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Halal Tourism in West Java: to What Extent is Young Customer Perception of Safety and Comfort

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ABSTRACT
This study highlights key factors influencing tourists' intention to visit halal tourism destinations in West Java, focusing on the role of perceived behavioral control, perceived value, and perceived comfort and safety. Data collection used a questionnaire developed from previous literature with specific adjustments related to halal tourism. Data were collected from 187 Muslim respondents using an online questionnaire. The results indicate that core resources, attractors, and effective destination management significantly enhance perceived behavioral control and value, which in turn shape tourists' sense of comfort and safety, ultimately influencing their intention to visit. This study highlights the competitive advantage of destinations that prioritize comfort and safety, improve service quality, and increase the likelihood of repeat visits and recommendations. Based on the Theory of Planned Behavior (TPB) and the destination competitiveness framework, this study deepens our understanding of the motivators driving halal tourism.

Keywords: comfort and security, halal tourism, intention to visit, perceived behavioural

ABSTRAK
Studi ini menyoroti faktor-faktor kunci yang memengaruhi niat wisatawan untuk mengunjungi destinasi wisata halal di Jawa Barat, dengan fokus pada peran kontrol perilaku yang dirasakan, nilai yang dirasakan, dan persepsi kenyamanan dan keamanan. Teknik pengumpulan data menggunakan pengembangan kuesioner dari literatur sebelumnya dengan penyesuaian khusus terkait pariwisata halal. Data yang terkumpulkan sebanyak 187 responden muslim dengan kuesioner daring. Hasil penelitian menunjukkan bahwa sumber daya inti, atraktor, dan manajemen destinasi yang efektif secara signifikan meningkatkan kontrol perilaku dan nilai yang dirasakan, yang pada gilirannya membentuk rasa nyaman dan aman wisatawan, yang pada akhirnya memengaruhi niat mereka untuk berkunjung. Studi ini menggarisbawahi keunggulan kompetitif destinasi yang memprioritaskan kenyamanan dan keamanan, meningkatkan kualitas layanan dan meningkatkan kemungkinan kunjungan ulang dan rekomendasi. Berdasarkan Teori Perilaku Terencana (TPB) dan kerangka daya saing destinasi, penelitian ini memperdalam pemahaman tentang motivator yang mendorong pariwisata halal.

Kata Kunci: kenyamanan dan keamanan, wisata halal, niat berkunjung, persepsi perilaku

INTRODUCTION

Halal tourism in West Java is an increasingly growing phenomenon, yet there is a profound need to understand the factors that motivate tourists to choose halal destinations. In this context, the research problem that arises is how perceived behavioural and perceived value influence Comfort & Security, and to what extent the public's perception of comfort and security in halal tourism. Understanding this complex relationship is crucial to uncover the dynamics shaping the interest and decisions of tourists in choosing halal tourism destinations. This research contributes significantly by developing an understanding of the relationship between perceived behavioural and perceived value towards Comfort & Security, which, in turn, triggers the Intention to Visit in the context of halal tourism. The novelty of this research lies in its holistic approach to the factors influencing tourist experiences, with a focus on comfort and security in the context of halal tourism in West Java. By detailing these dynamics, the research provides a deeper and contextual insight into the factors that

drive visitors to choose halal tourism. This research will adopt theories underlying perceptions and motivations in the context of tourism, with a focus on perceived behavioural and perceived value.

These theories serve as a foundation for understanding how these aspects play a key role in shaping Comfort & Security, ultimately forming the Intention to Visit in the context of halal tourism. Thus, the research not only explores the relationships between variables but also integrates theoretical elements to provide a comprehensive understanding of the dynamics in halal tourism in West Java. The exploration of the relationship between perceived behavioural and perceived value in the realm of halal tourism is particularly significant as it sheds light on the factors that influence tourists' perceptions of comfort and security. Consumer behaviour plays a crucial role in shaping the overall tourism experience, with aspects such as worship facilities, halal food, and an environment aligned with religious values influencing travel decisions. This research builds upon this theoretical foundation to investigate how perceived behavioural aspects interconnect with perceived value, ultimately affecting the comfort and security perceptions of halal tourists in West Java.

The importance of comfort and security in the tourism context cannot be overstated, with these elements being pivotal in determining customer satisfaction and influencing travel decisions. According to (Parasuraman et al., 1985), safety and comfort are integral components of the overall service quality experienced by tourists. This study extends this perspective into the realm of halal tourism in West Java, examining the correlation between Comfort & Security and the intention to visit. Grounded in the theory of customer experience by (Pine & Gilmore, 1998), which emphasizes the impact of comfort and security on tourists' intentions to revisit or recommend destinations, this research aims to contribute valuable insights to the burgeoning field of halal tourism.

Literature Review

Destination Competitiveness (Core Resources & Attractions)

In the fiercely competitive landscape of the tourism sector, particularly in halal tourism, it is imperative for governments and tourism managers to develop strategic initiatives aimed at preserving tourism quality and meeting the expectations of tourists. From a macro perspective, competitiveness is construed as a national priority, with the overarching goal of enhancing the actual income of the community (Dwyer & Kim, 2003). Competitiveness in tourism is defined as a destination's ability to create and integrate value-added products that conserve its resources while maintaining a favourable market position relative to competitors (Hassan, 2000). This involves a combination of inherent assets (e.g., natural resources) or developed assets (e.g., infrastructure) and a process that transforms these assets into financial outcomes (e.g., manufacturing) (Drakulić Kovačević et al., 2018). Within the tourism context, competitiveness encompasses both comparative advantages (e.g., flora, fauna, scenery, climate) and competitive advantages (e.g., attractions, hotels, transport network, management quality, events and festivals, government policy, worker skills) (Dwyer & Kim, 2003).

Dimitrios (2000) outlined the core components of destinations through the "Six As Framework," which includes attractions (man-made, natural, purpose-built, artificial, special events, heritage), accessibility (encompassing transportation systems, terminals, routes, and vehicles), amenities (such as catering facilities, accommodation, retailing, and other services for tourists), available packages, activities, and ancillary services (services utilized by tourists, such as post offices, banks, hospitals).

In addition, (Crouch, 2007) assessed five pivotal factors contributing to destination competitiveness sustainability. These factors encompass supporting factors and resources, reflecting the destination's strength in attracting prospective visitors and influencing their destination choices. Core resources and attractors signify a destination's ability to execute a tourism strategy, serving as the most direct mechanism for managing competitiveness and sustainability. Destination management involves the strategic framework related to planning and developing social, economic, and societal goals. Destination policy, planning, and development gauge the destination's ability to implement tourism strategies, while qualifying and amplifying determinants encompass factors influencing or limiting competitiveness. Among these factors, Crouch identified the top two critical elements in destination competitiveness as core resources and attractors and destination management. Significantly, the core resources and attractors concurrently act as determinant factors of destination competitiveness.

H1 = There is a positive relationship between Core Resources & Attractors and Perceived Behavioural Control.

H2 = There is a positive relationship between Core Resources & Attractors and Perceived Value.

Perceived Behavioural Control

Halal tourism, as a phenomenon garnering increasing global attention, carries significant implications for the tourism industry. This research aims to explore the relationship between perceived behavioural and perceived value towards Comfort & Security in the context of halal tourism in West Java. To delve deeper into these aspects, relevant literature has been compiled, discussing key concepts and related studies. One of the constructs in the Theory of Planned Behaviour (TPB is perceived behavioural control, serving as the antecedent of intention. It is defined as the perceived ease/difficulty of successfully performing a behavior, reflecting past experiences and anticipated impediments and obstacles (Ajzen, 1991). Thus, perceived behavioural control can be understood as an individual's perception of their ability to execute a specific behavior.

In the context of this study, the focus of perceived behavioural control lies in tourists' persistence to visit halal tourism despite facing various unfavorable situations (e.g., remote locations, limited facilities, high costs, and the unavailability of halal certification) and how they manage these challenges. Destination choice and post-choice situations (e.g., experience, satisfaction, revisit intention, and willingness to recommend the destination to others) are influenced by destination image (Chen & Tsai, 2007). Destination image is shaped by various factors, including the political and economic conditions, national characteristics, culture, tradition, history, climate, and the people (Shankar, 2018).

In the literature, highlight the importance of perceived behavioural in shaping customer experiences in the tourism sector. They emphasize that customer behaviour can influence their perceptions of the value received from a destination. Meanwhile, (Oliver, 1999) discusses the concept of perceived value as a holistic evaluation of expected benefits compared to the costs invested. The relationship between perceived behavioural and perceived value becomes a crucial focus in this research.

H3 = There is a positive relationship between Perceived Behavioural Control and Comfort & Security.

Perceived Value

A brand, as emphasized by (GIFR, 2013), is something conspicuous with the ability to differentiate, inform, and reassure. Achieving competitive advantages for a firm can be facilitated by a brand's capacity to create superior consumer value, as asserted by (Iyer et al., 2018), positioning it as one of the most intangible yet valuable assets for a company (Keller & Lehmann, 2006). Consumer perceived value, defined as the overall assessment of a product's usefulness based on received and given perceptions (Zeithaml, 1996), plays a crucial role.

The perception of value can manifest at different stages of purchasing, whether at pre- purchase (during the decision-making process) or post-purchase (experiencing the product's performance during or after use) (Woodruff, 1997). This implies that perceived value in tourism hinges on the tourist's experience or their estimation of the experience itself. Experience, influenced by the interaction between the event and the individual's state of mind, varies between individuals (Pechlaner et al., 2012). In the tourism context, the experience represents the product delivered by a destination to its visitors (Crouch, 2007). This study specifically utilizes core resources & attractors and destination management as determinants of tourists' perceived value towards halal tourism.

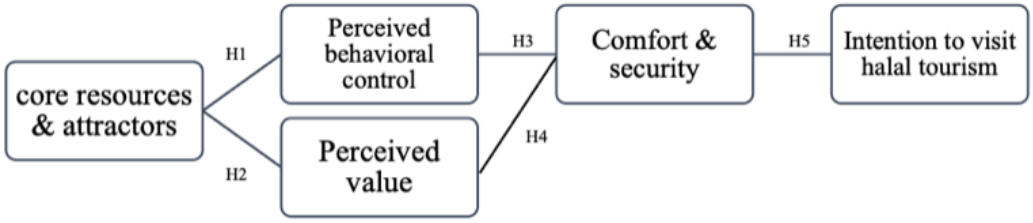
H4 = There is a positive relationship between Perceived Value and Comfort & Security.

Comfort & Security and Intention to Visit Halal Tourism

Safety and comfort play a crucial role in determining customer satisfaction and experience in tourism (Parasuraman et al., 1985). According to (Ekinci & Hosany, 2006), comfort and security create a positive environment that influences visitors' decisions to return or recommend a destination to others. The correlation between Comfort & Security and the tourist experience is essential in understanding the phenomenon of halal tourism. In a geographical context, West Java has significant potential as a halal tourism destination. Underscores the rapid growth of halal tourism and its impact on the local economy. This study serves as a foundation for understanding the specific context of West Java in this research.

H5 = There is a positive relationship between Perceived Value and Comfort & Security.

From the earlier description and the interconnections among the variables, Figure 1 serves as a visual representation of the research model, showcasing the correlation between perceived behavioral control and perceived value in relation to comfort and security. These variables are then scrutinized for their direct associations with marketing performance, with the possibility of moderation by the capability of customer response power.



source: processed data

Figure 1
Proposed research model based on the developed hypothesis

METHOD

Development of Scale and Measurement of Constructs

The development of the questionnaire in this study was grounded in prior literature with adjustments specific to halal tourism. It was structured into five sections: Respondent Profile, Perceived Value, Perceived Behavioral Control, Comfort & Security, and Intention to Visit Halal Tourism. Responses to questions related to these variables were recorded on a five-point Likert scale, where 1 indicated strong disagreement, and 5 indicated strong agreement. The examination of proposed connections between perceptions, supporting factors, and tourist intentions employed partial least square-structural equation modelling (PLS-SEM) to pinpoint significant items influencing tourists' intentions to visit halal tourism destinations.

Content validity, imperative for this study, ensures that the assessment instrument is both pertinent and representative of the intended construct. This validation process was carried out to guarantee the validity of the construction and to instil confidence in readers and researchers regarding the instruments used. The measurement of content validity involved data collection from subject matter experts. To affirm content validity, a pilot study engaged experts in halal tourism to scrutinize the clarity of questions and the alignment with the framework model. The survey items predominantly drew inspiration from (Al-Ansi & Han, 2019; Battour & Ismail, 2016; Crouch, 2007; Eid & El-Gohary, 2015).

Data was collected from 187 Muslim respondents using an online questionnaire. The sampling technique employed was convenience sampling. Detailed respondent profiles can be found in Table 1. Among the respondents, 55.61% were female, and 44.39% were male. A total of 95.72% of respondents had visited halal tourism destinations, while 4.81% had not. The distribution of respondents' places of residence was 31.55% in Jabodetabek, 31.02% in West Java, 16.04% in East Java, 18.72% in Central Java, and 2.67% outside of Java Island.

Table 1
Demographic Data

Demographic Variant	Frequency	(%)
Gender		
Male	104	55.61%
Female	83	44.39%
Have You Ever Visited A Halal Tourism Site?		
Yes	179	95.72%
No	9	4.81%
Domicile		
Greater Jakarta	59	31.55%

Demographic Variant	Frequency	(%)
West Java	58	31.02%
East Java	30	16.04%
Central Java	35	18.72%
Outside Java	5	2.67%

source: processed data

Psychometric Analysis

Conducting a psychometric analysis preceded hypothesis testing to evaluate the measurement scales. The reliability assessment was based on item-total correlations and Cronbach's alpha coefficients, ranging from 0 to 1. The proposed framework underwent evaluation through a two-stage process of PLS-SEM analysis, addressing both measurement and structural components. The analysis of measurement reliability and validity aligned with insights from prior research. Three primary measures—loadings, internal consistency via composite reliability, and convergent validity, also known as average variance extracted (AVE)—were employed to assess reliability. A threshold existed for testing indicator and construct reliability, where indicator loadings on associated latent constructs were expected to surpass 0.7 (Hair et al., 2011). Nevertheless, a loading between 0.4 and 0.7 could be considered acceptable if the composite reliability (CR) and AVE of the corresponding construct exceeded the specified threshold (Hair et al., 2011).

RESULT

Table 2 presents the results of outer loadings, internal consistency, convergent, and discriminant reliability. It can be observed that there is one item with a loading value around 0.7, and the rest have loading values above 0.8. However, there is one CR value with a value of 0.7, while the others have CR values greater than 0.8, indicating internal consistency and model reliability. The convergent validity of the reflective measurement model was also tested, where AVE values greater than 0.5 are considered acceptable.

Table 2
Outer loading, reliability, and convergent validity of variables

Items	Outer Loading	Cronbach's Alpha	Composite Reliability	Averange Variance Extracted (AVE)
Core Resources & Attractors		0,842	0,853	0,677
CRA1	0,853			
CRA2	0,830			
CRA3	0,774			
CRA4	0,833			
Comfort and Security		0,814	0,817	0,729
CS1	0,839			
CS2	0,852			
CS3	0,869			
Intention to Visit		0,859	0,791	0,822
IV1	0,917			
IV2	0,896			
Perceived Behavioral Control		0,608	0,731	0,788
PBC1	0,889			
PBC2	0,886			
Perceived Value		0,767		0,812
PV1	0,907			
PV2	0,895			

source: processed data

The discriminant validity value is disclosed in Table 3, representing the degree to which a construct differs from others according to empirical standards. In this study, the Fornell–Larcker criterion (Fornell and Larcker, 1981) is utilized to assess discriminant validity. This method involves comparing the average root of the AVE variables with correlations of other latent variables, ensuring that the square root of each is greater than its highest corresponding correlation coefficient. Table 3

emphasizes the AVE value square roots in italics, confirming that all meet the required criteria for discriminant validity.

Table 3
Fornell-Lacker Criterion for Measurement Model

	Comfort and Security	Core Resources & Attractors	Intention to Visit	Perceived Value	Perceived Behavioral Control
Comfort And Security	0,854				
Core Resources & Attractors	0,485	0,823			
Intention To Visit	0,689	0,432	0,907		
Perceived Value	0,608	0,482	0,682	0,901	
Perceived Behavioral Control	0,472	0,626	0,373	0,507	0,888

source: processed data

To begin, this study emphasizes the importance of indicators as measures of constructs. Five measurement items, specifically the strategic location, scenery, culture and history, annual events, and iconic buildings of halal tourism destinations, significantly gauge the core resources and attractors, as indicated by their outer loading factors. Destination management is effectively measured through rules or policies for tourists staying in halal tourism destinations, promotional content, destination image, information access, and quality services (Coban and Yildiz, 2019; Fyall and Garrod, 2020; Ivars-Baidal et al., 2019). Supporting factors have been significantly measured by attributes like infrastructure, accessibility, travel agent facilities, safety and security, and political will (Dalimunthe et al., 2020).

Moreover, destination management indirectly influences the intention to visit halal tourism (Darami, 2014; Ratnasari et al., 2020; Saifudin and Puspita, 2020). It also has a direct impact on perceived behavioral control, trust, and perceived value. Destination management is a crucial attribute of destination competitiveness involving both government and industry. In the context of government and industry, destination management serves as a direct mechanism for handling the competitiveness and sustainable development of destinations (Crouch, 2007). To manage sustainable tourism development, service providers must meet tourist demands while safeguarding and enhancing opportunities for the future (Pasquinelli et al., 2021; Petratos, 2020). Sustainable tourism encompasses economic, socio-cultural, and environmental aspects. The UNWTO has identified twelve goals for sustainable tourism, including ensuring competitiveness and local prosperity, improving local employment conditions, ensuring equal distribution of benefits, and promoting the well-being of local communities through a participatory approach in tourism planning and decision-making. These goals also involve providing fulfilling experiences for tourists, using resources efficiently, respecting cultural heritage, and safeguarding the physical integrity, environmental purity, and biological diversity of natural areas and habitats. Meeting tourists' needs while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems is paramount (COMCEC, 2018). The emergence of Islamic halal tourism in OIC countries presents significant potential for sustainable growth and substantial contributions to the overall tourism sector in member countries.

Indonesia, as an OIC member, recognizes the opportunities and challenges in managing sustainable tourism, including halal tourism (Kemenparekraf, 2020). The Indonesian government has responded proactively to sustainable development by implementing sustainable tourism development programs. In the development and management of tourist destinations, destination management encompasses marketing, operational, and strategic aspects (COMCEC, 2019). Destination management organizations play a crucial role in ensuring that core resources, supporting infrastructure, and the environment are effectively managed (Ainin et al., 2020; Bog!an and Sarıı$sık, 2019; Junaidi et al., 2019). Marketing activities aim to enhance the destination's visibility, while operational activities focus on achieving visitor satisfaction, improving local control, employment quality, and community well-being. Strategic activities are geared towards preserving the physical integrity, cultural richness, biological diversity, and resource efficiency of the destination (UNWTO, 2013). Compliance with several parameters is essential to achieve sustainable tourism destination management.

CONCLUSION

The study concludes that core resources, attractors, and effective destination management significantly enhance behavioral control and perceived value, which in turn shape tourists' sense of comfort and safety, ultimately influencing their intention to visit. The study highlights the competitive advantage of destinations that prioritize comfort and safety, enhance service quality, and increase the likelihood of repeat visits and recommendations. Based on the Theory of Planned Behavior (TPB) and the destination competitiveness framework, this study deepens the understanding of the motivators driving halal tourism. These insights are important for tourism managers and policymakers aiming to enhance the competitiveness and sustainability of halal tourism by improving the tourist experience and meeting the growing demand for safe, comfortable, and valuable destinations.

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