintain a stable flow of visitors. Tourism development should go beyond branding and take into account the characteristics of tourists and the factors that attract them to travel. A combination of effective branding and adequate facilities that meet tourists' needs can create a unique appeal for repeat visits. Therefore, this study aims to analyze the factors influencing tourists' interest in visiting Lombok Island in the context of halal tourism branding.

OVERVIEW

Halal Tourism

Halal tourism refers to tourist destinations that are Muslim-friendly and provide supportive access to various spiritual activities. Its halal standards are in accordance with the guidelines found in the Quran and Hadith. Halal tourism is not exclusive to muslims but is open to people of all faiths. The concept of halal does not conflict with other religions; instead, it enhances comfort and enjoyment for all tourists at the destination (Tanjung & Panggabean, 2022).

Halal tourism refers to travel destinations chosen by tourists as an alternative to avoid anything prohibited under sharia law. It encompasses a set of additional services that include amenities, attractions, and accessibility aimed at providing experiences that cater to the needs and desires of muslim tourists (Destiana & Astuti, 2019; Sayekti, 2019). Halal tourism promotes destinations equipped with facilities that meet the requirements of muslim travelers.

Halal tourism and Muslim-friendly travel are two related concepts that address the specific needs and preferences of muslim tourists. Muslim travelers prioritize factors such as safety and security offered by the environment when choosing tourist destinations (Kovjanic, 2014; Shafaei & Mohamed, 2015; Yuliviona et al., 2019). The primary goal of halal tourism is to provide travel experiences that align with Islamic values and principles, ensuring that all aspects of the journey—from food to accommodation—comply with Islamic law (Sharia). This includes the provision of halal food, prayer facilities, and recreational activities that do not conflict with Islamic values (Putra & Tucunan, 2021). The availability of muslim-friendly facilities is a key factor influencing tourists' intention to revisit a destination (Famiza et al., 2018).

Revisit Intention

Revisit intention refers to a tourist's desire to return to the same destination. It represents the motivation to repeat an experience or visit a previously explored tourist site. It is defined as the intention or feeling of an individual to return to a place they have visited before (Johan et al., 2022). Several variables that influence tourists' revisit intention include:

- a. Halal Service
Service involves providing assistance or fulfilling the needs of someone. In tourism, although service is intangible, it is closely linked to the number of tourist visits. Higher service quality at a tourist site enhances tourist satisfaction, increases the likelihood of repeat visits, and positively impacts tourism growth (Lisma et al., 2018).
- b. Satisfaction
Satisfaction is the level of a person's feelings after comparing perceived performance (or outcomes) with their expectations. Customer satisfaction brings several benefits, including harmonious customer relationships, a solid foundation for repeat purchases, customer loyalty, and positive word-of-mouth recommendations (Lisma et al., 2018).
- c. Loyalty
Tourist loyalty is defined as the attitude or intention to revisit a destination or tourist site and recommend it to others (Afrilian & Silvandi, 2022).
- d. Travel Experience
Travel experience refers to the subjective experiences gained by tourists during their journey. It includes service quality, tourism facilities, and the interactions between tourists and local communities. Travel experience is a personal evaluation of the feelings and memories associated with visiting a particular destination (Johan et al., 2022).
- e. Halal Product Services
Halal products for tourists include halal food and beverages, halal-friendly accommodations, and sharia-compliant travel agencies. The attributes of halal tourism products can indirectly influence tourists' decisions to revisit a destination they have previously explored (Pratistawiningrat & Karmilah, 2024).

METHODS

Research Location

The research was conducted on Lombok Island, focusing on the tourist attractions of Loang Baloq in Mataram City, Senggigi Beach in West Lombok Regency, and Kuta Mandalika Beach in Central Lombok Regency. These three locations are internationally recognized and well-known among both domestic and international tourists.

Type of Research

This research is quantitative in nature, employing multiple linear regression analysis to identify factors influencing tourists' revisit intention to Lombok Island.

Research Stages

The stages of this research begin with determining research variables to answer research objectives. Data was collected through distributing questionnaires and processed using multiple linear regression to obtain factors that influence tourist interest in visiting Lombok Island in terms of halal tourism branding.

Research Variables

The variables used in this study include halal service, halal product service, travel experience, satisfaction, and loyalty (Rahman et al., 2020). These variables are hypothesized to have a significant and strong influence on tourists' decisions to revisit previously visited destinations.

Respondents

The number of respondents was calculated using the slovin formula, with a total of 2,199,927 visitors in 2023 and a margin of error (e) of 10%, resulting in a sample size of 100. Data collection yielded responses from 113 participants who completed the questionnaires, including both domestic and international tourists. The questionnaires were distributed using a random sampling technique, targeting tourists from outside Lombok Island who had visited at least twice.

Data Analysis Technique

The data analysis technique used is multiple linear regression analysis, as more than one variable or factor is examined in this study (Maharadja et al., 2021).

RESULTS AND DISCUSSION

Halal Tourism Conditions in Lombok Island

Lombok Island features unique characteristics and a universal Islamic culture, aligning with the tagline “*Friendly Lombok*” to provide comfort for all tourists, particularly Muslim visitors. This is reflected in facilities such as separate male and female restrooms and convenient prayer spaces scattered across the island. Destinations suitable for both international and local muslim tourists include the Islamic Center Mosque, Bayan Old Mosque, Kuta Mandalika Beach, Loang Baloq Beach, and Senggigi Beach (Karjaya, 2020).

According to data from the Tourism Office, key tourism development areas prioritized by local government include:

1. Mataram Metro and Surrounding Area: Cultural, religious, culinary, shopping, and MICE tourism zones encompassing Mataram City, Islamic Center, Loang Baloq, Taman Mayura, Sekarbela, Banyumulek, Taman Narmada, Suranadi, and Lingsar.
2. Senggigi–Three Gili and Surrounding Area: Beach, marine sports, underwater, cultural, religious, and culinary tourism zones including Batulayar, Batu Bolong, Senggigi, Three Gili Islands, Sindang Gile, Senaru, and the Segenter Traditional Hamlet.
3. Kuta Mandalika and Surrounding Area: Coastal, underwater, marine sports, and cultural tourism zones, including Gili Gede, Gili Nanggu, Bangko-bangko, Selong Belanak, Sade, Kuta, and Gili Indah.
4. Rasimas–Sembalun and Surrounding Area: Agro-tourism, mountain, cultural, and culinary tourism zones including Benang Stokel, Gili Sulat, Sembalun, Mount Rinjani, and Otak Kokoq.

According to the National Committee for Islamic Economy and Finance, Lombok Island ranks highest in the Muslim-friendly tourism index due to infrastructure readiness, accessibility, communication, environmental conditions, and services. Lombok Praya International Airport serves up to 3.5 million passengers, with additional access through Lembar and Bangsal Ports. Central Lombok provides a Muslim Visitor Guidebook in Indonesian, English, and Arabic, and there are 595 English-speaking tour guides and 60 Arabic-speaking guides. Certified halal facilities include 316 restaurants, 13 food outlets, and 1,026 self-claimed halal restaurants. Additionally, 316 establishments do not serve pork or alcohol, 10 hotels have halal-certified kitchens, and 255 hotels do not serve alcohol (KNEKS, 2020).

According to an interview with the NTB Indonesian Ulama Council (MUI), the NTB Ministry of Religious Affairs aims to have all food, beverages, slaughtered products, and related services certified halal by October 2024.

Multiple Linear Regression Analysis

The multiple linear regression analysis conducted provided regression coefficients, t-values, and significance levels, as shown in Table 1, summarizing the results of the analysis.

Table 1.

Multiple Linear Regression Analysis Results

Model	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.560	1.560		4.205	.000
Halal Service	-.158	.085	-.267	-1.857	.066
Halal Product Services	.419	.148	.406	2.827	.006
Travel Experience	-.052	.118	-.051	-.441	.660
Satisfaction	-.102	.119	-.111	-.850	.397
Loyalty	-.061	.065	-.108	-.936	.351

Source: Data Processed, 2024

Based on the results, the regression equation in the form of a standardized coefficient is as follows:

$$Y = 6.560 - 0.158X_1 + 0.419X_2 - 0.052X_3 - 0.102X_4 - 0.061X_5 + e$$

Where:

- Y = Tourist Visits
- X₁ = Halal Services
- X₂ = Halal Product Services
- X₃ = Travel Experience
- X₄ = Satisfaction
- X₅ = Loyalty
- e = Error Term
- a = Constant

From this regression equation, it can be explained that the variables of halal services (X₁), travel experience (X₃), satisfaction (X₄), and loyalty (X₅) have negative coefficients, indicating that weaker impacts from these variables tend to lower the number of tourist visits.

On the other hand, the variable halal product services (X_2) has a positive coefficient, meaning that stronger influences from halal product services are associated with higher tourist visits.

These findings are inconsistent with a study conducted by Sakti in 2018 at the same location, Lombok Island, which concluded that Lombok's image as a halal tourism destination significantly affects tourist satisfaction and loyalty (Sakti et al., 2018).

Coefficient of Determination

The coefficient of determination essentially measures how well the model explains variations in the dependent variable. The value of the coefficient of determination ranges between zero and one (Basyit et al., 2020). The coefficient of determination is determined by the adjusted R-square value, as presented in Table 2: Coefficient of Determination.

Table 2.
Summary Model Determination Coefficient^b

Model	R	R square	Adjusted R square	Std. Error of the Estimate
1	.328 ^a	.107	.065	1.48135

Source: Data Processed, 2024

Based on the table above, the analysis results show that the Adjusted R Square value is 0.065 so that the variables of halal service, halal product service, travel experience, satisfaction, and loyalty have a contribution of 6.5% to tourist visits (Y).

F-test

The F-test is used to test the independent variables collectively against the dependent variable.

Table 3.
ANOVA F Test^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	27.698	5	5.540	2.524	.034 ^a
Residual	230.410	105	2.194		
Total	258.108	110			

Source: Data Processed, 2024

Based on the F-test, the calculated F value for halal services, halal product services, travel experience, satisfaction, and loyalty with respect to the dependent variable, which is customer satisfaction, is 2.524, which is greater than the F table value (2.30), and the significance value is 0.034, which is smaller than the probability of 0.05. Therefore, together, these variables have an impact on tourist visits.

T-test

The criteria for testing in the t-test involve comparing the calculated t-value with the t-table value, using a significance level of 5%. Additionally, if the probability value is smaller than 0.05, then the independent variable individually has an effect on the dependent variable.

Table 4.
Analysis of T-Test Results

<i>Coefficients^a</i>		
Model	T	Sig.
1 (Constant)	4.205	.000
Halal Service	-1.857	.066
Halal Product Services	2.827	.006
Travel Experience	-.441	.660
Satisfaction	-.850	.397
Loyalty	-.936	.351

Source: Data Processed, 2024

Analysis of T-Test Results:

From the calculations in the table above, the T-test can be explained as follows: testing of the halal service, travel experience, satisfaction, and loyalty variables shows that the calculated t-value is smaller than the t-table (1.985) with a significance level greater than the 0.05 significance probability. Therefore, these variables do not significantly affect tourist visits. In contrast, testing the halal product service variable shows that the calculated t-value is greater than the t-table (1.985) with a significance level smaller than the 0.05 significance probability. Therefore, the halal product service variable significantly affects tourist visits.

The results of this research differ from previous research findings, which indicated that all variables influence revisits to a tourist destination. This difference may be due to the fact that these variables can also be found in other tourist destinations outside of Lombok Island. Consequently, the primary factor driving tourists to revisit Lombok Island appears to be its halal products. This finding aligns with interviews conducted with the NTB Provincial Tourism Office in 2024, which revealed that the current paradigm of halal tourism in NTB Province focuses more on the provision of halal products.

The current implementation of the halal tourism concept in NTB Province, as outlined in Regional Regulation No. 2 of 2016 concerning Halal Tourism, emphasizes the availability of halal-certified restaurants offering halal food and beverages, easy access to prayer facilities, accommodations with proper worship amenities, halal food and beverages, cultural performances that adhere to sharia principles, and the maintenance of sanitation and environmental cleanliness.

The demand for halal product certification has also increased significantly in NTB Province. Over the past 10 years, a total of 1,906 halal-certified products have been recorded, as detailed in the following data.

Table 5.
Halal Product Certification in NTB Province

Year	Restaurant in the hotel	Restaurant	Catering	Micro, Small and Medium Enterprises	Water treatment business	Slaughterhouse	Total
2014	2	-	-	180	-	-	182
2015	5	75	20	75	-	-	175
2016	28	107	262	279	-	-	676
2017	7	52	15	347	9	2	432
2018	1	14	9	72	3	2	101
2019	2	8	4	71	3	0	88
2020	-	3	2	52	1	3	61

Year	Restaurant in the hotel	Restaurant	Catering	Micro, Small and Medium Enterprises	Water treatment business	Slaughterhouse	Total
2021	2	3	-	2	3	2	12
2022	1	-	-	155	-	-	156
2023	-	3	-	20	-	-	23
Total	48	265	312	1.253	19	9	1.906

Source: Office of the Indonesian Ulama Council of NTB, 2024

The findings of this research align with the research conducted by Rahman and Malindir (2023), which stated that the socialization and promotion of halal tourism branding were not as extensive as during the initial stages of the program. This was due to the policy controversy surrounding halal tourism within the community, resulting in the discontinuation of socialization and branding reinforcement activities. Such efforts were only carried out during the early stages of being designated as a halal tourism destination. Additionally, other tourism development programs in NTB Province have divided the government's focus on developing halal tourism. This situation was further exacerbated by natural disasters and the COVID-19 pandemic, which hindered the increase in tourist visits (Z. Rahman & Malindir, 2023). Based on the findings of this research, increasing the number of halal-certified products could help boost tourist visits to Lombok Island. Halal-certified MSME products, halal-certified restaurants are very important in supporting the development of tourism on the island of Lombok.

Based on this analysis, it is important for the local government to increase the provision of halal-labeled products, ensuring that visitors feel safe and comfortable and are not hesitant to enjoy tourism products in Lombok. Tourism development strategies should not only focus on providing supporting facilities to enhance tourism potential, such as attractions, facilities, accessibility (Ratnaningtyas et al., 2023; Septiani et al., 2019), nature, physical environment, amenities (Juliana et al., 2023), ancillary services, and information (Nurohman & Qurniawati, 2021), social media marketing (Islami et al., 2023) but also understand the needs of tourists to ensure that these needs are met at tourist sites. Tourism will only thrive when supply and demand are in balance (Cronjé & du Plessis, 2020).

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the analysis results, it can be concluded that halal product services, such as halal food and beverages, have an impact on tourist visits. However, the other variables, including halal service, travel experience, satisfaction, and loyalty, do not affect tourists' intentions to revisit Lombok. Therefore, a development strategy for tourism in Lombok can be implemented by increasing the number of SMEs, restaurants, dining places, and tourist attractions that are certified with halal labels, so that visitors are not hesitant to purchase food or beverages at tourist sites or culinary locations in Lombok.

This research is limited to statistical data processing, and future research should explore in more detail the reasons behind the variables that tourists perceive as most influential in driving repeat visits. Additionally, the variables used are limited, so future

studies could introduce more variables such as accessibility, attractions, or policies held by tourist destinations.

Suggestions

For future research, it is recommended to separate respondents into domestic and international tourists, as factors influencing repeat visits to a tourist destination may differ. Furthermore, the variables should be expanded beyond halal service, halal product service, travel experience, satisfaction, and loyalty, to include other factors based on tourist demand. The results of this research can be used as a policy brief for tourism development, specifically for tourism in Lombok

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