THE ANALYSIS OF HALAL TOURISM PRODUCTS AND BRAND IMAGE DESTINATION ON TOURISTS’ REPEATED VISITS VIA TRUST IN WEST SUMATERA PROVINCE

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ABSTRACT

The tourism industry in Indonesia is currently developing, alongside the aggressive development of tourism potential done by the Government of the Republic of Indonesia, via the Ministry of Tourism of Indonesia. There are many programs and efforts of the Ministry of Tourism to promote Indonesia as one of the world’s best tourist destinations. The phenomenon, that takes place to halal tourism in West Sumatra, is a product of halal tourism and brand image destination. They have not been properly established, so that they are yet to give trust and intention for tourists’ repeated visits to halal tourism in West Sumatra. The results of this research show that: halal tourism products have positive and significant effects on tourists’ trust in West Sumatra; brand image destination has positive and significant effects on tourists’ trust in West Sumatra; trust has positive and significant effects on tourists repeated visits in West Sumatra; halal tourism products have positive and significant effects on tourists repeated visits in West Sumatra; brand image destination has positive and significant effects on tourists repeated visits of via trust; brand image destination has positive and significant effects on tourists repeated visits via trust.

Key words: Halal Tour Products, Brand Image Destination, Trust, Tourists’ Repeated Visits.

1. INTRODUCTION

The tourism industry in Indonesia is currently developing, alongside the aggressive development of tourism potential done by the Government of the Republic of Indonesia, via the Ministry of Tourism of Indonesia. There are many programs and efforts of the Ministry of Tourism to promote Indonesia as one of the world’s best tourist destinations. In global level, the Muslim population is predicted to grow about twice the population of Non-Muslims over the next two decades. The average annual growth rate is 1.5% for Muslim population, and 0.7% for Non-Muslim population. If this trend continues, Muslims will make up 26.4% of the world’s total population of 8.3 billion projected by 2030. As the world’s largest Muslim-majority country, and Muslims majority of in the country (Wikipedia data), Halal Tourism is the most proper choice for Indonesia. The latest data from the Ministry of Tourism and Creative Economy states that the total expenditure of world’s Muslim tourists in 2014 reached 142 billion US dollars, while the growth of halal tourism in Indonesia reached 6.3%. The figure is higher than the average growth of world tourism, and the profits from halal tourism in Indonesia is also considerably large. Indonesia captures such opportunity to reach Malaysian Muslim tourists to visit Indonesia. Nevertheless, interestingly, non-Muslim majority countries are the most aggressive ones to provide halal tourism and apply halal tourism concept. The world’s Muslim tourists also become the main target of tourism programs developed by many countries, such as Japan, South Korea, China and Singapore.

Table 1 Foreign Tourists visiting West Sumatra based on Nationality from 2013 to 2017.

<table>
<thead>
<tr>
<th>No</th>
<th>Nationality</th>
<th>Year 2013 (People)</th>
<th>Year 2014 (People)</th>
<th>Year 2015 (People)</th>
<th>Year 2016 (People)</th>
<th>Year 2017 (People)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Malaysia</td>
<td>36.254</td>
<td>43.588</td>
<td>36.262</td>
<td>38.453</td>
<td>22.105</td>
</tr>
<tr>
<td>2.</td>
<td>Australia</td>
<td>2.275</td>
<td>2.344</td>
<td>1.734</td>
<td>2.473</td>
<td>1.503</td>
</tr>
<tr>
<td>3.</td>
<td>Singapore</td>
<td>947</td>
<td>144</td>
<td>243</td>
<td>275</td>
<td>135</td>
</tr>
<tr>
<td>4.</td>
<td>China</td>
<td>536</td>
<td>285</td>
<td>346</td>
<td>475</td>
<td>178</td>
</tr>
<tr>
<td>5.</td>
<td>England</td>
<td>309</td>
<td>283</td>
<td>214</td>
<td>366</td>
<td>211</td>
</tr>
<tr>
<td>6.</td>
<td>Thailand</td>
<td>131</td>
<td>338</td>
<td>264</td>
<td>219</td>
<td>209</td>
</tr>
<tr>
<td>7.</td>
<td>Japan</td>
<td>232</td>
<td>405</td>
<td>208</td>
<td>235</td>
<td>150</td>
</tr>
<tr>
<td>8.</td>
<td>France</td>
<td>458</td>
<td>248</td>
<td>334</td>
<td>399</td>
<td>220</td>
</tr>
<tr>
<td>9.</td>
<td>Netherlands</td>
<td>161</td>
<td>195</td>
<td>43</td>
<td>390</td>
<td>104</td>
</tr>
<tr>
<td>10.</td>
<td>Germany</td>
<td>245</td>
<td>334</td>
<td>167</td>
<td>180</td>
<td>114</td>
</tr>
<tr>
<td>11.</td>
<td>Saudi Arabia</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12.</td>
<td>Egypt</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>13.</td>
<td>United Arab Emirates</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>14.</td>
<td>Bahrain</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>15.</td>
<td>Kuwait</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>16.</td>
<td>Yemen</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>17.</td>
<td>Qatar</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>41.548</td>
<td>48.164</td>
<td>39810</td>
<td>43.465</td>
<td>24.929</td>
</tr>
</tbody>
</table>


West Sumatra is one of the predominantly Muslim provinces in Indonesia. Based on the data of Muslim population in Indonesia, Sumatera was ranked third at 97.42%, the first place is NAD (98.19% Nanggro Aceh Darusalam), and the second place is Central Java (98.74%). This place is Muslim-majority region, in addition to 2016’s halal tourism award achieved in the category of World Best Halal Destination, World Best Halal Culinary Destination, and World Best Halal Tour Operator (www.nasional.tempo.co). The event held by the Ministry of
Tourism of the United Arab Emirates is a manifestation of the increasing Muslim tourists, especially those from Middle East. West Sumatera thereby should have developed halal tourism in all aspects of tourism, including its halal tourism products. Nevertheless, in reality, the halal tourism products implemented are not able to fulfill the needs and desires of Muslim tourists. Muslim tourists need special needs during their activities, and it is no exception when it comes to tourism. It becomes the background of the increasing halal tourism phenomenon. This halal tourism should have been enjoyed by all Muslim tourists visiting Sumatra. However, the visitation number of Muslim tourists from Malaysia has decreased from year to year. The actors of the tourism industry and local government of West Sumatra should take this problem into consideration. To further explore this matter, the data of Muslim tourists’ visitation to West Sumatra are displayed here.

Table 1 shows that Muslim tourists from Asia visiting West Sumatra are only Malaysian tourists. The data also shows that Malaysian tourists to West Sumatra fluctuate sharply in number from 2013 to 2014, so it can be illustrated that the non-maximum repeated visits (tourist loyalty). Instead, the data also show the Middle Eastern tourists who become the main target of Halal tourism do not make any visitation at all. Based on the phenomenon, it is shown that Muslim tourists are still not interested in making repeated visits to West Sumatra. Presumably, it is caused by the non-maximum tourism product offered in halal tour packages.

The attraction and value perceived by tourists has advantages, such as preventing the decrease in visitation frequency to halal tourism in West Sumatra, while creating a good image that raises the tourists’ intention of repeated visits (loyalty) to the tourist attraction. In halal tourism, the tourists perceive the attractions, including tourism in beautiful scenery with all the cultural uniqueness and the majority Muslim population. Meanwhile, other things, such as food and beverages offered are included the original food of West Sumatra. Halal tourism products are tangible and non-tangible formation, packed in a travel group that can only be enjoyed if the whole series of trips can provide a good experience for travelers, according to the standards of sharia. The components of the Tourism Product include attraction of amenity (facilities), accessibility (ease). These three are thought to provide trust to Muslim tourists so that they will be interested to make repeated visits to tourist destinations in West Sumatra. What Muslim tourists want for a tourist destination is halal food. The phenomenon in West Sumatera as halal tourism is halal culinary, but in reality, restaurants and creative industries (souvenir food) does not include halal label from MUI, so that the tourists’ trust about halal food and beverage products in restaurants are not guaranteed according to sharia standards (Global Muslim Lifestyle Tourism Market (2017). West Sumatra has not been able to create a vibrant city destination, live and develop the cultural uniqueness (local cultural wisdom), while food various souvenirs need to be explored, and tourism activities in the evening need to be packaged into an invent providing its own charm for the tourists, so as to create a brand image of halal destination in the minds of tourists.

2. LITERATURE REVIEW

2.1. Tourism

Tourism is often interpreted as a series of trips of a person or group of people (tourists, tourists) to a place for vacation, enjoying the beauty of nature and culture (sightseeing), business, visiting relatives and other destinations. Referring to the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, travel activities carried out by a person or group of people by visiting certain places for recreation, personal development, or learning the uniqueness of tourist attractions visited in a temporary period. Tourism is a variety of tourism activities and is supported by various facilities and services provided by the
community, entrepreneurs, the Government, and the Regional Government. Tourism is a whole activity related to tourism and is multidimensional and multidisciplinary which emerges as a manifestation of the needs of each person and country as well as the interaction between tourists and the local community, fellow tourists, the Government, the Regional Government and entrepreneurs. Tourism business is a business that provides goods and/or services for meeting the needs of tourists and organizing tourism. Tourist objects and attractions are all tourist destinations. Tourism has become an important sector in global economic development. Chen et al., (2017) states that Tourism is one of the largest and fastest industries in the world. This sector has become an important source of income, employment and wealth in many countries. International tourism now fills a greater share of foreign exchange earnings and export revenues than other industries in the world. Especially for developing countries, states that tourism is one of the fundamental pillars of the development process because it is one of the dominant activities in the economy, while for others, especially with the islands and some small countries, tourism is one- only source of foreign currency and source of employment.

2.2. Impact of Tourism
Tourism development should be carried out in a gradual / gradual manner, accompanied by measurement of economic impacts to consider how far tourism has been able to Local Own Government increase and its comparison with the budget that has been spent. Other economic measurements needed are the extent to which public expenditure is absorbed in the local economy (retention) and the extent of economic leakage (leakages) caused by the tourism sector (Blain et al., 2005). Impacts or issues that develop along with the development of tourism include: unbalanced economic mastery, limited local added value, lack of involvement of local communities, environmental impact of tourism, erosion of social wisdom and cultural values and increasing living costs and burdens for local residents. Positive impact of tourism on the socio-cultural development of the community and the environment around the tourist destination area. With tourism activities the quality of life of local people will improve, meetings between tourists and local communities will be facilitated, cultural exchanges will be promoted, understanding of different communities will increase, the cultural identity of local communities will be maintained, and increased demand for historical and cultural exhibitions. In addition, there will be environmental protection or prevention of further ecological decline, preservation of historical buildings and monuments and improvements in regional appearance (visual and aesthetic).

2.3. Halal Tourism
The general understanding of halal tourism is part of the tourism industry which is aimed at Muslim tourists. Tourist services in halal tourism refer to Islamic rules. In addition to hotels, transportation in the halal tourism industry also uses Islamic concepts. Transportation service providers are obliged to make it easy for Muslim tourists to carry out worship during the trip. This convenience can be in the form of providing a prayer place in the airplane, notification in the form of an announcement or a call to prayer if it has entered prayer time other than the absence of food or drinks containing alcohol and the existence of Islamic entertainment during the trip (Priyanto, 2014). Halal tourism is a tour that prioritizes the halal elements of several aspects related to tourism activities. Halal includes everything that is used for physical and spiritual human beings which is certainly free from danger. Generally halal must include property, food, drinks, cosmetics, material medicines and handling of diseases or life problems. Therefore halal tourism objects related to the provision of tourist destinations in the form of hotels, restaurants, restaurants and others that use halal and thoyyib (good) material.
This halal standard is measured through procedures that meet halal certification requirements. Halal is good and guaranteed to be safe from danger so halal tourism is good for everyone regardless of religion.

2.4. Theoretical Framework

- Halal tourism products: tangible and non-tangible formation, packed in a travel group that can only be enjoyed if the whole series of trips can provide a good experience for travelers, according to the standards of sharia (Suswantoro (2007))
- Components of tourism products: attractions, amenity/ facilities, accessibility/ amenity
- Brand image destination: Kurniawan (2014) defines the destination image as an impression of a place or a person’s perception of a particular area/ tourist destination.
- Trust: According to Rousseau, et al., (2008), trust is a psychological area that is a concern to accept what is based on expectations of good behavior from others.
- Repeat Visits: The intention of repeated visit is the visitor's judgment regarding the suitability to review the same purpose or willingness to recommend a destination to others (Chen and Tsai, 2007).

Repeat visits (loyalty) of tourists are a voluntary decision of customers or clients to continue subscribing to certain products in the long term (Lovelock, et.al 2002). The indicators used in this research include:

- Giving recommendations to friends
- Saying positive things
- Providing personal information

Halal tourism: Halal tourism is one of the tourism system aimed for Muslim tourists of which implementation obeys the rules of Islam. Each activity, event and experience is done in the travel that is suitable with Islam. Halal tourism is a type of tourism that embraces Islamic values (Al-Hamarneh and Steiner 2004)

![Figure 1 Conceptual Framework](image)

3. RESEARCH METHODS

The type of research employed by the researcher was explanatory research. It was intended to explain the position of the variables examined, and the relationship between one variable and other variables, and to test the hypothesis previously formulated. The population in this research was those who had visited more than once. The sample was a part of the number and characteristics of the population (Lutfie et al., 2016; Gusnardi et al. 2017; Achmad et al., 2017; Badaruddin et al., 2017; Syahyunan et al., 2017; Muda, 2017 & Erwin et al., 2018). The samples in this research were 370 respondents. Multiple linear regression analysis is a linear relationship between two or more independent variables (X1, X2, ... Xn) with the
dependent variable ($Y$). This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether each independent variable is positively or negatively related and to predict the value of the dependent variable if the value of the independent variable increases or decreases. The data used is usually interval or ratio.

Determination analysis in multiple linear regression is used to determine the percentage contribution of the influence of independent variables ($X_1, X_2, \ldots, X_n$) simultaneously on the dependent variable ($Y$). This coefficient shows how much the percentage variation of the independent variables used in the model is able to explain the variation of the dependent variable. $R^2$ is equal to 0, so there is not the slightest percentage of the contribution of influence given the independent variable to the dependent variable, or the variation of the independent variables used in the model does not explain the slightest variation in the dependent variable. On the contrary $R^2$ is equal to 1, then the percentage of the contribution of the influence given by the independent variable to the dependent variable is perfect, or variations in the independent variables used in the model explain 100% variation of the dependent variable (Dalimunthe et al., 2016; Lubis et al., 2016; Handoko et al., 2107; Hasan et al., 2107; Erlina et al., 2107; Situmorang et al., 2018; Muda et al., 2017). Adjusted $R$ Square is the adjusted $R$ Square value, this value is always smaller than $R$ Square and this number can have a negative price. According Syahyunan et al., (2017) that for regression with more than two independent variables used adjusted $R^2$ as the coefficient of determination. Standard Error of the Estimate is a measure of the number of regression model errors in predicting the $Y$ value.

Regression Coefficients Simultaneously (F Test) is used to determine whether the independent variables ($X_1, X_2, \ldots, X_n$) jointly influence significantly on the dependent variable ($Y$). Or to find out whether the regression model can be used to predict the dependent variable or not. Significant means that the relationship can apply to the population (Situmorang et al., 2017; Tarmizi et al., 2017; Marhayanie et al., 2017; Muda et al., 2018; Muda & Hasibuan, 2018; Muda and Hutapea, 2018 & Muda, and Windari, 2018). The level of significance uses $\alpha = 5\%$ ($5\%$ or 0.05 significance is the standard measure that is often used in research). Testing criteria:

- Ho is accepted if $F$ counts $< F$ table
- Ho is rejected if $F$ counts $> F$ table

This test is used to determine whether in the regression model the independent variables ($X_1, X_2, \ldots, X_n$) partially have a significant effect on the dependent variable ($Y$). The distribution table $t$ is found at $\alpha = 5\%$: $2 = 2.5\%$ (test 2 sides) with degrees of freedom (df) $n-k-1$ or $18-2-1 = 15$ (n is the number of cases and k is the number of independent variables).

- Testing Criteria
  - Ho is accepted if $-t$ table $< t$ counts $< t$ table
  - Ho is rejected if $-t$ counts $< -t$ table or $t$ counts $> t$ table.

Classic Assumption Test is an analysis conducted to assess whether in an Ordinary Least Square (OLS) linear regression model there are problems of classical assumptions. Classic assumption test is also not necessary for linear regression analysis which aims to calculate the value of certain variables (Muda and Dharsuky, 2015 & 2016; Lubis et al., 2016; Tarmizi et al., 2016; Sirojuzilam et al., 2016 & 2017; Muda and Hutapea, 2018 & Pohan et al., 2018). Classic assumption test that is often used is multicollinearity test, heteroscedasticity test, normality test, autocorrelation test and linearity test. There is no definite provision regarding
which test order must be met first. Analysis can be done depending on existing data. For example, an analysis of all classical assumptions is carried out, then see which do not meet the requirements. Then the repairs are carried out on the test, and after fulfilling the requirements, testing is done on another test.

1. **Normality Test**

The normality test is to see whether the residual value is normally distributed or not. A good regression model is to have residual values that are normally distributed. So the normality test is not done on each variable but on the residual value. Multiple errors often occur, namely that the normality test is performed on each variable. This is not prohibited but the regression model requires normality in the residual value not in each research variable. Normal understanding is simply analogous to a class. In a class of students who are very stupid and very smart, the numbers are few and most are in the medium or average category. If the class is stupid all then it's not normal, or an extraordinary school. And vice versa if a lot of classes are smart, the class is not normal or is a superior class. Observation of normal data will provide extreme low and extreme high values that are few and mostly collected in the middle. Likewise the average value, mode and median are relatively close. Normality test can be done by histogram test, P Plot normal test, Chi Square, Skewness and Kurtosis test or Kolmogorov Smirnov test (Hutagalung et al., 2017; Muda, 2017; Erlina and Muda, 2018; Eriadi et al., 2018; Sari et al., 2018; Muda, & Nurlina, 2018 and Muda & Naibaho, 2018). There is no best or most appropriate method. The tips are that testing with graphical methods often leads to differences in perceptions among some observers, so the use of normality tests with statistical tests is free from doubts, although there is no guarantee that testing with statistical tests is better than testing with graphical methods. If the residual is not normal but close to the critical value then it can be tried with other methods which might provide normal justification. But if it is far from the normal value, it can be done several steps, namely: transforming data, trimming data outliers or adding observation data. Transformation can be done in the form of natural logarithms, square roots, inverse, or other forms depending on the shape of the normal curve, whether leaning left, right, collecting in the middle or spreading to the right and left side.

2. **Multicollinearity Test**

Multicollinearity test is to see whether or not there is a high correlation between independent variables in a multiple linear regression model. If there is a high correlation between the independent variables, the relationship between the independent variable and the dependent variable becomes disrupted. Statistical tools that are often used to test multicollinearity disorders are variance inflation factor (VIF), Pearson correlation between independent variables, or by looking at eigenvalues and condition index (CI) (Sirojuzilam et al., 2016; Azlina et al., 2017; Sadalia et al., 2017; Dalimunthe et al., 2017 and Muda et al., 2018). Some alternative ways to overcome multicollinearity problems are as follows:

1. Change or issue variables that have a high correlation.
2. Increase the number of observations.
3. Transform data into other forms, such as natural logarithms, square roots or first difference delta forms.

3. **Heteroscedasticity test**

Heteroscedasticity test is to see whether there is a variance inequality from residual one to observation to another observation. The regression model that meets the requirements is where there is a similarity of residual variance, one observation to another observation remains or called homoskedasticity. Heteroscedasticity detection can be done by scatter plot method by plotting the ZPRED value (prediction value) with SRESID (residual value).
4. Autocorrelation Test

Autocorrelation test is to see whether there is a correlation between a period \( t \) with the previous period \( (t - 1) \). Simply stated, regression analysis is to see the effect of independent variables on the dependent variable, so there can be no correlation between observation and previous observation data. An example is the influence of the monthly inflation rate on the rupiah exchange rate against the dollar. The inflation rate data for a particular month, say February, will be affected by the January inflation rate. This means that there is an autocorrelation disorder in the model. Another example, routine expenditure in a household. When in January a family spent a relatively high monthly expenditure, then without any effect, spending in February would be low. Autocorrelation test is only done on time series data (time series) and does not need to be done on cross section data as in the questionnaire where the measurement of all variables is done simultaneously at the same time. Regression model in research on the Indonesia Stock Exchange where the period is more than one year usually requires an autocorrelation test. Some statistical tests that are often used are the Durbin-Watson test, test with Run Test and if the observation data above 100 data should use the Lagrange Multiplier test. Some ways to overcome the problem of autocorrelation is to transform the data or it could be by changing the regression model into generalized difference equation. In addition, it can also be done by entering the lag variable from the dependent variable into one of the independent variables, so that the observation data becomes reduced 1.

5. Linearity Test

Linearity test is used to see whether the model built has a linear relationship or not. This test is rarely used in various studies, because usually the model is formed based on the theoretical study that the relationship between the independent variable and the dependent variable is linear. Relationships between variables which are not theoretically linear relationships actually cannot be analyzed by linear regression, for example elasticity problems. If there is a relationship between two variables that are unknown whether linear or not, the linearity test cannot be used to provide an adjustment that the relationship is linear or not. Linearity test is used to confirm whether the linear nature between two variables that are theoretically identified is appropriate or not with the existing observations. Linearity test can use the Durbin-Watson test, Ramsey Test or the Lagrange Multiplier test. Validity is the level of validity and validity of the measuring instrument used. Instruments said to be valid means showing a measuring instrument used to get the data valid or can be used to measure what should be measured (Dalimunthe et al., 2016; Muda and Dharsuky, 2016; Muda et al., 2017; Yahya et al., 2017; Sadalia et al., 2018; Erlina and Muda, 2018 and Muda et al., 2018). Thus, a valid instrument is an instrument that is really right to measure what you want to measure.

Ruler is declared valid if it is used to measure length, but is invalid if used to measure weight. That is, the ruler is precisely used to measure length, but it becomes invalid if a ruler is used to measure weight. Reliability testing is useful to determine whether the instrument in this case the questionnaire can be used more than once, at least by the same respondent will produce consistent data. In other words, instrument reliability characterizes the level of consistency. Good reliability coefficient is above 0.7 (good enough), above 0.8 (good). Measurement of validity and reliability is absolutely necessary, because if the instrument used is invalid and reliable, then the results of the research will not be valid and reliable. Muda (2017) and Sadalia et al., (2018) explains the difference between valid and reliable research with valid and reliable instruments as follows: Valid research means that if there is a similarity between the data collected and the actual data that occurs in the object under study.
4. RESULTS AND DISCUSSION

4.1. Result

The followings are the results of data analysis, as follows:

<table>
<thead>
<tr>
<th>No</th>
<th>Hypothesis testing</th>
<th>Coefficient Results</th>
<th>Significant &lt;0.05</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Halal tourism products have positive and significant effects on tourists’ trusts in West Sumatra.</td>
<td>0,301</td>
<td>&lt;0,001</td>
<td>Accepted</td>
</tr>
<tr>
<td>2.</td>
<td>Brand image destination has positive and significant impact tourists’ trust in West Sumatra.</td>
<td>0,251</td>
<td>&lt;0,001</td>
<td>Accepted</td>
</tr>
<tr>
<td>3.</td>
<td>Trust has positive and significant effects on tourists’ repeated visits in West Sumatra.</td>
<td>0,316</td>
<td>&lt;0,001</td>
<td>Accepted</td>
</tr>
<tr>
<td>4.</td>
<td>Halal tourism products have positive and significant effects on tourists’ repeated visits in West Sumatra.</td>
<td>0,068</td>
<td>0,037</td>
<td>Accepted</td>
</tr>
<tr>
<td>5.</td>
<td>Brand image destination has positive and significant effects on tourists’ repeated visits in West Sumatra.</td>
<td>0,119</td>
<td>0,003</td>
<td>Accepted</td>
</tr>
<tr>
<td>6.</td>
<td>Halal tourism products have positive and significant effects on tourists’ repeated visits via trust in West Sumatra.</td>
<td>0,226</td>
<td>0,026</td>
<td>Accepted</td>
</tr>
<tr>
<td>7.</td>
<td>Brand image destination has positive and significant effects on tourists’ repeated visits via trust in West Sumatra.</td>
<td>0,188</td>
<td>&lt;0,001</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: Results of Data Processing (2018).

Based on the loading results, it is known that all loading values are above 0.4, meaning that they have fulfilled the validity requirements based on the loading size. Based on the loading results, it is known that: The indicators of tourism products are 24. It is known that all loading values of the indicator on tourism product variable are above 0.4, meaning that they have fulfilled the validity requirements based on the loading value. The indicators of brand image destination are 12. It is known that all loading values of the indicator on trust variable are above 0.4, meaning that they have fulfilled the validity requirement based on the loading value. The indicators of repeated visits are 3. It is known that all the loading values of the indicator on the repeated visits variable are above 0.4, meaning that they have fulfilled the validity requirement based on the loading value.

The reliability evaluations are assessed based on alpha cronbach and composite reliability. The value of alpha cronbach (AC) and composite reliability (CR) is for each latent variable. The recommended cronbach alpha value is above 0.7. The value of composite reliability is above 0.7. Based on the results of data processing, it is found that: Cronbach alpha value of X₁ is 0.994, X₂ is 0.989, Y₁ is 0.983, Y₂ is 0.974. All cronbach alpha values are known above 0.7, meaning they have fulfilled the reliability requirement based on alpha cronbach size. The composite reliability value of X₁ is 0.994, X₂ is 0.990, Y₁ is 0.985 and Y₂ is 0.983. It is known that all values of composite reliability are above 0.7, meaning that they have fulfilled the reliability based on composite reliability measurement.

The result is obtained from the significance test result of direct effect: Hypothesis 1 (Direct Effects) The path coefficient from X₁ to Y₁ is 0.301, which is positive. The value can be interpreted that X₁ has positive effect on Y₁, while P-values X₁ to Y₁ is <0.001, which may also mean <0.05 (or 5%) significance level, therefore X₁ has a significant effect on Y₁.

Hypothesis 2 (Direct Effects) of path coefficient value from X₂ to Y₁ is 0.251, which is positive. The value can be interpreted that X₂ has positive effect on Y₁, while P-values X₂ to
Y1 is <0.001, which can also mean <0.05 (or 5%) significance level, therefore X2 has a significant effect on Y1.

Hypothesis 3 (Direct Effects) The path coefficient value from Y1 to Y2 is 0.316, which is positive. The value can be interpreted that Y1 has positive effect on Y2, while P-value of Y1 to Y2 is <0.001, which can also mean <0.05 (or 5%) significance level, therefore Y1 has a significant effect on Y2.

Hypothesis 4 (Direct Effects) The path coefficient value from X1 to Y2 is 0.068, which is positive. The value can be interpreted that X1 has positive effect on Y2, while P-value of X1 to Y2 is 0.037 <0.05 (or 5%) significance level, therefore X1 has a significant effect on Y2.

Hypothesis 5 (Direct Effects) The path coefficient value from X2 to Y2 is 0.119, which is positive. The value can be interpreted that X2 has positive effects on Y2, while the value of P-value of X2 to Y2 is 0.003 <0.05 (or 5%) significance level, therefore X2 has a significant effect on Y2.

The result is obtained from the significance test result of indirect effects in Figure 5.9: Hypothesis 6 (2 Paths-Indirect effects). It is known that indirect effect of tourist products on repeated visits via trust is 0.226 with P-values <0.001, which also means <0.05 (or 5%) significance level, therefore tourism product indirectly and significantly affects repeated visits of .226, via trust. In other words, the trust is significant in mediating the relationship between tourism products on repeated visits.

Hypothesis 7 (2 Paths-Indirect effects); It is known that indirect effect of brand image destination on repeated visits via trust is 0.188 with P-values <0.001, which also means <0.05 (or 5%) significance level, therefore brand image destination indirectly and significantly affects repeated visits by 0.188, via trust. In other words, the trust is significant in mediating the relationship between brand image destination and repeated visits.

4.2. Discussions
The halal tourism industry is currently more developed, not only dealing with halal products such as food or non-alcoholic beverages and no pork (not containing pork), but also halal services such as no element of deception or fraud or any information that is covered up to visitors. As of 2015 the halal tourism industry has grown rapidly compared to other types of tourism. With this rapid growth, of course, the market share is expanding and needs to be developed or innovated so that the quality of tourism is even better. Provision of halal tourism by countries in the world, especially by countries that are predominantly non-Muslim, are business opportunities that provide considerable economic impact. Indonesia, where the majority of its population is Muslim, Indonesia must continue to develop halal tourism so that more visitors from abroad make Indonesia more famous in the world scene that Indonesia is indeed superior in providing halal tourism. Muslim tourist attraction is defined as everything that has a uniqueness, beauty and value that is the target or purpose of visiting Muslim tourists. Muslim tourism related to Islamic law must pay attention to sharia rules as explained above. Muslim tourism requires Muslim participants because this tour aims to increase the faith and Islam of the participants. Whereas for halal tourism participants do not have to be Islamic, all people of any religion may participate in halal tours if they want to join halal tours which are more guaranteed to be safe as their food is safe for health. Halal is good for all humans so halal tourism is more universal for all people.
5. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusions

- The assessment of most respondents to halal tourism products falls into good category of 58%, but there are still some indicators that are yet to reach the average, namely halal amenity which is not compatible to sharia standards; and the accessibility is not completely available.

- The assessment of most respondents to destination brand image falls into fair category at 48.25%. It happens because the tourists brand image has not been established properly because the cognitive image, affective image and uniqueness image that the industry actors cannot create in halal tourism.

- The assessment of most respondents to tourists’ trust to the halal tourism products and brand image destination falls into fair category at 42.20%. It is because in West Sumatera, restaurants and souvenir food have not earned halal labels from MUI, so that Muslim tourists hesitate to make repeated visits, or tourists’ loyalty has not been formed because the low trust level of Muslim tourists towards tourism product and brand image destination in West Sumatra.

5.2. Suggestions

- The implementers should increase the branding of halal tourist attractions in West Sumatra. It is suggested to improve the security in many places, especially in outdoor facilities, and instructions for the parking area for visitors. Besides, to make visitors feel more comfortable, more seats should be added so that they can feel the uniqueness of halal tourism. Halal labels for culinary and hotels should be the top priorities of the government and industry actors.

- We suggest that the management of halal tourist attractions pay more attention to the needs of visitors, in terms of the concept of tourism presentation, such as bringing in more attractions according to halal standards, in order to optimize tourist attractions and art events with innovative dance movements compatible with sharia standards.

- The management should install more hint boards to sharia tourism objects in Padang, Bukittinggi, and Pesisir Selatan Regency, due to limited number of hint boards there. And it would good for the management to improve and repair the existing facilities, and to clean the cave there.

REFERENCES


The Analysis of Halal Tourism Products and Brand Image Destination on Tourists’ Repeated Visits Via Trust in West Sumatera Province


