The effect of halal tour, word of mouth, price and social media on visiting decisions to non muslim countries at PT.Tour and Travel Antavaya Palembang

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Abstract

This study aims to determine the effect of the halal tour, word of mouth, price and social media on visiting decisions to non-muslim countries at PT.Tour and Antavaya Travel Palembang. The source of data is primary data through questionnaire. The sample of this study was 110 respondents, technique with purposive sampling method. This research used quantitative methods. with the multiple regression analysis method. The research variables consist of independent variables : 1.Halal Tour, 2.Word of mouth 3.Price 4.Social Media. While the dependent variable is the decision to visit. The result showed a halal tour didn't significantly influence the visiting decision. Word of mouth, price, and social media are significantly influence on visiting decision.

Keywords: Halal Tour, Word of Mouth, Price, Social Media and Decision to Visit

Introduction

Halal tourism is part of the tourism industry that aimed at Muslim tourists. Tourist services in halal tourism refer to Islamic rules. The basic things that are needed by Muslim tourists are Halal food, worship facilities, transportation services, accommodation services, facilities in the month of Ramadan and human resources.

The development of halal tourism trends and see the potential of halal tourism then many non-Muslim countries are competing in developing the halal tourism business. The decision to visit a tourist destination in a non-Muslim country is indeed what is needed by most tourists with consideration of the ease of finding halal food, worship facilities, accommodation and competent human resources in serving Muslim guests. According to Miftah El Fikri research (2019) halal tour significantly influence on visiting decision. This research also explains that good promotion will increase the decision to visit. This is in line with research by Anis Setiyorini (2018) word of mouth and social media significantly influence visiting decisions. Price is also one factor that is highly considered in making a decision, so this is in line with research by Adriel Jordan (2018) price significantly influence on visiting decision.

Method

This research used quantitative methods, The population in this study were all consumers of PT.Tour dan Travel Antavaya Palembang from 2016-2019. The source of data is primary data through questionnaires. The questionnaires were distributed using a Likert scale to measure respondent's perceptions. The sampling technique with a non-probability sampling technique with a purposive sampling method that is taking samples with criteria or characteristics of consumers who have used the services of PT.Tour dan Travel Antavaya Palembang in 2019, Muslim tourists who have visited non-Muslim countries. The size of the sample taken using the formula Hair et al, indicators multiplied by 5-10. The sample of this study was 110 respondents. Technical data analysis using SPSS to determine the influence of halal tour, word of mouth, price and social media on visiting decisions.

Result

Based on the results of this study, the information obtained that Muslim tourists are mostly tourists who are still in their productive age 16-25 years old (42,7%) and 26-35 years old (42,7%), Muslim tourist work is dominated by others with the number (35,5%) consisting of housewives, college students and students. Dominant respondents have income Rp. 3.100.000 – Rp. 6.000.000 is equal to (38,2%). The aim of most Muslim tourists to leave was to travel (56.4%). And most of Palembang Muslim tourists get information about PT.Tour and Travel Antavaya Palembang from friend is equal to (53.6%). With the highest intensity of departure the first time (51.8%) Based on the results of the hypothesis test, the results obtained are:

Table 1. Results of The Hypothesis Test

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,202	,308		-,655	,514
	RATA2_X1	,057	,078	,046	,723	,472
	RATA2_X2	,171	,080	,154	2,137	,035
	RATA2_X3	,591	,101	,540	5,863	,000
	RATA2_X4	,239	,086	,216	2,771	,007

a. Dependent Variable: RATA2_Y

Source : result of processing with SPSS (2019)

So it can be written as follows:

$$Y = -0,202 + 0,57X1 + 0,171X2 + 0,591X3 + 0,239X4$$

information :

Y	: visiting decision
α	: constant
b1 ,b2, b3, b4	: the coefficients of each variable
X1	: halal tour
X2	: word of mouth
X3	: price
X4	: social media

As for the test coefficient of determination (R^2) is

Table 2. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,859[a]	,738	,728	,27727

a. Predictors: (Constant), RATA2_X4, RATA2_X1, RATA2_X2, RATA2_X3

Source : result of processing with SPSS (2019)

Based on table 2 was obtained adjusted R square value 0,728, this means the amount of influence halal tour (X1), word of mouth (X2), price (X3) and social media (X4) on visiting decision (Y) by 72,8% while the remaining 27,2% influenced by other factors not examined in this study.

Table 3. Simultaneous

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22,694	4	5,674	73,796	,000[b]
	Residual	8,072	105	,077		
	Total	30,766	109			

a. Dependent Variable: RATA2_Y

b. Predictors: (Constant), RATA2_X4, RATA2_X1, RATA2_X2, RATA2_X3

Source : result of processing with SPSS (2019)

Based on table 3, the F value is 73,796 with a significance of 0,000 < 0,5 which means that the variable X1,X2,X3,X4 significant on Y. so the halal tour, word of mouth, price and social media significantly influences on visiting decision to non-Muslim countries at PT.Tour and Travel Antavaya Palembang.

Table 4. Significant Test

Model		T hitung	T table	Sig.
1	(Constant)	-,655	1,659	,514
	RATA2_X1	,723	1,659	,472
	RATA2_X2	2,137	1,659	,035
	RATA2_X3	5,863	1,659	,000
	RATA2_X4	2,771	1,659	,007

Source : result of processing with SPSS (2019)

In table 4 we can see t value and the significance of each independent variable. In the halal tour variable has a calculated value of 0,723 which is smaller than t table 1,659 (0,723 < 1,659). With a significance of 0,472> 0,05 That is means halal tour has no effect and didn't significant to decision of visiting. It is because there are still doubts from the people of Palembang to visit non-Muslim countries , and they are not too concerned with the concept of halal tourism offered, they are only focused on the tourist destination that will be visited.

The variable word of mouth has a calculated value of 2,137 > from t table 1,659 (2,137 > 1,659) With a significance of 0,03 < 0,05 meaning that the word of mouth has a positive and significant effect on visiting decisions. This indicates that communication is very important because when people have ever used a service PT.Tour dan Travel Antavaya Palembang and sharing their experiences that will be more trusted by their relatives and friends.

Variable price has a calculated value of 5,863 > from t table 1,659 (5,863 > 1,659) With a significance of 0,00 < 0,05 meaning that price has a positive and significant effect on visiting decisions. Price is a very influential thing in creating a visiting decision, meaning that if the price given by PT. Tour and Travel Antavaya Palembang is relatively affordable, it will encourage the decision to visit non-Muslim countries at PT. Tour and Travel Antavaya Palembang.

Variable social media has a calculated value of 2,771 > from t table 1,659 (2,771 > 1,659) With a significance of 0,00 < 0,05 meaning that social media price has a positive and significant effect on visiting decisions. Considering that almost all Indonesian people from children to adults have social media accounts then promotion through social media is the most effective way to attract tourists to make a decision to visit a non-Muslim country.

Conclusion

Based on the results of the study can be concluded : 1) halal tour didn't significantly influence on decision to visit because there are still doubts from Muslim tourists about non-Muslim countries that will be visited; 2) word of mouth significantly influence on decision to visit, this means promotion with word of mouth is important because recommendations from friends are more trustworthy; 3) price significantly influence on decision to visit, prices play an important role for tourists in making visiting decisions because when the price offered is in accordance with the facilities provided, tourists will be interested in making a decision to visit; 4) social media significantly influence on decision to visit, this means that promotion through social media is very effective because information will be more quickly spread through by social media; 5) halal tour, word of mouth, price and social media are significantly influence on decision to visit, this is due to the quality halal tour, word of mouth was delivered well, an affordable price, and promotions that are easily accessible to the public then together will be influence the decision to visit non-Muslim countries.

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