

Perception and Attitude of the Society Bangka Belitung Province Towards the Development of Halal Tourism

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Abstract

Tourism is a sector that plays a significant role in improving a country's economic development. There are desires the development of the tourism sector is expected to encourage efforts to improve the welfare of local communities through the provision of employment opportunities. Likewise, halal tourism has now begun to trend not only in Indonesia, but is one of the core products for various Muslim-majority countries. This research is urgently carried out, so that the people of Bangka Belitung Province have a moderate perception and in the future tourist destinations such as culinary tourism, natural tourism, educational tourism and religious tourism can become icons and if they have a "core" undoubtedly halal tourism destinations in this province can become a magnet, of course many local, national and international tourists visited. This pstudy using the PLS-SEM approach. This study highlight that the Perception of regarding Halal Tourism is categorized as good. The Attitude of the society of Bangka Belitung regarding Halal Tourism is categorized as good. The relationship between exogenous variables (Perception of Concepts and Attitudes) and endogenous (development) is significant.

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1. Introduction

Tourism is a sector that plays a significant role in improving a country's economic development. There are desires the development of the tourism sector is expected to encourage efforts to improve the welfare of local communities through the provision of employment opportunities. The current condition of Indonesian tourism has begun to gain the trust of the world by being named Indonesia as the top 10 best destinations according to the Lonely Planet Version before the Covid-19 pandemic hit. This institution projects Indonesia as the best country to visit in 2019. More than 17.000 islands spread across a variety of cultures, culinary and religious diversity, Indonesia provides a kaleidoscope of promising tourism experiences. This is indicated by the squirming of the tourism sector in Indonesia (Kembaren, 2019).

Likewise, halal tourism has now begun to trend not only in Indonesia, but is one of the core products for various Muslim-majority countries. The Ministry of Tourism shows that the Islamic economy has experienced significant growth in lifestyle products in the Sharia sector. The data from GMTI explains that the total of Muslim tourists in the world is predicted to reach 230 million by 2030. Along with this, in 2018 halal tourism in Indonesia showed significant growth up to 18%. Therefore, it is not offense if the assumption that Indonesia is a potential market share for Muslims in the world. The Ministry of Tourism targets 25% or equivalent to 5 million of the 2019 achievement figures for foreign tourist (Ministry of Tourism and Creative Economy, 2019).

The potential for tourism development in Bangka Belitung Province, including halal pariwisata, is very open. This is indicated by the high level of occupancy. However, during the Covid-19 pandemic, the government's policy that requires people to stay at home has caused a decrease in the number of tourist visits.

The concept of halal tourism trillion initiated by the Ministry of Tourism sees the potential for foreign tourism from Muslim-majority countries to come to Indonesia. The potential profit of halal tourism reaches 4000 rupiah. However, this concept is rejected in various areas that are majority non-Muslims such as in Lake Toba, Toraja and Bali, considering that for them they offend other religions, as if they are haram and need to be justified. Their thinking would turn off local wisdom and turn an area into a religious area. Even though that perception is not justified, the use of halal labels gives rise to "erroneous" interpretations among the public.

Based on GMTI (Global Muslim Travel Index) 2021 data, it shows that Indonesia is in fourth place, although the ranking has dropped, Indonesia is still consistently developing halal tourism. Halal tourism is an inclusive tourism, not limited to places but prioritizes so that the needs of Muslim tourists can be facilitated and provide comfort for them on their trip. Tourism development can grow other supporting industries, so that it can be integrated both between tourism sectors and economic development. Likewise, in Bangka Belitung Province, which is enthusiastic in developing halal tourism in line with the International Halal Seminar in February 2020.

On the occasion, the Governor of Bangka Belitung Province Erzaldi explained that the local government sees the potential of the halal industry is still very large, various efforts



have been made, including the establishment of Berkah Mart which is spread to villages which are currently spread to 200 units. Talking about tourism potential in Bangka Belitung, for example, natural tourism, religious tourism, hospitality and travel agencies so that the potential for the development of halal tourism is very open.

However, in its implementation, the development of halal tourism has become a "polemic" in society. The term of halal tourism becomes biased and multi-interpreted when it is interpreted narrowly and contradictory with the existing tourism development model. This happens in several regions in Indonesia. Therefore, this study seeks to describe the perceptions and attitudes of the community regarding the development of halal tourism in Bangka Belitung Province. The purpose of this study is to find out the Perception (Concept and Development) of the People of Bangka Belitung Province towards the Development of Halal Tourism; and explain the Attitudes of the People of Bangka Regency towards the Development of Halal Tourism. This research is urgently carried out, so that people have a moderate perception and in the future tourist destinations such as culinary tourism, natural tourism, educational tourism and religious tourism can become icons and if they have a "core" it can undoubtedly become a magnet, of course, visited by many international, national and local tourists.

Some of the previous recent studies related to tourism development, such as research conducted by Setiawan et al (2017) explained that telaga ngebel tourist attraction is a halal tourism destination in Ponorogo already has the readiness to implement halal tourism. Furthermore, a study on the recovery the potential of tourism during the pandemic, conducted by Solemede et al (2020) revealed that the recovery of tourism in Maluku City is very possible, but it needs to be supported by the active role of the local government and involves the entire tourism sector. Furthermore (Anggarini, 2021) emphasized efforts to recover the tourism sector by increasing the implementation of 'CHSE' or Cleanliness, Health, Safety and Environment.

In line with the research above, in Bangka Belitung Province, there is also a spirit of developing halal tourism in line with the International Halal Seminar in February 2020. On that occasion, Governor Erzaldi explained that the direction of the program to be developed by the local government by seeing the potential of the halal industry is still very large, various efforts have been made, including the establishment of Berkah Mart which is spread to villages which are currently spread to two hundred units. Including in Bangka Belitung Province, there are many potentials for natural tourism, religious tourism, hospitality and travel agencies so that the potential for halal tourism development is open.

We must admit, if efforts to develop halal tourism in the midst of society have partly become "polemics". This is because the term halal tourism will be biased and interpretable when it is interpreted narrowly and contradictory to the concept of established tourism development. This opinion occurs in several regions in Indonesia. Therefore, this study seeks to describe public perceptions and attitudes related to the development of sharia tourism (halal tourism) such as the existence of sharia hotels, halal resorts, halal restaurants and halal trips in Bangka Belitung Province.



The concept of halal tourism development referred to in this study certainly refers to the Fatwa of the National Sharia Council of the MUI Number 108 / DSN-MUI / X / 2016. The definition of halal tourism is in accordance with sharia principles, including its intention not to violate Islamic sharia, the food is *halalan toyyiban*. Noviantoro & Zurohman (2020) explained that the development of sharia tourism related to tourist attraction facilities, facilities services and sharia-based services is carried out by local residents. So the development of halal tourism must be in accordance with the noble values and local wisdom of the local culture that is still valid.

This research is urgently carried out, so that the people of Bangka Belitung Province have a moderate perception and in the future tourist destinations such as culinary tourism, natural tourism, educational tourism and religious tourism can become icons and if they have a "core" undoubtedly halal tourism destinations in this province can become a magnet, of course many local, national and international tourists visited.

2. Literature Review

Research related to halal tourism in Indonesia has been widely carried out, but halal tourism research by examining the Perceptions and Attitudes of the society of Bangka Belitung, which is located in Bangka Belitung Province, has specifically never been carried out. Existing research related to the implementation of *maqashid syariah* in halal tourist places in the provinces of West Sumatra, NTB and Bangka Belitung with a descriptive-qualitative type of research. So this research obviously has a very fundamental difference with the previous research and the type of research is quantitative. The relevant research includes:

The results of research conducted by Nurrachmi (2016) show that the development of industries with global halal food labels is mainly by developed exporter countries, which *in fact* are non-Muslim majority countries. So this study also explains that the level of awareness of non-Muslim majority countries towards halal food shows a positive tendency. Furthermore, the research conducted by Ismail (2015) in his research produced various issues faced by the food industry in the global market as well as the aspects needed to meet halal standards. This research also discusses the Islamic economy, the globalization of *the halal supply chain*, the challenges faced by the industry at the global level to the problems of halal certification faced between countries. Meanwhile, Nasrullah (2018) described the potential of halal in Indonesia through sharia economic development.

Furthermore, Kumalasari et. al, (2019) explained the Influence of Public Perceptions, Attitudes and Interests towards Halal Tourism, the results of the study showed that the society have a perception that halal tourism is tourism where there are worship facilities such as a clean prayer room and always announces *azan* and *wudhu* places and bathrooms that are separated between men and woman. In addition, halal tourism also has *benefits* for the community such as opening up job opportunities, increasing people's income, helping the development of other business sectors and strengthening Yogyakarta culture and image.



Perception

Perception is defined as a view, opinion and assessment of respondents in interpreting, also interpreting knowledge about something produced through the process of interpreting the information received and further grouping on the scope of knowledge that we have observation results in order to have meaning and understandable (Auliya, 2012). Whereas Thoha in (Simbolon, 2008a) defines perception as a cognitive process that can occur in any person to understand information about his environment and can be obtained through sight, hearing, passion, feeling and smell". Everyone has a perception of what is thought and felt. This also means that perception determines what a person does to fulfill various interests both for oneself, family and the environment of the community in which they interact. It is this perception that distinguishes a person from another. According to Brian Fello in Mulyana (2008) explaining perception is a process that allows organism to receive and analyze information, what a person wants to see that is not necessarily the same as the actual fact.

There are several factors that affect perception (Sulistiyani et. al, 2020), namely: Internal individual factors in the form of feelings, attitudes, personality, desires, prejudices, expectations, attention, learning processes, physical conditions of psychiatric disorders, values, needs, interests, motivations. External factors in the form of family background, information obtained, knowledge and surrounding needs, intensity, size, resistance, repetition of motion, new things and disaffection to objects. Meanwhile, Robbin in (Simbolon, 2008b) explains that the factors in question are:

1. Personal Characteristics or Perceptions such as attitudes, motives, interests, experiences and expectations (expectations);
2. Situational such as time, state/place of work and social circumstances;
3. Targets such as novelty, movement, sound, sound, size, background, proximity and similarity.

Furthermore, Krech explained that there are two sides in carrying out perceptions, namely *the Frame of Reference* (the framework of knowledge possessed which is influenced by reading, knowledge, education, research and the like; because the *frame of experience* is in the form of experiences that have been experienced by individuals and is inseparable from the surrounding environment.

Attitude

Walgito explains that the attitude as the organization of opinions, one's confidences regarding objects or situations that often occur (Walgito, 2002). The existence of certain feelings and gives the basis to the person to make a response or behave in a certain way according to his choice. Furthermore, Azwar (1995) explains that there are two frameworks of thought of psychologists namely; traditional thinking attitudes are divided into three thoughts:

1. Attitude is a form of evaluation or reaction of feelings.
2. A person's attitude towards an object is a feeling of support or partiality or a feeling of not supporting or taking sides in a particular object;
3. Attitude is a kind of readiness to react to an object in certain ways.



Furthermore, Thurstone in (Walgito, 2002) views attitudes as an act of affection of both positive and negative nature in relation to psychological objects. Meanwhile, Rokeach in (Walgito, 2002) states *an attitude is a relatively enduring organization of belief around an object or situation predisposing one to respond in some preferential manner*. So the notion of attitude has contained cognitive components and also conative components, that is, attitudes predispose to respond, behave. Then attitude is defined the organization of opinions, a person's beliefs regarding the object of a relative situation, accompanied by the presence of certain feelings and giving the person a basis for making a response or behaving in the way he chooses.

Halal Tourism

Halal according to Al-Qardawi in Saufi et al, (2020) is something that can acceptable and permissible in Islamic teachings. Halal tourism is defined as "any object and act of tourism that is allowed according to Islamic teachings to be used or involved by Muslims in the tourism industry". This considers sharia aspects as a basis in providing tourism products and services to its target market customers are Muslim communities such as sharia hotels, halal resorts, restaurants and halal travel. This means that aspects related to the location of activities are not limited to the Muslim world. So the services and products are designed for muslim travelers in islamic and non-muslim countries. In addition, the explanation considers that the purpose of the trip is not necessarily religious, it may be that this is a motivation for people to travel.

The concept of halal tourism is a process of integrating Islamic values into all aspects of tourism activities. Sharia tourism (read: *halal*) is applied to consider the basic values of Muslims in presentation, starting from accommodation, restaurants that always refer to Islamic norms (Widagdyo, 2015). Sharia tourism is an actualization of the Islamic concept, halal and haram values are the main indicators because all aspects of tourism activities are inseparable from the value of halal certification which must be a reference for every existing tourism actor.

The concept of halal tourism is very simple, because something halal is definitely good, clean and healthy. Halal tourism was developed as an effort to meet the daily needs of the community both in the world of tourism financial services, medicines made from halal, food and beverages as well as cosmetics to support appearance and other lifestyles in accordance with sharia principles, namely halal. The terminology of halal tourism in some countries there are those that use Islamic tourism, halal tourism, halal travel, halal tourism or as moslem friendly destination. From an industrial perspective, halal tourism is a complementary product and does not eliminate conventional types of tourism. As a new way to develop Indonesia's tourism that respects Islamic culture and values without eliminating the uniqueness and originality of the regional (Ministry of Tourism and Creative Economy, 2016).

Halal tourism includes cultural tourism, natural tourism, artificial tourism which is packed with Islamic principles and values. The character of halal tourism is the packaging of Islamic values and principles that can be enjoyed by tourists with various religious backgrounds by meeting the basic needs of Muslim tourists such as worship facilities, halal food and drinks with halal guarantees and Muslim tourist-friendly residences



(Syaufi dkk, 2020) . Therefore, halal tourism is defined as a tourist activity that is allowed inseparable from the values and principles of Islamic teachings that can be involved in the tourism industry in the form of services and products to meet the basic needs of Muslim and non-Muslim tourists in the form of worship facilities, halal guaranteed food, comfortable housing and halal travel packages.

There are several expert opinions about halal tourism, including: According to Adinugraha et al (2018) halal tourism is often used by many people because of the characteristics of its products and services that are universal. Because tourist products and services, tourist attractions and tourist destinations are the same as the existing tourism concept, as long as they do not conflict with sharia values and ethics. This type of tourism is also not limited to religious tourism but also various other types of destinations.

Furthermore, Muhajirin in Fitriana (2019) explained that halal tourism is based on Islamic sharia values, as recommended by the World Tourism Organization (WTO), consumers of halal tourism are not only Muslims but also non-Muslims who want to enjoy local wisdom. Meanwhile, Shakiry (2006) explained that halal tourism is "*The concept of sharia tourism is not limited to religious tourism, but it extends to all forms of tourism except those go against Islamic*". Halal tourism is also not an exclusive tour because Muslims and non-Muslims can enjoy services based on halal values. Halal tourism not only includes pilgrimage and religious destinations but also includes the availability of supporting facilities such as restaurants and hotels that provide halal food and prayer places (Kumalasari, 2019).

Furthermore, tourist products and services, tourist attractions and tourist destinations in halal tourism that do not conflict with sharia values and ethics, for example the presentation of food from halal ingredients or tourism rules that follow the procedures in Islamic law (Salehudin & Lutfhi, 2018). So the existence of halal tourism is something that requires the development of standards with the *Belt Road Initiative* (BRI) line considering syatiah standards. This means that the sharia standards that are used as guidelines are the Fatwa of the National Sharia Council-MUI on the shariah of a case with number 108 of 2016 which essentially explains the requirements, prerequisites and technicalities in carrying out halal tourism, especially those to be developed on the Belt Road Initiative (BRI). This is because in indonesia's formal law there are no rules governing halal tourism standards. However, the public's interest in participating in developing halal tourism is quite promising, especially the legal standing from the government (National Development planning Agency, 2019).

The general criteria for halal tourism in (Putriana & Rimet, 2019), namely:

1. General benefit-oriented;
2. Oriented enlightenment, refreshment and tranquility;
3. Avoiding destruction and *khurafat*;
4. Free from immoral activities;
5. Maintained safety and comfort;
6. Maintained environmental sustainability and;
7. Respecting socio-cultural values and local wisdom.



Theory of Stimulus Organism Response (SOR)

This study uses *the Stimulus Theory of Response Organisms* as a basis for analyzing the Influence of Perceptions and Attitudes of the People of Bangka Belitung on the Development of Halal Tourism. Mehrabian theory & Russel (1974) is a response caused to a special reaction to a person's specific stimulus so as to expect and estimate the fit between the message of the communicant reaction or the reaction of a person to the stimulus (stimuli from outside). So the elements in this model are messages (Stimulus), Communicants (Organisms). S-O-R theory with its material objects of psychology and communication science is a human being whose soul includes components of attitude, opinion, behavior, cognition, affection and conation.

Furthermore, Hovland, Janis, and Kelley in Alfiansyah (2014) stated that in examining new attitudes there are 3 important variables, namely attention, understanding and acceptance or in other words attitudes have 3 (three) important components, namely the cognitive component in the form of belief in an object and the affective component, namely liking or feelings towards objects and behavioral or conative components, namely actions. to objects. So, it means that a person's attitude is both cognitive, affective and conative in developing halal tourism in Bangka Belitung Province.

The description above can be implemented in the research theory model below:

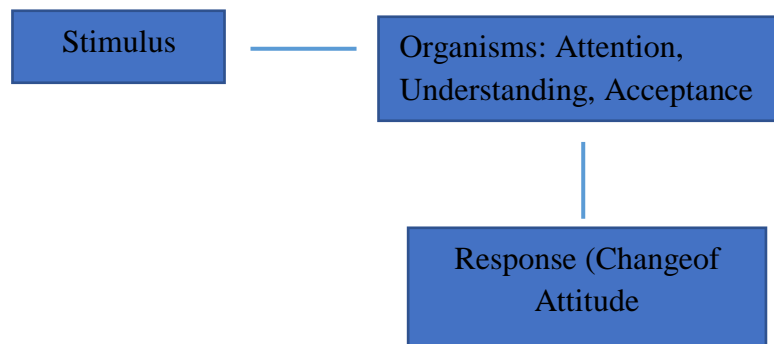


Figure 1. Model S-O-R (Source: Nawiroh; 2016)

This theory explains if the cause of a change in a person's behavior depends on the quality of the stimulus that communicates with the communicant (Nawiroh, 2016). This means that the quality of communication sources (*sources*) such as credibility, leadership and speech style largely determine changes in the behavior of a person, group or society. 1). Stimulus in this context the message or circumstance that is the source of stimulation for communicant (society); 2. Response is the influence of public perceptions and attitudes towards the development of halal tourism.

Operationally, S-O-R theory, if associated with this study, is interpreted as an external influence of consumers (read: public perception). The perception of this concept includes facilities, activities, access and services for halal tourism for the community. Furthermore, the perception of community development includes economic, cultural and social development of the community. Meanwhile, aspects of community attitudes include community preferences, expectations and the impact of developing halal tourism for the community.



3. Research Methods

Types and Approaches to Research

This research was designed by research survey, which aimed to obtain information about a total of respondents who were considered to represent a certain population. The instrument used is a questionnaire. The information that will be extracted in this study is about the Perceptions and Attitudes of the society of the Bangka Belitung Province towards the Development of Halal Tourism. Furthermore, this research approach is descriptive-quantitative. Descriptive research is used to describe and see the percentage and frequency of research variables. Meanwhile, the quantitative approach shows the scope/amount of data sources used as research subjects and only representative samples. According to Sugiyono in Sudarmanto et al (2021), the quantitative approach explains research data in the form of numbers and is analyzed with statistics. In addition, a quantitative approach is used because the researcher places the theory as a baseline for the researcher's curiosity to measure the perceptions and attitudes of the society of Bangka Belitung Province towards the development of halal tourism.

Population and Sample

The population in this research is all of society's Bangka Belitung Province, as of June 2021, there are 1,48 million of population. While the samples in this study were people in Belitung Regency, West Bangka and Pangkalpinang City, as many as 150 respondents in each district, it means there were 450 respondents. Furthermore, the sampling technique is cluster random sampling which means random sampling that is not individual, but the smallest groups of units. *The* clusters here are grouped into age, gender, income and final education.

Variable Operational Definition

This research will be measured using several indicators, namely:

1. Lindaan et al (2016) explained that society perception's is a supporting factor for a son to do something. The context of this study is focused on the demographic and economic side. This contains the views given by the community towards the development of halal tourism in Bangka Belitung Province.
 - a. Perception (concept) is measured by the concept of halal tourism according to the *Global Muslim Travel Index* with indicators of activities, facilities, access and services;
 - b. Perception (development) will be measured by: Economic development, Cultural Development and Social Development, specifically outlined:
 - 1) The direction of development and the future of halal tourism;
 - 2) The direction of development of the tourism industry will be a strong motivation for the local community;
 - 3) Public perception of halal tourism;
 - 4) The development of the halal tourism industry is in line with what the community expects.
2. Attitude is a condition of the self in human beings that moves to act or do in social activities with certain feelings in response to the object of the situation or conditions in the surrounding environment. The attitude of the community can be seen from the



aspect of public perception towards the development of halal tourism. People's attitudes can also be seen from the aspects of the mind (cognitive), the aspects of feelings (affective) and the tendency to act (conative). The indicators for measuring attitude variables are:

- a. The halal tourism development industry provides employment opportunities for the surrounding community;
- b. Most of the surrounding communities support the implementation of halal tourism development;
- c. People tend to have a good view of the development of halal tourism;
- d. The development of halal tourism can improve the welfare of the community;
- e. Expectations for halal tourism;
- f. The impact of the development of halal tourism contributes to improving the standard of living of the community and certainly provides financial benefits for the community.

Data Types and Sources

The type of data used in this study is subjek data, which is a type of research data in the form of opinions, experiences or characteristics of a person or group of people who are the subject of the study (respondents). In the context of this study, respondents received a report in the form of a written question (questionnaire) that had been prepared by the researcher. The data source used is primary data.

Data Collection Techniques

This study is a survei research by filling out a questionnaire and is complemented by observations and interviews. Survei is a careful examination of behavioral and social facts or phenomena towards a large number of subjects. Meanwhile, data collection through pustaka studies is carried out by tracing and studying behaviors or theories related to the themes studied by researchers through books, journals, and existing research.

Data Analysis Techniques

The data analysis technique used in this study is SEM, which is a technique for analyzing several / one independent variables and several / one dependent variables that are not able to be analyzed using simple or multiple regressions. SEM as an analytical tool groups SEM into two approaches, namely Covariance Based SEM and *Variance Based SEM* or known as *Partial Least Squares (PLS)*. COVARIANT-based SEM generally tests causality or theory whereas PLS is more prediktif model (Awwal & Rini, 2019). The model is aimed at predicting the consequences if the test can be carried out without a solid theoretical basis, ignoring some assumptions and parameters. The accuracy of the prediction model can be seen from the value of the coefficient of termination. Furthermore, the testing of structural *models* in PLS, namely the Structural Model (Inner Model) SEM using PLS, only allows a recursive model of relationships between variables (unidirectional) only. This is the same as the path analysis model, not the same as the covariant-based SEM that allows also the occurrence of relationships with each other based on substance theory.

Latent variables are divided into two, namely exogenous and endogenous. An exogenous variable is a causative variable without being preceded by another variable with an arrow



towards another variable (endogenous). An *outer model* is defined to assess the validity and reliability of the model. Meanwhile, validity tests are carried out to determine the ability of research instruments to measure what should be measured. Meanwhile, the reliability test is used to measure the consistency of respondents in answering question items in the questionnaire. Furthermore, evaluate the structural model (inner model) which is a structural model to predict the causality relationship between latent variables. Through the bootstrapping process, t-statistical test parameters are obtained to predict the presence of causality in circuits. The structural model (inner model) was evaluated by looking at the percentage of variants described by the R-square for the dependent variable using the Stoner-Geiser Q-square test size.

4. Results

Statistical-Descriptive

The analysis in this section describes the description of research variable data regarding Perceptions and Attitudes of the Society of Bangka Belitung Province towards halal tourism development which consists of perception indicators about the concept of halal tourism, perceptions of halal tourism development, and community attitudes. Each indicator consists of several statement items with a scale of Excellent, Good, Sufficient, and Less. The description of the respondent's assessment of each of the items of the research variable obtained by calculating the interval in accordance with Pitaloka et al., (2022) is as follows:

$$\frac{B_{max} - B_{min}}{KI} = I$$

Information:

I = Interval

B_{max} = Highest range

B_{min} = Lowest range

KI = Number of Interval classes

$$\frac{B_{max} - B_{min}}{KI} = \frac{4 - 1}{4} = \frac{3}{4} = 0,75 = I$$

0,75 = Interval

then the assessment of variables is calculated based on the average assessment on each variable, then it is deposited with the following intervals:

- a. Intervals up to > 1,000 until 1,783 the categories are less
- b. Intervals up to > 1,783 until 2,567 categories are sufficient
- c. Intervals up to > 2,567 until 3,350 good categories
- d. The interval to > 3,350 until 4,133 the category is excellent



Table 1. Average Respondent's Assessment of Sharia Tourism Perceptions

No. Item	Question Items	Average	Category
1	Complete Tourism Facilities (in the form of Toilets and Prayer Rooms)	2,868	good
2	The existing restaurant serves halal food	3,111	good
3	Fun and conducive Tourism Activities	2,994	good
4	Many activities are provided by the manager	2,531	good
5	Ease of Access to Tourism	2,968	good
6	Social media is one of the instruments in marketing halal tourism in the respondent's City /Regency	2,950	good
7	Tourism Service satisfying Visitors	2,827	good
Total Average		2,893	good

Source : PLS-SEM, 2020

Based on the table above, it can be stated that the variables about the perception (concept) of Islamic tourism are in the good category because they have an average score of up to 2,893.

Table 2. Average Respondent Assessment of Perception (Development) of Halal Tourism

No. Item	Question Items	Average	Category
1	The promising future of Islamic tourism	3,023	good
2	The community supports sharia tourism in the respondent cities/regencies	3,047	good
3	Public perception of Sharia tourism is quite good	2,974	good
4	Sharia tourism in accordance with community expectations	2,935	good
Total Average		2,995	good

Source : PLS-SEM, 2020

Based on the table above, it can be stated that the variables about the perception (development) of Islamic tourism are in the good category because they have an average score up to 2,995.

Table 3. Average Respondents' Assessment of Societal Attitudes

No. Item	Question Items	Average	Category
1	Availability of jobs for the community	2,777	good
2	Community support	2,921	good
3	Good and positive views of the community	3,029	good
4	There is an increase in community welfare	2,912	good
5	Community expectations and enthusiasm	3,029	good
6	The existence of financial benefits for the community	2,903	good
Total Average		2,929	good

Source : PLS-SEM, 2020



Based on the table above, it can be stated that the variables about people's attitudes towards Sharia tourism, are also in the good category because they have an average score of up to 2,929.

Statistical-Inferential

Based on the test results using SMART PLS 3, an image of the relationship between 3 latent variables (perception (concept), development, and attitude) with exogenous variables in the form of perception (concept) and attitude, as well as endogenous variables in the form of development are as follows:

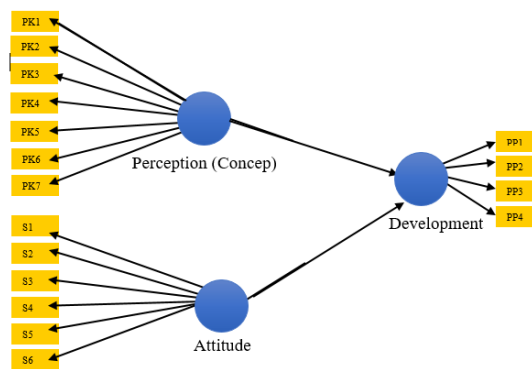


Figure 2. General Description of the Relationship between Exogenous and Endogenous Variables

Next will be shown the *loading factor* values of each indicator in each variable as follows:

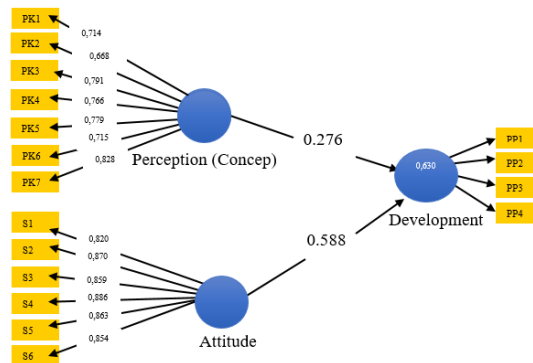


Figure 3. Loading Factor of each Indicator on The Latent Variable of the Study

Next is the coefficient path, based on **Figure 3**. it appears that the coefiesien value that connects between the Variable Perception (concept) and Development is 0,276. then the coefficient value that connects between the variable Attitude and Development is 0,588. This means that Perception (concept) has contributed up to 0,276 the unit in assessing Development, as well as the Attitude variables that have contributed up to 0,588 assessing Development.



Table 4. Loading Factor of each Indicator on The Latent Variable of the Study

	Development	Perception (Concept)	Attitude
PK1		0,714	
PK2		0,668	
PK3		0,791	
PK4		0,766	
PK5		0,779	
PK6		0,715	
PK7		0,828	
PP1	0,835		
PP2	0,885		
PP3	0,861		
PP4	0,901		
S1			0,820
S2			0,870
S3			0,859
S4			0,886
S5			0,863
S6			0,845

Source: PLS-SEM, 2020

The majority of loading factors have more value than 0,7. Based on this, it can be stated that each indicator in the latent variable already has a good convergent validity value (Amin et al., 2020; Joseph F Hair et al., 2017). For PK2 indicators on perception variables (Concepts) that only have values up to 0,688 it can also still be categorized as valid because they have more values than 0,6 (Hamid & Anwar, 2019). Further these *path* values are also presented in the form of the following *output* table:

Table 5. Path Coefficients (Path Coefficients) Variabel Exogenous against Variabel Endogenous

	Development
Development	
Perception (Concept)	0,276
Attitude	0,588

Source : PLS-SEM, 2020

Next will be described the results of data analysis regarding *the outer model* from the *output* table regarding the values of *Cronbach's Alpha* and *Composite Reliability* as follows:



Table 6. Results of Data Analysis of Latent Variable Reliability

	Cronbach's Alpha	Lho_A	Composite Reliability	Average Variance Extracted (AVE)
Development	0,890	0,897	0,926	
Perception (Concept)	0,872	0,879	0,901	0,567
Attitude	0,929	0,931	0,944	0,738

Source : PLS-SEM, 2020

Based on **Table 6**, it is found that the values of *Cronbach's Alpha* and *Composite Reliability* are already more than 0,7. This means that the variables in this research have good reliability in measuring what will be measured or are already included in the reliability category (Hamid & Anwar, 2019). The *AVE* value in **Table 6** is the value used to measure validity (other than *the loading factor*) described in the first section. It appears that the *AVE* value of all Latent variables is more than 0,5 so it can be concluded that each indicator has good convergent validity.

Next is the Relationship Test through the results of data analysis in the form of statistics. Here's a diagram of the results of the statistical test:

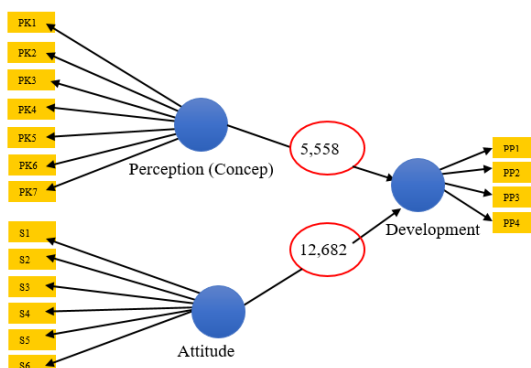


Figure 4. Description of Test of Relationship between Exogenous and Endogenous Variables

Based on **Figure 4**, it appears that the statistical value of the variable *t* latent between exogenous and endogenous is 5,710 and 13,392. Both values are more than 1,96 so it can be concluded that the relationship between exogenous variables (Perception of concepts and Attitudes) and endogenous (Development) is significant (Garson, 2016). Apart from the description contained in **Figure 4**, relationships can also be seen in the *output* table as follows:



Table 7. Results of Analysis of Test Data on the Relationship between Exogenous and Endogenous Variables

	Original Sample (O)	Sample Mean	Standard Deviantion (STDEV)	T Statistics (10/stdevl)	P Values
Perception (Concept) > Development	0,276	0,274	0,050	5,558	0,000
Attitude > Development	0,588	0,588	0,046	12,682	0,000

Source: PLS-SEM, 2020

In **Table 7**, there are statistical values that have been indicated and in the previous, then there are also *P values*, with the values of both being 0,000 then it can be concluded that the relationship between exogenous variables (Perception of concepts and Attitudes) and endogenous (Development) is significant (Hamid & Anwar, 2019).

Furthermore, in **Table 7**, there is also an *Original Sample* whose value is positive, so that the two exogenous variables have a unidirectional relationship with each increase in the endogenous variable. For example, the relationship between the variables of the perception of the concept towards Development, which is believed to be described as a unidirectional relationship, meaning that the better the perception (concept) a person has about sharia tourism, the greater the possibility of developing better Islamic tourism. Furthermore, it will be tested regarding the goodness of the regression test model that has been obtained through **Table 8** below:

Table 8. Results of Model Goodness Test Data Analysis through Coefficient of Determination

	R Square	R Square Adjusted
Development	0,630	0,628

Source: PLS-SEM, 2020

Based on **Table 8**, it appears that the value of *R Square* is $0,630 > 0,25$ worth. This shows that the model is fit (already good) (Garson, 2016). To complete the *fit model* test, the *standardized root mean square residual* (SRMR) values will also be shown as follows:

Table 9. Results of Model Goodness Test Data Analysis through SRMR

	Sturated Model	Estimated Model
SRMR	0,052	0,052
d_ULS	0,407	0,407
d_G	0,257	0,257
Ch-Square	494,959	494,959
NFI	0,880	0,880

Source: PLS-SEM, 2020



From **Table 9**, it appears that the saturated *model* value is $0,630 < 0,08$ so that it can be generally stated to have a good *fit* (Joseph F Hair et al., 2017).

Findings

Based on the results of the analysis, several findings were obtained that could be taken into consideration by related parties in making policies. As for the findings in this study, the first is related to perceptions about Halal Tourism which are categorized as good. This explains that the people of Bangka Belitung have a good perception of halal tourism, expressed by the variable regarding the perception (concept) of sharia tourism which has an average score of up to 2.893, and the perception (development) of sharia tourism has an average score of up to 2.995. The results of this study are supported by research from Sari et al (2019) which explains that according to the GMTI (Green Muslim Tourist Index) concept, there are three criteria for halal tourism, namely family-friendly destinations, facilities and awareness of halal and destination marketing so that people have good perceptions on halal tourism. Furthermore, the results of the study also show that respondents consider that halal tourism provides prayer facilities and public facilities, ease of access, satisfactory service and good marketing of halal tourism.

Especially for worship facilities such as prayer rooms that are clean, always call to prayer, as well as separate bathrooms and ablution areas for men and women. If halal tourism provides prayer facilities and public facilities that are in accordance with public perceptions, then people will be more inclined to visit halal tourism (Sari et al., 2019). In addition, based on a statement from Fatkurrohman in Rahmah and Topotubun (2020) the presence of halal tourism can be a complement to existing conventional tourism, as well as an alternative for Islamic tourists to get both spiritual and tourism needs. Furthermore, Rahmah and Topotubun (2020) also emphasized that the phenomenon of the development of global halal tourism in the world can become a new media in global economic competition, given the increase in the world's Muslim population which also continues to increase every year, which of course will have a positive impact on local communities, with the future potential of promising halal tourism.

Second, the attitude of the Bangka Belitung people towards Halal Tourism is categorized as good. Maulana et al (2021) explained that people's attitudes towards halal tourism will be good and support the development of halal tourism as long as it benefits the community and increases tourists which has implications for the livelihoods of local residents. This is supported by the results of the analysis which also state that people's attitudes towards halal tourism are related to the availability of jobs, can improve people's welfare and provide financial benefits for the community. What is relevant is stated by Sari et al (2019) that the community considers that halal tourism will provide job opportunities for the community, increase residents' income, reduce crime and social problems, as well as improve reputation and strengthen local culture. So that the positive attitude of the community will also influence the development of halal tourism for the better.

And the last finding is the relationship between exogenous variables (Perception Concepts and Attitudes) and endogenous variables (development) is significant. This explains that the relationship between the variable perception of the concept of



development is believed to be described as a unidirectional relationship, where the better one's perception (concept) of sharia tourism, the greater the possibility of sharia tourism to develop. Furthermore, with a positive attitude or perception of sharia tourism, public interest in sharia tourism will also increase. Thus, this will affect people's interest in knowing more about sharia tourism, intending to visit sharia tourism in the future, and will recommend halal tourist sites to others, which in turn will have implications for the increasing development of sharia tourism. Sari et al., 2019).

5. Conclusion and Suggestion

The Perception of the society of Bangka Belitung Province towards the Development of Halal Tourism (concept) Halal tourism is in a good category because it has an average score of up to 2,893. Attitudes of the society of Bangka Belitung Province towards Halal Tourism Development Based on the table above, it can be stated that the variables about the perception (development) of halal tourism are in the good category because they have an average score of 2,995 The value statistical variable t potentials between exogenous and endogenous is 5,710 and 13,392. Both values are already more than 1,96 so it can be concluded that the relationship between exogenous variables (Perception of concepts and Attitudes) and endogenous (Development) is significant. Furthermore, the value of R Square is $0,630 > 0,25$ worth. This shows that the model is fit (already good).

The unit of analysis (respondents) in this research is the society of Bangka Belitung Province consisting of West Bangka Regency, Pangkalpinang City, Kabupaten Belitung, and East Belitung. The perception revealed by respondents is a momentary feeling or assessment (*one-time study*), so the design of this study is a *perceptual cross-sectional*. This kind of condition causes the unknown of employee perceptions related to good expectations in the days before this study was conducted and after this study was carried out. This study does not involve other variables that may be able to influence (modify) the research model that has been presented. The scope of this research was only carried out in the Bangka Belitung Islands Province, so the study's results could not be generalized to the scope of the provinces in Indonesia.

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