

## Analysis of Muslim Tourist Loyalty to Halal Gastronomic Tourism in Salatiga City

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Received: 2023-July-03

Rev. Req: 2023-August-01

Accepted: 2023-September-15



10.54956/eksyar.v10i2.467

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How to cite this paper: Sapta, A.E., Samani, Nurhayati, I., Karyanti, T.D. & Amid, J. (2023). Analysis of Muslim Tourist Loyalty to Halal Gastronomic Tourism in Salatiga City. *EKSYPAR : Jurnal Ekonomi Syari'ah & Bisnis Islam*, 10(2), 208-214. <https://doi.org/10.54956/eksyar.v10i2.467>

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**ABSTRACT:** *The development of the City of Salatiga as a City of Gastronomy will increase local and community income through culinary tourism and increase the number of tourists visiting Salatiga. The concept of halal is currently used as a trend for developing the Islamic economy in Indonesia, starting from the emergence of halal products (food and beverages), halal cosmetics, halal fashion and halal tourism to lifestyle (halal tourism). The purpose of this study focuses on the loyalty of Muslim tourists and how they increase tourist loyalty in the city of Salatiga. This study will use a variant-based Structural Equation Model (SEM) with AMOS version 2.0. The population of this study will be focused on halal gastronomic tourists in Salatiga City, while the samples selected in this study must meet the requirements of tourists who have visited more than three times. The product quality variable (X1) positively and significantly affects the tourist satisfaction variable (Z). Product quality affects tourist satisfaction, so managers of gastronomic tourism are advised to improve food taste, food aroma, food durability, and physical appearance of food. The price variable (X2) positively and significantly affects the tourist satisfaction variable (Z). Prices affect tourist satisfaction, so tourism managers are advised to increase price affordability, price competitiveness, and suitability of prices with product quality. The tourist satisfaction variable (Z) positively and significantly affects tourist loyalty (Y). Tourist satisfaction affects tourist loyalty, so tourism managers are advised to increase the suitability of tourist expectations, intention to revisit, and willingness to recommend from tourists.*

Pengembangan Kota Salatiga sebagai Kota Gastronomi akan meningkatkan pendapatan masyarakat dan daerah melalui wisata kuliner dan meningkatkan jumlah wisatawan yang berkunjung ke Salatiga. Saat ini konsep halal dijadikan sebagai trend perkembangan ekonomi Islam di Indonesia, mulai dari munculnya produk halal (makanan dan minuman), kosmetik halal, fashion halal dan wisata halal hingga gaya hidup (wisata halal). Tujuan penelitian ini berfokus pada loyalitas wisatawan muslim bagaimana mereka meningkatkan loyalitas wisatawan di Kota Salatiga. Penelitian ini akan menggunakan Structural Equation Model (SEM)

berbasis varian dengan AMOS versi 2.0. Populasi penelitian ini akan difokuskan pada wisatawan gastronomi halal di Kota Salatiga, sedangkan sampel yang dipilih dalam penelitian ini harus memenuhi syarat wisatawan yang telah berkunjung lebih dari tiga kali. Variabel kualitas produk (X1) berpengaruh positif dan signifikan terhadap variabel kepuasan wisatawan (Z). Kualitas produk mempengaruhi kepuasan wisatawan sehingga pengelola wisata gastronomi disarankan untuk meningkatkan cita rasa makanan, aroma makanan, ketahanan makanan, dan tampilan fisik makanan. Variabel harga (X2) berpengaruh positif dan signifikan terhadap variabel kepuasan wisatawan (Z). Harga mempengaruhi kepuasan wisatawan sehingga pengelola wisata disarankan untuk meningkatkan keterjangkauan harga, daya saing harga, dan kesesuaian harga dengan kualitas produk. Variabel kepuasan wisatawan (Z) berpengaruh positif dan signifikan terhadap loyalitas wisatawan (Y). Kepuasan wisatawan mempengaruhi loyalitas wisatawan sehingga pengelola wisata disarankan untuk meningkatkan kesesuaian harapan wisatawan, minat berkunjung kembali, dan kemauan merekomendasikan dari wisatawan.

**Keywords:** *Tourist Loyalty, Muslim Tourists, Halal Gastronomy.*

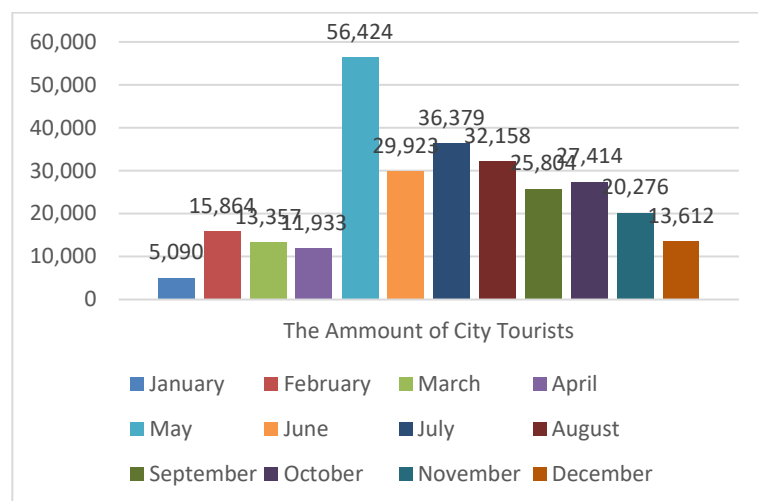
## I. INTRODUCTION

UNESCO nominated Salatiga City in the Creative Cities of Gastronomy category. According to (Winarno & Ahnan, 2017), gastronomy itself is defined as "a field of science that studies food and culture and has a focal point on delicious food." Therefore, it must also pay attention to halal elements, especially in the culinary sector, to create comfort for Muslim tourists (Zhang et al., 2014);(Adinugraha, 2018);(Muhajirin, 2018). Gastronomic tourism has now become a new trend in tourism development, including in Salatiga City. In supporting the development of Gastronomic City, the Salatiga City government, through related agencies, established Culinary Thematic Areas, including the Kampong Telo Ngaglik Area, Blotongan Area, and the Kumpulrejo Coffee and Cattle Processing Area. This is also supported by the provision of infrastructure facilities as a culinary spot centre in the form of culinary markets spread across several areas in Salatiga City (Suherlan, 2015);(Sukrisno, 2012).

Furthermore, to expand and increase the diversity and scope of this culinary marketing, the Salatiga City Government, in this case, the Salatiga City Culture and Tourism Office, conducts various exhibitions and annual events, including the archipelago culinary festival, food Independence festival, Salatiga Expo, Salatiga International Gastronomy Virtual Conference, and Jelajah Kopi Nusantara. With this, it is considered necessary to increase initiative and innovation as well as creativity in utilizing the potential of culinary wealth to improve community welfare, coupled with the inclusion of Salatiga City in UNESCO's Creative Cities of Gastronomy as one of the moments that must be utilized as well as possible and aligned with maximum effort and performance (Chookaew et al., 2015).

In Figure 1 below, the number of tourists in 2022 has fluctuated. The highest increase in the number of tourists was in May, when the Eid al-Fitr holiday arrived, while the lowest was in January. Based on the data above, the interest of tourists to travel to Salatiga City

is high, but due to many restrictions due to the Covid-19 pandemic, in certain months, there is a decrease in the number of tourists in Salatiga City.



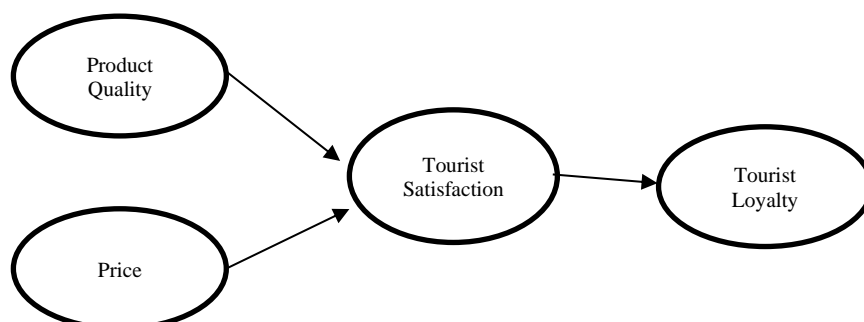
**Picture 1.** Number of tourist visits in Salatiga city the year 2022 (Source : dataku.salatiga.go.id)

Previous research has been conducted by (Saidani & Arifin, 2012);(Widjoyo, 2014);(Chenini & Touaiti, 2018) on factors affecting customer satisfaction (Rufliansah & Seno, 2020). From the research above, there are several limitations of the study: the question indicator on the product quality variable is less specific, and there is no comparison of several satay restaurant menus in Yogyakarta (Efnita, 2017).

The renewal carried out in this research is in the halal gastronomic tourism sector because few still raise this theme. In addition, the majority of Indonesia's population is Muslim, so research is needed on halal gastronomic tourist loyalty (Ramseook-Munhurrana et al., 2015);(Nabila et al., 2020).

## II. METHOD

The type of research used is explanatory research with a quantitative approach. The variables to be studied include product quality, price, tourist satisfaction, and tourist loyalty (Sukmawati, 2018);(Syahputra & Akbar, 2022). The population in this study is gastronomic tourists of Salatiga City. The sampling process was carried out using non-probability sampling with purposive sampling techniques; the sample in this study was 120 halal gastronomic tourists in Salatiga City with the criteria of having visited three times. This research uses Structural Equation Modelling (SEM) as its analysis tool (Sugiyono, 2015);(Ikhwan, 2021).

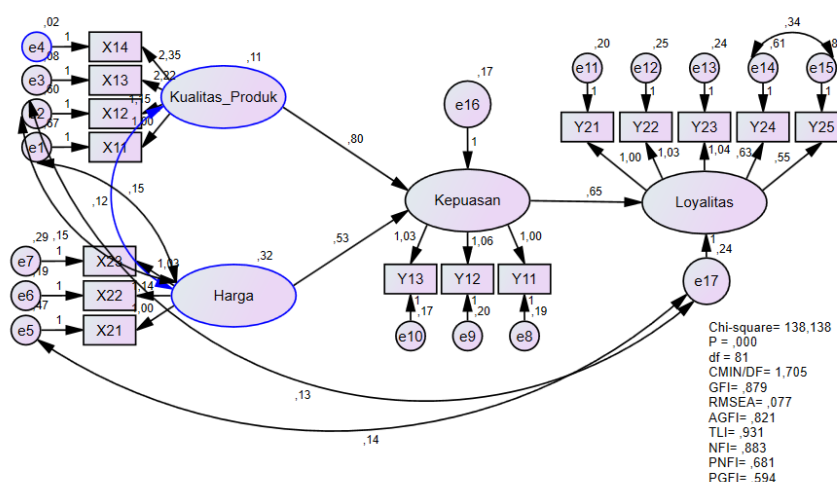


**Figure 2.** Structural Equation Modeling (SEM) analysis model

Based on Figure 2.1. Then the following research hypotheses can be drawn:

1. Product quality has a positive and significant effect on tourist satisfaction.
2. Price has a positive and significant effect on tourist satisfaction.
3. Tourist satisfaction has a positive and significant effect on tourist loyalty.

### III. RESULT AND DISCUSSION



**Figure 1.** Full model confirmatory factor analysis

The model path diagram above illustrates the modification of the model to achieve a fit model. Then it can be seen that the Full Model construct confirmatory factor analysis has met the fit criteria, indicated by the calculated value of each goodness-of-fit index that has met the specified criteria.

**Table 1. Complete model confirmatory factor test results**

Criteria	Cut off Value	Results	Model Evaluation
CMIN/DF	< 2,00	1,705	Good
GFI	Near 1,0	0,879	Good
RMSEA	≤ 0,08	0,077	Good
AGFI	Near 1,0	0,821	Good
TLI	≥ 0,90	0,931	Good
PNFI	> 0,50	0,681	Good
PGFI	≥ 0,50	0,594	Good

Source: Processed primary data, 2023

#### Hypothesis Testing

Hypothesis testing is used to test hypotheses based on the results of data processing in research using SEM analysis. Generally, this hypothesis is tested by analyzing the value of

the critical ratio (C.R.) with the value of Probability (P) as a result of processing regression weights data compared with the required statistical constraints. The required critical ratio value is above 1.96, with the profitability value below 0.05. If the results of data processing meet these requirements, then the hypothesis in the proposed study is declared acceptable. The results of hypothesis testing can be seen in the Regression Weight Table below.

**Table 2. Regression Weights**

No	Hypothesis	CR	P	Information
H <sub>1</sub>	Product quality has a positive and significant effect on tourist satisfaction	3,030	0,002	Accepted
H <sub>2</sub>	Price has a positive and significant effect on tourist satisfaction	4,121	0,000	Accepted
H <sub>3</sub>	Tourist satisfaction has a positive and significant effect on tourist loyalty	6,582	0,000	Accepted

Based on the results of the regression weight test above illustrates that all hypotheses are declared accepted because they have a Critical Ratio (C.R.) value above 1.96. Furthermore, to determine the magnitude of the influence value of each indicator or dimension forming each latent variable, the influence between variables can be analyzed with standardized coefficients in the test results of standardized regression weights full model constructs in the Table below.

**Table 3. Standardized regression test results for complete model constructs**

			Estimate
Satisfaction	<---	Product Quality	,407
Satisfaction	<---	Price	,458
Loyalty	<---	Satisfaction	,653

A model of the structural equation based on such results can be written below:

Endogenous Variable = Exogenous Variable + Error

Traveller Satisfaction = 0.407 Product Quality + 0.456 Price + 0.608 ζ

Traveller Loyalty = 0.653 Traveller Satisfaction + 0.426 ζ

Based on the table and model equations above, it can be seen that each indicator or dimension forming each latent variable has a positive influence with the result of the standardized coefficient from the lowest 0.407 to the highest 0.653. Furthermore, in the relationship between variables, it can be seen that the biggest influence is the influence of tourist satisfaction on tourist loyalty with a standardized coefficient of 0.653, which means that when tourist satisfaction rises by 1, it will increase tourist loyalty by 0.653. The variable that affects the greatest tourist satisfaction is the price, with a standardized coefficient of 0.456, which means that when the price increases by 1, it will increase tourist satisfaction by 0.456.

#### IV. CONCLUSION

The product quality variable (X1) positively and significantly affects the tourist satisfaction variable (Z). SEM H1 analysis produces a C.R. value of 3.03, above the standard value of 1.96. This proves that H1 is acceptable. Product quality affects tourist satisfaction, so gastronomic tourism managers are advised to improve the taste of food, food aroma, food resistance, and the physical appearance of food.

The price variable (X2) positively and significantly affects the tourist satisfaction variable (Z). SEM H2 analysis produces a C.R. value of 4.121, above the standard value of 1.96. This proves that H2 is acceptable. Price affects tourist satisfaction, so tourism managers are advised to increase price affordability, price competitiveness, and price suitability with product quality.

The variable of tourist satisfaction (Z) positively and significantly affects tourist loyalty (Y). SEM H3 analysis produces a C.R. value of 6.582, above the standard value of 1.96. This proves that H3 is acceptable. Tourist satisfaction affects tourist loyalty, so tourism managers are advised to increase the suitability of tourist expectations, interest in visiting again, and willingness to recommend from tourists.

## V. ACKNOWLEDGEMENTS

Based on SEM test results, price has the greatest influence on tourist satisfaction. Therefore, the management of gastronomic tourism management in Salatiga is expected to increase price availability, price competitiveness, and price suitability with product quality. If the above is done, it will increase tourist satisfaction; with satisfied tourists, they will make repeat purchases. This study has limitations that may affect the results obtained; researchers only include 2 independent variables, namely product quality (X1) and price (X2), to be tested against the variable of tourist satisfaction (Z). So there may still be many variables that affect tourist satisfaction.

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