



EXAMINING THE FACTORS THAT INFLUENCE INDONESIA'S HALAL TOURISM DESTINATION BRAND EQUITY

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ABSTRACT

The aim of this research is to look at the impact of halal brand awareness, halal brand image, halal brand perceived quality, halal brand value, and halal brand satisfaction on destination brand equity (DBE) in the Indonesian tourism industry. To conduct research on the halal brand equity and its antecedents, a structured questionnaire was devised. Purposive sampling was used to acquire data from 165 halal tourists who self-administered questionnaires. The study discovers a positive association between four brand equity antecedents, confirming a strong relationship between the image, value, perceived quality, and satisfaction of halal brand equity. However, the findings of this study demonstrated that brand awareness has no effect on DBE. This study highlighted the necessity for tourism stakeholders to collaborate in developing Indonesia as a halal-branded destination in order to improve the halal brand image in Indonesia.

Keywords: Destination brand equity; Halal brand awareness; Halal brand image; Halal brand perceived quality; Halal brand value; Halal brand satisfaction.

INTRODUCTION

People's urge to travel is increasing significantly right now. The domestic tourist industry is also rapidly developing, with the development of numerous new sites that satisfy the demands of the community. Furthermore, the tourist demands of Muslims have increased significantly (Hermawan, 2019). Halal tourism provides places that cater to Muslim visitors' requirements and preferences by providing services that adhere to Islamic religious standards, such as halal food, prayer facilities, and a Muslim-friendly environment (Sayekti, 2019).

According to the Global Islamic Economic Report, the Muslim tourism business is rapidly expanding. Spending on halal tourism is expected to reach USD 274 billion in 2023, a significant rise from USD 177 billion in 2017. The majority of this spending is caused by Muslim visitors, particularly those from the Middle East, including Saudi Arabia, the United Arab Emirates, and Qatar (Thomson Reuters; Dinar Standard, 2019). Furthermore, halal tourism has become popular in other countries. Despite not being a Muslim-majority country, several European countries contribute to halal tourism through destinations with Islamic history or values, such as al-Hambra in Granada, and various sites that inherit Islamic dynastic traditions (Indonesian Ministry of National Development Planning, 2019).

Currently, Indonesia, the country with the world's largest Muslim-majority population, is experiencing significant growth in the halal tourism industry. With more than 17,508 islands, Indonesia is the world's largest archipelagic country. Cultural wealth has enormous potential for developing the halal tourist business. As a result, several tourist spots can draw both domestic and international visitors. (Indonesian Ministry of National Development Planning, 2019). According to the Central Statistics Agency (BPS), the number of tourists visiting Indonesia has also increased (Badan Pusat Statistik, 2022). As a result, Indonesia has the opportunity to capitalize on the economic potential of halal tourism.

The Number of Foreign Tourists Visiting Indonesia by Nationality

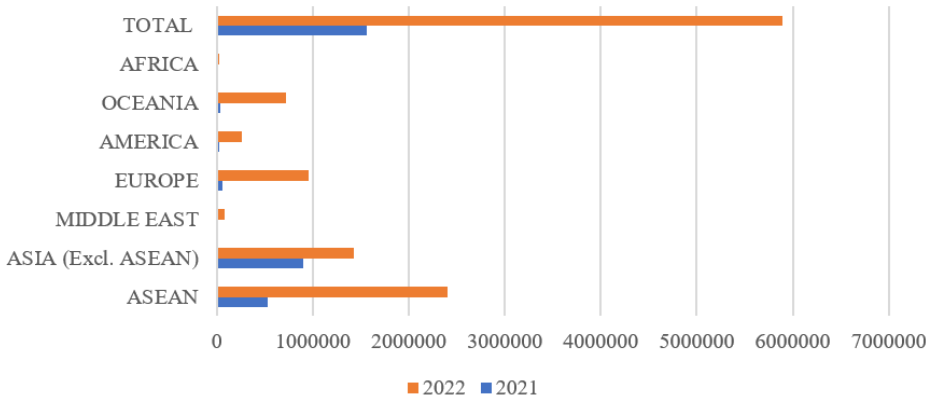


Figure 1: The Number of Foreign Tourists Visiting Indonesia by Nationality

According to Gartner (2014), brand equity in the context of a tourism destination can be defined as the product value derived from the marketing strategy. In other words, brand equity reflects a brand's perceived value. Strong and well-known brands offer a larger attraction to Muslim travelers seeking religiously appropriate vacation experiences. As a result, brand equity is a commercial value that is utilized to position brand products or services for a tourism destination (Han et al., 2015; Joshi & Yadav, 2017). Research by Mas'ud et al., (2022) found that things such as convenience, reasonable prices, satisfaction, and getting benefits make a positive contribution to destination brand value. Preko et al., (2022) found that perceived halal brand quality and halal brand image have a significant impact on destination brand equity. Furthermore, halal destination brand awareness influences halal destination brand loyalty (Safira & Salsabilia, 2022). In addition, according to Battour et al., (2020) travel experience and travel value have a major impact on satisfaction. Meanwhile, visitor satisfaction is influenced by brand image and brand awareness (Rahman et al., 2019).

However, despite extensive research in the field of halal tourism, the issues of halal and brand equity have gotten little attention. Therefore, the purpose of this research is to investigate the aspects that influence Indonesia's

halal tourist destination brand equity. Brand equity refers to the value and perception that consumers associate with a particular brand, and in the context of halal tourism destinations, it encompasses factors such as halal brand image, halal brand awareness, halal brand perceived quality, halal brand value, and halal brand satisfaction. By investigating these factors, this research aims to shed light on the key elements that contribute to the establishment and enhancement of destination brand equity in the context of Indonesia's halal tourism industry.

LITERATURE REVIEW

Halal tourism

The relevance of halal is growing as a result of product labeling and certification (Wilson, 2014). This allows the concept to be shifted and evaluated within the tourist industry (Amadeus, 2019; Battour and Ismail, 2016; Harahsheh et al., 2019; Rahman et al., 2019). Halal tourism has become a popular research topic in the past few years, with studies being conducted not just in Muslim-majority countries like Indonesia (Abror et al., 2019; Adinugraha et al., 2021; Aji et al., 2020; Rahmawati et al., 2021; Ratnasari et al., 2020) but also in other nations such as China (Jia, 2020), Italy (Carboni et al., 2014) and New Zealand (Prayag, 2020). Halal tourism is defined as the provision of tourism-related goods and services that comply to Islamic norms (Mohsin et al., 2016). Tourism is defined in this context as travel for recreational, leisure, and social purposes.

According to a Crescent Rating study carried out between September and November 2021, the availability of Muslim-friendly services is the most important element Muslims consider when organizing a vacation. Participants in the poll were from Malaysia and Indonesia, two of the major Muslim overseas markets. As a result, it is critical for places aiming to attract Muslim visitors to continue accommodating Muslims' faith-based needs in product development. This study conceptualizes halal tourism as a value chain process that includes all services and products from home to the destination and back to home, adopting the Islamic way of consuming products and services. These services include opting for prayer facilities, segregation of washrooms, halal food and hotels for Muslim tourists.

Destination brand equity

Tourism researchers have expressed concerns about the relevance and applicability of brand theory to tourism destinations (e.g., Gartner & Konecnik Ruzzier, 2011; Foley & Fahy, 2004; Konecnik & Gartner, 2007; Morgan & Pritchard, 2001). It has been argued that tourism destinations are too complex to brand, since they have many stakeholders and too little management control (Morgan et al., 2001a). Despite uncertainty of transferability of the brand concept to a tourism destination, the growing popularity of the subject is undeniable (e.g., Boo et al., 2009; Pike et al., 2010; Saraniemi & Ahonen, 2008). This research assumes that the purpose of halal destination branding is to create a favourable image, awareness and quality that lead to Muslim tourists' value for a destination.

This study presents the theory within context, by measuring the activities of brand equity dimensions after the tourists have encountered all the halal services and products at the destination. Undeniably, this approach of using the theory has been validated in similar research (Ali et al., 2018; Battour et al., 2019; Shafaei and Mohamed, 2015), where HBED activities were measured after tourists encountered their halal products and service. In this regard, brand equity theory could be applied in context to explore the understanding of halal DBE of Muslim tourists.

Halal brand awareness

The capacity for perception, sensation, and awareness of things and events is known as awareness. According to Aziz and Vui (2012), the concept of awareness implies comprehension and perception of things or occurrences. According to (Ahmad, Abaidah, and Yahya 2013), halal awareness is determined by a Muslim's knowledge of what halal is, their understanding of the proper method of slaughter, and their preference for halal food. A study conducted by Safira & Salsabilia (2022) discovered that brand awareness of halal destinations had an influence on brand loyalty of halal destinations.

H1. HBA positively impacts Muslim tourists' DBE.

Halal brand image

Low and Lamb (2000, p. 352) describe brand image as "the reasoned or emotional perceptions consumers associate with specific brands." As explained by Cretu and Brodie (2007), brand image incorporates symbolic meaning associated with brand-specific features and is described as a consumer's brand mental picture in the consumer's mind that is tied to a collection of perceptions or an offering (Padgett and Allen, 1997) while Keller (2003) defined brand image as customer memory views of a brand as expressed by brand associations. Furthermore, brand image assists buyers in selecting a product or service when it is difficult to identify products or services based on physical quality qualities (Mudambi et al., 1997).

According to Cretu and Brodie (2007) and Keller (1993), brand image is a set of customer views about a brand expressed via brand associations. As a result, the brand image encompasses symbolic, functional, and experiential benefits (Park et al., 1986). Based on the definitions and explanations provided above, this study introduced a unique construct, "Halal brand image," and characterized it as "a set of brand perceptions in the mind of a customer that is linked to Muslims faith, Halal concerns, and Halal commitments." This showed that the impact of brand awareness on DBE varies with context. Based on the literature reviewed above, this study hypothesizes as follows:

H2. HBI positively impacts Muslim tourists' DBE.

Halal brand perceived quality

Brand perceived quality is an essential aspect that influences customer choice making (Pappu et al., 2005). It gives people a compelling incentive to choose one brand over another (Keller, 1993; Pappu et al., 2005). According to Low and Lamb (2000), perceived product/service quality is key to the premise that strong brands provide value to customers' buying decisions. Previous empirical study has shown that brand perceived quality influences customers' willingness to accept slightly higher costs and/or pay a premium price, resulting in brand equity (Pappu and Quester 2008). Tsiotsou (2006) and Zeithaml (1988) define brand perceived quality as customers' overall assessment of a product's excellence. This showed that the impact of brand awareness on DBE varies with context. Based on the literature reviewed above, this study hypothesizes as follows:

H3. HBPQ positively impacts Muslim tourists' DBE.

Halal brand value

In the literature, the commonly accepted explanation of customer value is absent (Chi et al., 2019; Boo et al., 2009; Day and Crask, 2000; Parasuraman, 1997). A price-based definition of destination customer value is the most often used (Sweeney et al., 1999; Tsai, 2005). According to Aaker (1991), one of the greatest ways to quantify brand value is to ask customers how much value for money they received from the providing of the item. In this study, HBV is regarded as a location that provides more real advantages to Muslim visitors than the expense and time spent by the tourists. Existing empirical research support the considerable positive relationship between brand value and DBE (Dahiya and Batra, 2017; Chi et al., 2019; Kim and Lee, 2018; Tran et al., 2019). Khoiriati et al. (2018) discovered that halal values and branding had major roles in establishing Lombok as a halal tourism destination in the Indonesian tourism setting. Furthermore, halal tourism research discovered that a destination's Islamic values or attributes (halal food, separate prayer facilities, Islamic dress code, and place of worship) were the most significant components that attracted Muslims to a tourism site and added value to the destination, serving as criteria for their level of loyalty (Eid, 2013; Battour and Ismail, 2016).

H4. HBV positively impacts Muslim tourists' DBE.

Halal brand satisfaction

Satisfaction is positively associated to a brand's products and services. The relationship of the factors discovered with the consumers' judgemental idea of brand service may rest on the customers' values and attitudes. Customer satisfaction is a general reaction to a product or service (Lai, Griffin, & Babin, 2009). Customers are happy with a brand, according to Nam, Ekinci, and Whyatt (2011), when brand identification improves their good image within social groups. Several studies in the brand service and service quality research (Caruana, 2002; Chen, 2010; Nam et al., 2011) found that customer satisfaction was mediated by consumers' perceptions of service quality, personal beliefs and values about the products and services, and previous consumer expectations. In

the context of Muslim tourists' halal brand service, tourism service providers' practice of relating any source of non-halal elements, products, and services to visitors may assist to build a positive attitude toward service supplied, boosting tourists' happiness. The brand effect has a significant impact on the attitudes and behaviors of tourists. For clients, a brand may simplify selection and guarantee a certain degree of quality.

Satisfaction is defined as the pleasure that a visitor feels, desires, expects, or requires from products, services, and locations. It refers to the evaluation of halal tourism products and service facilities in terms of importance/unimportance, good/bad (e.g., Islamic qualities, prohibition of sex channels, prohibition of betting in travel places, etc.) (Rahman et al., 2020). Unlike other types of sales, tourism need sales that are memorable. It requires complete tourist expectations to be effective. As tourism is a consumer-oriented industry, customer satisfaction is critical to its success, particularly in generating long-term offerings with development potential (Isa et al., 2018).

H5. HBS positively impacts Muslim tourists' DBE.

METHODOLOGY

The target population for this study were adult Indonesian Muslim tourists who responded to perceptual halal DBE qualities (halal awareness, halal perceived quality, halal image, halal value, and halal satisfaction). Purposive sampling was used in this study, with the requirement that the respondent has travelled at least 2-3 times. This study received 165 responses in total. The instruments used in this study were adapted from prior studies. The final questionnaire used for this study had 26 items and was graded on a Likert scale of 1 to 5, with 1 being "strongly disagree" and 5 being "strongly agree." Structural Equation Modeling (SEM) was employed in this study, which was supported by WarpPLS 8.0.

FINDINGS AND ANALYSIS

Demographic Results

Detailed demographic statistics are provided in Table 1 below. Almost 72% of the 165 people surveyed were female travelers, while roughly 28% were male. They are 18 to 25 years old (89%), 26 to 40 years old (10%), and 41 to 60 years old (1%). The travelers who took part were 92% single and 8% married. Furthermore, 28% are high school students, 66% are undergraduates, 5% are

masters, and 1% are doctorates. According to the frequency of visits to halal tourism destinations, 53% have visited 2-3 times, 17% have visited 3-4 times, and 30% have visited more than 6 times.

Table 1: Demographic Characteristics of Participants

Items	(%)
<i>Gender</i>	
Female	72
Male	28
<i>Age bracket (years)</i>	
18-25 years	89
26-40 years	10
41-60 years	1
<i>Marital status</i>	
Single	92
Married	8
<i>Educational level</i>	
High school	28
Undergraduate	66
Graduate	5
Doctoral	1
<i>Frequency of visit (times)</i>	
2-3 times	53
4-5 times	17
more than 6 times	30

Measurement and Structural Model

a. Validity Test

The convergent validity and discriminant validity tests were used in this study to evaluate validity. Table 2 shows that the AVE values for the variable's halal brand image, halal brand perceived quality, halal brand value, halal brand satisfaction, and halal brand equity are all higher than 0.5 and meet the AVE

standards. As a result, all the research variables' convergent validity is good. Discriminant validity is shown by AVE values (square roots of AVE), where the value of AVE is in a diagonal position in the WarpPLS program output correlations among the latent variables. In the same block, the expected value is bigger than the correlation value. The overall value on the diagonal block is bigger than the value in the same block, as seen in Table 2. This demonstrates that all variables match the required discriminant validity standards.

Table 2: Validity Test Result

Variable	AVE	HBA	HBI	HBPQ	HBV	HBS	DBE
HBA	0,691	(0,831)	0,596	0,601	0,538	0,391	0,445
HBI	0,688	0,596	(0,829)	0,644	0,577	0,464	0,493
HBPQ	0,604	0,601	0,644	(0,777)	0,682	0,595	0,733
HBV	0,619	0,538	0,577	0,682	(0,787)	0,575	0,630
HBS	0,715	0,445	0,493	0,733	0,630	(0,846)	0,671
DBE	0,731	0,391	0,464	0,595	0,575	0,671	(0,855)

b. Reliability Test

The reliability test included two criteria: composite reliability and Cronbach's alpha. If the composite reliability value and the Cronbach alpha are both more than 0.7, a variable is considered reliable. Table 3 shows that all research variables have a composite reliability value higher than 0.7. As a result, it is possible to conclude that the structural model employed is adequate.

Table 3: Reliability Test Results

Variabel	Composite Reliability	Cronbach's Alpha
HBA	0,802	0,690
HBI	0,860	0,795
HBPQ	0,859	0,780

HBV	0,842	0,775
HBS	0,883	0,801
DBE	0,891	0,816

c. Hypothesis Testing

The APC value is 0,250 and the ARS value is 0,865 with a significance of 0,001 indicating that the model is fit. As a result, the model is adequate for explaining the phenomenon under investigation. To test the collinearity problem, the average block variance inflation factor (AVIF) is used, the ideal value for the measure should be less than 5.0. The model's AVIF value was measured and found to be 2,550. This value is less than 5.0, indicating that the study model has no collinearity issues. This result validates the model's suitability. Furthermore, hypothesis testing is carried out based on the estimated value of the significance of the research model parameters shown in Table 4.

Table 4: Hypothesis Testing Results

Hypothesis	Path	β	Decision
H1	HBA → DBE	0,04	Rejected
H2	HBI → DBE	0,17*	Accepted
H3	HBPQ → DBE	0,45***	Accepted
H4	HBV → DBE	0,28***	Accepted
H5	HBS → DBE	0,30***	Accepted

It is indicated that HBA has no significant effect on DBE (β 0,04; $p > 0,31$), thus hypothesis 1 is rejected. Meanwhile, HBI has a significant positive effect on DBE (β 0,17; $p < 0,01$). In addition, HBPQ also has a significant positive effect on DBE (β 0,45; $p < 0,001$), HBV has a significant positive effect on DBE (β 0,28; $p < 0,001$), and HBS has a significant positive effect on DBE (β 0,30; $p < 0,001$). Hence, hypotheses 2, 3, 4, and 5 are accepted. The results showed that the coefficient of determination (R²) is 86% (Figure 2).

DISCUSSION OF RESULT

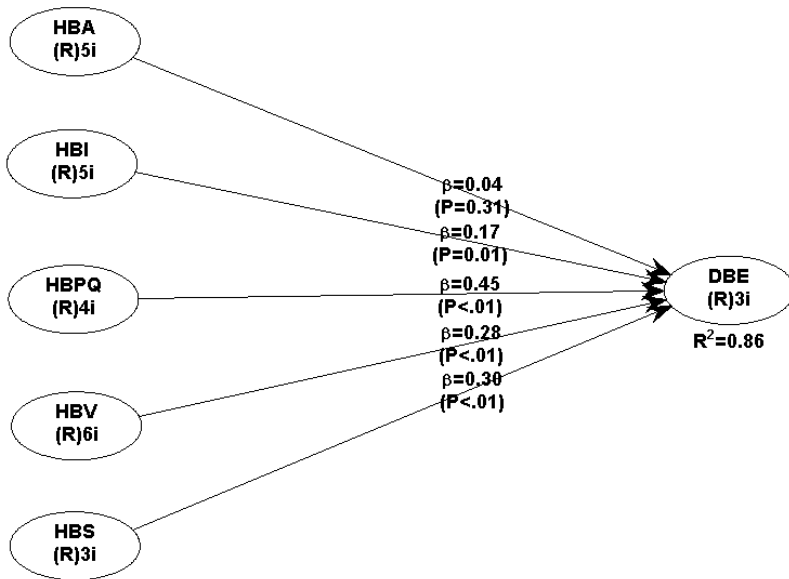


Figure 2: Tested Halal Brand Equity Model

The purpose of this study is to look at the effects of HBEDs on DBE in the context of Indonesia, using the brand equity theory. Consistent with the concept of brand equity, the findings of this study supported the hypothesis that destination value, perceived quality, and satisfaction are important in developing tourists' brand knowledge of a destination. This supports the theory that travelers who view a destination's tourism activities to be more significant are more inclined to search for information about that destination's qualities and values to renew their visit and re-visit decisions. Islamic facilities or attributes of a place impact Muslim visitors' choice of a destination (Preko et al., 2022). Within the context of halal tourism, Muslim visitors must explore a place and determine whether they may practice and preserve their faith and beliefs while traveling. This suggests that the more Indonesia succeeds in creating its halal brand presence in the minds of tourists, the more tourists will be impressed and associate superior quality with the halal brand.

This study found that there is no positive effect of halal brand awareness on destination brand equity. In picking vacation sites in Indonesia, tourists pay little consideration to halal brand awareness. This occurs because travelers' comprehension of the qualities of halal locations is lacking. These findings are consistent with the findings of Kashif et al. (2015), who discovered that brand awareness has a detrimental impact on DBE visitors visiting Lahore Fort. This viewpoint indicates that the impact of brand awareness on DBE differs depending on context, despite the fact that various other studies have found a link between brand awareness and destination brand equity (Ferns & Walls, 2012; Gartner & Ruzzier, 2011; Yousaf et al, 2017).

Furthermore, the findings demonstrated positive and significant influences of brand value on DBE, correlating with the findings of other studies (Khoiriati et al., 2018; Tran et al., 2019). This emphasizes the significance of preserving and expanding halal value for Muslim travelers. Because Indonesia is dominated by Muslims, travelers may encounter people who share their culture and identities. As a result, halal goods and services such as cuisine, hijab wear, and prayer facilities in Indonesia make travelers feel as if they may follow their faith.

In addition, the findings of this study revealed a positive significant of brand image on DBE. The HBIs of Indonesia are elements associated with Islamic values, such as the friendliness of the local population, the ability to communicate with indigenous people, and the variety of halal foods, which are the most important factors that Muslim tourists consider as a tourism site's brand image. These findings support prior research that found HBI from Muslim visitors has a strong favorable impact on DBE (Ali et al., 2017; Barnes et al., 2014).

Further, the findings of this study demonstrated that brand satisfaction has a favorable and significant influence on DBE. Researchers in the marketing profession place a high value on customer happiness (Oliver, 2014). Customer satisfaction ranges from pre-purchase to post-purchase behavior (Agnihotri et al., 2016). Furthermore, customer satisfaction is dependent on the fulfilment of expectations at each stage of the sales process (Eggert and Ulaga, 2002). It is also highlighted that increasing customer satisfaction leads to increased customer loyalty, which allows customers to pay a higher price (Keller and Lehmann, 2006). According to Chen et al. (2020), there is a positive and significant

association between brand satisfaction and brand loyalty. As a result, this study found a significant positive relationship between brand-perceived quality, brand value, and brand satisfaction and brand equity. As a result, Indonesia tourism management should innovate and design new tourist objects so that visitors have a unique experience with each visit.

CONCLUSION

The objective of this research is to look at the impact of halal brand equity on destination brand equity (DBE) in the Indonesian tourism industry. Four hypotheses were accepted, and it was discovered that halal brand image, halal brand perceived quality, halal brand value, and halal brand satisfaction have significant positive effects on tourists' DBE. The findings of this study added to the halal tourism literature by offering insights on Muslim travelers' perceptions of halal destination HBEDs, particularly in the context of Indonesia tourism. This study also found that the halal brand awareness has no significant impact on DBE, which has management consequences for the Indonesia tourism industry.

This study addressed the need to improve the negative outcomes of HBA by collaboration among tourism stakeholders in developing Indonesia as a halal-branded destination. Collaboration among tourism stakeholders is required to raise travelers' knowledge of Indonesia as a halal destination. Marketers, practitioners, and tourist planners can raise halal brand awareness by developing more effective marketing campaign tactics and reaching out to audiences through various media. In addition, it is necessary to ensure that every establishment is halal certified, offering comfortable infrastructure and facilities, providing information that is easily accessible and easy to find for potential tourists, and conducting frequent evaluations of the initiatives that have been followed

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