



## ANALYSIS OF CONSUMER DECISION FACTORS IN SELECTION OF HALAL TOURISM DESTINATIONS

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### Abstract

*This study aims to analyze the factors that influence consumer decisions in selection of halal destinations. The research show that cultural factors, personal factors, psychological factors significantly influence consumers' decision to choose a destination. But social factors do not significantly influence the consumer's decision to choose a destination. This shows that the choice of tourist destination is not influenced by family or reference groups. Personal factors significantly influence consumer decisions to choose a destination. Tourist destination choices will be adjusted to work, economic conditions and personality. Psychological factors significantly influence consumer decisions to a destination.*

**Keywords:** *cultural factors, personal factors, psychological factors, social factors, consumers' decision, halal destination*



## **A. Introduction**

At present, the tourism industry is one of the largest and fastest growing economic sectors in the world. Today, tourism is seen as one of the leading sectors that contributes significantly to Indonesia's national income. Tourism is the main sector capable of creating jobs and money, supporting other sectors. (Chanin, Sriprasert, Rahman, & Don, 2015) Tourism is one of the leading sectors that contributes significantly to Indonesia's national income. (Widagdyo, 2015; Hamzana, 2017)

In the tourism business, natural resources are used and consumed intensively, and tourism has a large impact on the environment, ecosystems, economy, society and culture. If managed properly, tourism can make a significant contribution to regional development, if not, it can have effects that destroy nature and society. (UNESCO, 2009) Tourism is able to create jobs, even if it is informal, to increase community empowerment in tourist locations, so that it has an impact on increasing the income of the surrounding community. The Tourism Industry begins to consider customer satisfaction and loyalty in tourist destinations that compete in the world tourism market. (Rahman, 2014)

In deciding which tourism destination to visit, it certainly involves decision making. Decision making is part of human life. Decision makers are influenced by the surrounding environment, which includes personal characteristics and trust to the influence of friends and society. (Liu & Yen, 2016) The process of tourist decision making is complex, influenced by various internal and external factors. Factors that influence consumer behavior help identify what products and services are consumed by individuals. The four main elements that influence consumer behavior include cultural, social, personal and psychological factors. Factor analysis reveals 3 groups of factors that influence decision making: facilities in tourist destinations, the environment offered, the attractiveness of tourist destinations and personal characteristics of tourists and infrastructure in tourist destinations. (Seyidov & Adomaitienė, 2016)

The population of Indonesia in 2017 was 261,890,900 (Central Bureau of Statistics), and the Muslim population amounted to approximately 207 million, in 2010 and will continue to grow. This shows that there is great



potential for developing halal tourism, which considers providing infrastructure that supports Muslim tourists to carry out their obligations, providing halal food. Compliance with the following elements: sharia, products, prices, destinations, promotions, processes, and physical evidence, has a significant impact on the satisfaction of Muslim tourists.

Halal tourism is clearly different from conventional tourism which has been developing in various parts of the world. Thus, according to the perspective of maqashid al-syariah's teachings, the development of the halal tourism industry today is the antithesis of conventional tourism practices that are the farthest from the norms of spirituality which are actually a universal need for Muslim tourists. (Djakfar, 2017)

Islamic tourism is the concept of life balance; not only achieving pleasure while traveling but connecting tourism activities as a bridge to get happiness in the hereafter. It is clear that the involvement of social, religious and economic factors contributes to the process of developing Islamic tourism. References to Islamic tourism include tourists (Muslims), location (Islamic destination), products (accommodation, food and beverage), dimensions (economic, cultural, religious), values (according to sharia), and management of production services (marketing and ethics). (Suid et al., 2018; Liu & Yen, 2016) satisfaction affects the interest of tourists to visit again. (Sobari, Usman, & Wathani, 2017)

Consumer behavior is influenced by cultural, social, personal and psychological factors, which are important to study, as a basis for marketers' understanding of consumer behavior in influencing consumer decisions in the selection of tourist destinations, especially halal tourism. Furthermore, marketers will be able to influence consumer decisions by recognizing what factors are more dominant in deciding tourist destinations.

## **Literature Review**

### **Halal tourism destination**

Halal means permitted to be used by Muslims, ie a product is said to be lawful if it is in accordance with Islamic Sharia law. (Fadahunsi & Kargwell, 2015) Halal tourism is the implementation of the embodiment of



the nuances of religiosity included in the aspect of mu'amalah as the embodiment of aspects of socio-cultural and socio-economic life based on sharia principles. Tourism practices in a sharia perspective are always based on the realization of goodness (maslahah) for the community both in the world and in the hereafter (fi ad-daraini) in aggregate and simultaneously. (Adinugraha, Sartika, & Kadarningsih, 2018) Some countries such as Malaysia, Indonesia, Turkey and Singapore have entered this business. However, the potential for halal tourism still untouched. (Ahmed & Akbaba, 2018)

Halal in tourist destinations is still viewed objectively, based on claims given by service providers and attributes to those tourist destinations. It can also be due to the existence of the majority of Muslims as service providers / local residents. In general, there is no legality of halal on the tourist destination.

The choice of halal destinations is formed by several reasons. The findings show three main themes specifically for Muslim tourists, namely cultural (religious) influences, customer characteristics (stages in the family life cycle) and services at halal tourist destinations (family-friendly facilities). (Zamani-farahani & Henderson, 2010) There are differences in the selection of tourist destinations based on personal characteristics, such as age, marital status, total income. Islam plays a prominent moderate role in tourism. Islam specifically emphasizes health, prosperity and peace among nations and promotes unity and brotherhood among Muslims by avoiding anything that can reduce common values and the closeness between different societies. (A, 2013) Important things in halal destinations consist of four factors extracted from eighteen Islamic norms and practices including worship facilities, halal, general Islamic morality, alcoholic drinks and free gambling. (Battour & Ismail, 2014) The intention of purchasing Muslim tourists against food consumption in tourist destinations is strongly influenced by their attitudes, religion, and beliefs. Factors consisting of attitudes, subjective norms, and perceived behavioral control explain 64.6% of the total variance of intention of Muslim tourists to buy authentic and halal heritage food. (Omar, Omar, & Karim, 2014)



At this time it has begun to arise awareness of accuracy in choosing halal matters in all aspects of tourism, because it is more concerned with the implementation of Shari'a. The existence of worship facilities and infrastructure is very important, as well as guarantees for halal food and drinks.

### **Consumer behavior**

Consumer behavior refers to the selection, purchase and consumption of goods and services to satisfy their desires. There are different processes involved in consumer behavior. Initially consumers try to find the commodity to be consumed, then choose the one that meets the best function. Then make an estimate of the costs that will be incurred. In the end, consumers analyze prices and decide what to consume. (Rani, 2014) The Grand model is based on a theory that describes consumer decision making as a multi-stage and complex process that includes problem recognition, information seeking, alternative evaluation and selection, selection and purchase, and post-purchase processes. (Mohammadi & Mohamed, 2011)

Consumer behavior is influenced by culture, which is influenced by family, friends, culture or society who will teach them values, preferences. Social factors influence consumer behavior, which includes reference groups, family, status, social roles. Other factors that influence consumer behavior are personal factors, which include age, life cycle, work, economic conditions, lifestyle (activities, interests, opinions and demographics), personality and self-concept. The last factor that influences consumer behavior is psychological factors, which consist of motivation, perception, learning, trust and attitude. (Rani, 2014) In his decision, consumers will make a comparison between the group experiences that become the reference, to arrive at decision making.

There is a significant relationship between tourist income and demographic factors (age, gender, marital status and education) on buying behavior. (Karimi & Pirasteh, 2015) There is a positive relationship between attitudes and subjective norms of buying interest. (Rachbini, 2018) The intention of religious consumers to seek, receive,



and try halal products can be influenced by their intentions and determined by their perceptions of attitudes about habits, significant group references, perceived behavioral control, and their religious awareness. (Rahim & Junos, 2012)

Variables that have a significant and positive influence on the purchase intention of halal food for Muslims, namely subjective attitudes and norms. While brand awareness, perceived behavioral control, and halal knowledge have no influence on the purchase intention of halal food for Muslims. (Pratiwi, 2018) Awareness of the fulfillment of Islamic law has become a commitment to implement the Shari'ah correctly. Because after all, what is consumed, halal and haram will affect other aspects of life. Factor analysis reveals 3 groups of factors that influence decision making: facilities in tourist attractions and the environment, attractiveness of tourist destinations and personal characteristics of tourists and infrastructure in tourist destinations. Analysis of social, cultural, personal and psychological factors that influence the decision making of local tourists to travel to various types of tourist destinations with various attributes such as attractions, available facilities, accessibility, images, prices and human resources carried out. (Seyidov & Adomaitienė, 2016) It is very important to be able to worship anywhere, with enough water available, so that tourists will certainly pay attention and consider the availability of facilities and infrastructure.

## **B. Research Methods**

This research is a quantitative research, to test the factors that influence consumer decisions in choosing halal destinations. Samples were taken randomly for individuals who had and planned to travel to travel to Berastagi, with a sample of 90 people. Data was collected through questionnaires.

Consumer decisions are influenced by the following factors:

1. Cultural factors, with indicators are cultural, sub-cultural and social class indicators
2. Social factors with indicators are the reference group, family, roles and status



3. Personal factors with indicators are age and stages of life cycle, work, economic situation, lifestyle, personality or self-concept
4. Psychological Factors with indicators are motivation, perception, learning, trust and attitude

The decision-making variables with indicators are facilities in tourist attractions, the attraction of tourist destinations and infrastructure in tourist destinations.

### **C. Discussion**

R Square 0.834 or 83.4% shows that cultural factors, social factors, personal factors and psychological factors give high contribution to consumer decisions to choose a destination. Cultural factors significantly influence consumers' decision to choose a destination. This shows that consumers consider cultural elements in making decisions about the choice of tourist attractions. Consumers like a cultural element in destination. Social factors do not significantly influence the consumer's decision to choose a destination. This shows that the choice of tourist destination is not influenced by family or reference groups. Personal factors significantly influence consumer decisions to choose a destination. Tourist destination choices will be adjusted to work, economic conditions and personality. Psychological factors significantly influence consumer decisions to a destination. Decisions on tourist destinations involve motivation, perception, learning, trust and attitude. In according to Seyidov & Adomaitiene (2016) that analysis of social, cultural, personal and psychological factors that influence the decision making of local tourists to travel to various types of tourist destinations with various attributes such as attractions, available facilities, accessibility, images, prices and human resources carried out. (Seyidov & Adomaitienė, 2016)

### **D. Conclusion**

1. Cultural factors significantly influence consumers' decision to choose a destination.
2. Social factors do not significantly influence the consumer's decision to choose a destination.



3. Personal factors significantly influence consumer decisions to choose a destination.
4. Psychological factors significantly influence consumer decisions to a destination.

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