

## HALAL TOURISM PROMOTION USING E-COMMERCE SOCIAL MEDIA ON TOURIST VISIT: "STUDY IN BENGKULU PROVINCE"

Eska Prima Monique<sup>1</sup>, Nia Indriasari<sup>2</sup>, Ida Anggraini<sup>3</sup>

[ds.monique@gmail.com](mailto:ds.monique@gmail.com)<sup>1</sup>, [Indriasari\\_nia@yahoo.com](mailto:Indriasari_nia@yahoo.com)<sup>2</sup>, [ida.anggriani@gmail.com](mailto:ida.anggriani@gmail.com)<sup>3</sup>

<sup>a,b,c</sup>Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Dehasen Bengkulu, Indonesia

### Abstract

*The concept of tourism today is divided into two, namely conventional tourism and halal tourism. Halal Tourism is a form of cultural-based tourism that promotes the values and norms of Islamic law as its basic foundation. In this digital age the millennials access all information through cyberspace. Thus to spread information and capture market share in tourism we can utilize electronic marketing or e-marketing. E-marketing or electronic marketing refers to the application of marketing principles and techniques through electronic media and more specifically the internet. E-commerce is a sales system developed after the discovery of the Internet. This marketing system can reach the entire world simultaneously without the need for representative branches in all countries. Furthermore, this marketing can be done 24 hours without stopping marketing of the products. Bengkulu Province Tourism Office data recorded the number of domestic and foreign tourist arrivals in 2018 of 662,766 visits, 798 visits from foreign tourists. In 2019, it is targeted to increase the number of domestic tourist visits to reach 394,265–420,025 and foreign tourists to reach 3,972–4,995 visits. With the target of increasing tourist arrivals in Bengkulu, the local government must be more vigorous in terms of tourism promotion in Bengkulu Province. Bengkulu Province which began to face the challenges of tourism can start introducing Halal Tourism as a new Brand in its tourism activities. The difference of this research from the previous ones is the independent variable of Halal Tourism (X1) using dimensions: Halal Destination, Halal Public Facilities, Halal Lifestyle, and Halal Food in Bengkulu Province. This study used intervening variable of E-Commerce Social Media (Y) involving dimensions: Context, Communications, Collaboration, and Connection to determine the effect on the dependent variable of tourist visits (Z) in Bengkulu Province. This research used qualitative analysis. The type of data collected in this paper were primary data carried out by distributing questionnaires in the field to get a clear picture of the potential Halal Tourism using E-Commerce Social Media to increase tourism visits in Bengkulu Province. The number of samples taken was 150 respondents who met the criteria set by the researcher. The results of the study stated that Halal Tourism (X1) had a significant influence on the variable E-Commerce Social Media (Y). Independent variable of Halal Tourism (X1) and intervening variable of E-Commerce Social Media (Y) had a significant and partial significant effect on the tourist visit variable (Z). By using the sobel test, the results showed that the intervening coefficient had a significant influence on the variable Halal Tourism (X1) in the variable Tourist Visits. The researchers concluded that the Government of Bengkulu Province can start introducing halal products in Bengkulu Province, improve existing facilities to make it more Islamic, introduce the Tabot festival which is a traditional warning greeting containing Islamic elements, build sharia hospitality, enhance information about halal food in Bengkulu Province. Such information can be disseminated on the Bengkulu government's tourism website, tourism agency social media accounts, travel agents in Bengkulu Province and outside Bengkulu Province in order to attract local and foreign tourists.*

**Keyword:** Halal Tourism; E-marketing; Social Media

### INTRODUCTION

Indonesia represents a country with the largest Muslim population in the world in 2010 amounting to 209.12 million people or 87% of the total population and will be estimated to increase to 229.62 million people (Globalreligiousfutures.org 2019). In addition, non-Muslim countries such as Thailand, South Korea, Russia, Mexico, Japan and Spain have halal industrial activities in their countries. This is due to the increasing number of conferences and seminars to discuss the halal-based industry. The increasing demand of Muslims for halal products in the non-Muslim-majority countries makes the country interested in the development of the halal tourism industry as a promising business opportunity. The increasing demand for halal products has increased in terms of food and beverages, cosmetics, clothing, education, property, finance, hospitals and the tourism industry.

According to (Battor and Ismail 2015) in the current era, halal products are not only identical to the Muslim community, because halal products guarantee that the quality of the products is maintained in accordance with

Islamic law from the selection of raw materials, production processes, packaging to logistics. Nevertheless, to start a halal industry, it takes a lot of investment, and may require more efforts than other industries. Because in applying this industry, it is necessary to pay attention to the upstream and downstream sectors. The development of tourism globally continues to increase. The concept of tourism today is divided into two, namely conventional tourism and halal tourism. Halal Tourism is a form of cultural-based tourism that promotes the values and norms of Islamic law as its basic foundation. Halal Tourism complements the elements of conventional tourism that have existed before. Indonesia is known as a country that has the highest Muslim population, so the concept of Halal Tourism is an answer to the large untapped market that has not been put to use to the maximum. The position of halal tourism can be said as an alternative for Muslim tourists who want to get their spiritual needs. However, Halal Tourism is not only a tourist destination for Muslim tourists but non-Muslim tourists can also take advantage of it.

In 2015, Indonesia was awarded the *World Halal Travel Summit* in the category of the *World Best Halal Tourism Destination* and the *World Best Halal Honeymoon Destination* for Lombok beating Malaysia and Turkey. The total contribution of the tourism sector to the national GDP for 2014 was 9.3% of total GDP or Rp. 946.1 trillion. This figure shows an increasing trend compared to the previous year amounting to 9.2% of total GDP, or 886.7 trillion. In 2015, it was estimated that the tourism sector would contribute 1,012.7 trillion to total GDP or grew by 7%. The workforce absorbed from the tourism sector also significantly increased. In this era, Halal Tourism is considered to be able to help overcome the problems in the field of poverty and social welfare that affect economic growth. So that in the future, the developing tourism trends in Indonesia relies on Halal Tourism. Based on Local Regulation No. 2 of 2016, halal tourism is grouped into two types namely: tourism destinations and industries.

From all of those things, it can be said that Indonesia has the readiness to become one of the halal tourist destinations in the world for the following years. The demand for Halal Tourism cannot be separated from the halal lifestyle pattern of a person which can be referred to as halal activities. Not only do Muslim countries prioritize halal lifestyles, but non-Muslim countries are also trying to implement halal lifestyles in their daily lives.

Halal Tourism according to (Battor and Ismail 2015); (Hidayah, Ahmat, and Hidayat 2015) adheres to the following principles: Halal food, No liquor (containing alcohol), Not serving of pork products, No discotheques, Male staff for male guests, and female staff for female guests, appropriate entertainment, gender-segregation facilities at prayer room (mosque or mushalla), Islamic clothing for staff uniforms, availability of Al-Quran and prayer (shalat) equipment in rooms, qibla direction, art which does not describe human appearance, the toilet is positioned against the qibla, Islamic finance, hotels or other tourism companies must comply with the principles of zakat.

In this digital era, millennials access all information through cyberspace. Hence, to be able to spread information and take over market share in tourism, we can utilize electronic marketing or e-marketing. E-marketing or electronic marketing refers to the application of marketing principles and techniques through electronic media and more specifically the internet. E-marketing is also an effort to be able to promote, sell services, ideas, and goods through the internet (Hasan et al. 2014).

Instead, digital marketing for tourism is a way of promoting a tourist destination that has a uniqueness market using digital media. A digital market activity such as: website, social media, online advertising, direct marketing email, discussion forums, and mobile applications is used to reach consumers and potential customers quickly and timely. (digitalmarketingpariwisata.com 2019)

E-marketing can be used via advertisements on the internet, facebook, youtube, or other social media. In designing e-marketing, there are 7 stages, namely Situation Analysis, E-Marketing Strategic Planning, Objectives, E-Marketing Strategy, Implementation Plan, Budget, Evaluation Plan (Straus and Frost 2016)

This online information is considered to have a major influence on consumer decision making (in this case tourism service users), therefore E-marketing is expected to make the right path in terms of providing efficient, effective and sustainable information for potential consumers. However, in the current industrial era 4.0, not only does the dissemination of information prepare a capable digital platform but it must also provide other aspects in the form of story telling, experience and originality or authenticity of the tourist destination.



Figure 1 Internet Users around the World

Based on the figure above, according to *we are social*, in January 2019, 4,388 billion people used the internet, and active social media and mobile social media users have reached more than 3,725 billion people. This indicates that 60% of users on this earth have been online and use social media (Hootsuite.com 2019). According to Zahra (2015) E-commerce is a sales system that developed after the discovery of Internet. This marketing system is considered to be able to reach the entire world simultaneously without the need for representative branches in all countries. Moreover, such marketing can be carried out 24 hours non-stop in marketing its products.

The presence of E-commerce in the tourism industry is considered very important in increasing revenue. Optimizing and utilizing internet technology in terms of promoting tourist areas is very essential, because with the internet tourists can obtain information about tourist destinations more thoroughly so that it can further be used as a decision-making tool for travel. The main problem believed to interfere with the development of tourism in Indonesia is the unavailability of comprehensive information about tourism potential in integrity. This is why Indonesian tourism tends to lag behind other countries.



The figure above indicates that of the total population of Indonesia's urban population amounting to 268.2 million, there are 150 million internet users and 150 million active (social) media users. This illustrates that 56% of Indonesian people have used the Internet and Social Media to disseminate and receive information available to the general public. Nowadays, the development of Social Media is not only exchanging information, but is starting to develop as a marketing tool for products, introducing a company's brand or mark. Marketing using social media (social networking) can help increase sales, and the required cost of promotion and marketing is low. Consumers do not need to come face to face to be able to know the product to be purchased. According to a survey put forward by Hootsuite in 2019, there were six of the most popular social media sites in Indonesia, Youtube with penetration of 88%, Whatsapp; 83%, Facebook; 81%, Instagram; 80%, Line; 59%, Twitter; 52%. (Hootsuite.com 2019)



Figure 3. Ranking of Indonesia at Muslim Travel Index 2019

The Muslim Travel Index data figure indicates that Indonesia has 10 Leading Halal Tourist Destinations. For the Sumatra Region, there have already been 3 Provinces representing the TOP 5 Best Tourist Destinations. Regions that have a uniqueness market representing a region and not owned by other Regions can attract more tourists to visit. Therefore, Bengkulu Province can be one of the halal tourist destinations in Indonesia, considering that the

majority of the population is Muslim, amounting to 1,946,229 people out of the total population of 1,990,390 (Bengkulu.bps.go.id 2019). Then, it can be assumed that the demand for halal products will always exist. The Uniqueness Market in Bengkulu Province has an Islamic culture festival, namely the Tabot Festival which is held from 1 Muharram - 10 Muharram, so that the festival can be used as an attraction to introduce and develop Halal Tourism in Bengkulu. This Tabot Festival reflects the fierce battle experienced by Huseein, the grandson of the Prophet Muhammad S.A.W, in the desert of Karbala. This festival is celebrated to honor the spirit of heroism of the grandson of the Prophet Muhammad S.A.W. The ritual has been passed down from generation to generation, which later is known as the Tabot Family Community. Hence, Bengkulu Society considers this as a unique tradition that has been carried down for generations.

Bengkulu Province Tourism Office data recorded that there were 662,766 visits from domestic and foreign tourists in 2018 and 798 visits came from foreign tourists. In 2019, it is targeted to increase the number of domestic tourist visits to reach 394,265–420,025 and foreign tourists to reach 3,972–4,995 visits. With the target of increasing tourist arrivals in Bengkulu, the local government must continue to promote the tourism places in Bengkulu Province. In this Industrial Era 4.0, generation Z youth tends to use the internet and social media in interacting. This research adopts the literature based on several previous researches that discuss the development of halal tourism and digital marketing, among others

Table 1 Previous researches

<b>NO</b>	<b>Authors</b>	<b>Research Title</b>	<b>Results of Research</b>
1	(Hasan et al. 2014)	The Effects of Electronic Marketing on the Interest of Tourists in Visiting the Soronade Island	E-marketing plays an important role in increasing the interest of tourists in visiting the Soronade island in Gorontalo Province. It is necessary to add facilities to make the visiting tourists feel comfortable.
2	(Lubis 2018)	The Prospect of OVOP (One Village One Product)-Based Halal Tourist Destinations	The concept of Halal tourism based on One Village One Product in West Sumatra can be implemented by encouraging each region to show its local uniqueness to be an icon in each region so that it does not take over the market share of visiting tourist such as the Pagaruyung Palace (Istana Pagaruyung) as a concept of OVOP historical-based halal tourism.
3	(Suradin 2018)	Halal Tourism Promotion in Indonesia: An Analysis on Official Destination Websites	The concept of Halal tourism in other regions cannot be developed to the maximum yet. This is related to the various cultures that exist in Indonesia and the majority of promotional activities carried out by the Government are only limited to the natural beauty and variety of flora and fauna of Indonesia.
4	(Agus and Warmayana 2018)	The Utilization of Digital Marketing in Tourism Promotion in the Industrial Era 4.0	It indicates that in the generation Y and Z era, digital marketing will further involve an application that makes it easier for tourists to travel with an automatic system and the presence of multiple languages.

5	(Devi and Firmansyah 2019)	Developing Halal Travel And Halal Tourism To Promote Economic Growth: A Confirmatory Analysis	To develop halal tourism, the dominant factors that influence it are: Transportation, Halal Facilities, Halal Food. Instead, tourists are more focused on local tourists who are Muslim.
6	(Nugraha 2018)	Analysis of Potential Halal Tourism Promotion Through E-Marketing in Riau Islands	Riau Islands have to promote halal tourism by using digital marketing. Middle Eastern tourists are one of potential prospects for foreign tourists in the future. The point of its success lies in the effective promotion and marketing plans and E-Marketing
7	(Satriana and Faridah 2018)	Halal Tourism: Development, Opportunities and Challenges	Due to the increasing number of tourists who like halal products, many countries (both Muslim and non-Muslim majority) are trying to develop halal tourism. However, judging from the existing concepts and principles of halal tourism, these countries generally only try to create a Muslim-friendly atmosphere.

Based on the previous research, it indicates that the concept of halal tourism is a new "icon" in the tourism industry. To be able to start introducing the concept of Halal Tourism, the government may begin to implement E-Marketing that promotes halal concepts that are expected to start attracting local and foreign tourists. Bengkulu Province which began to face the challenges of tourism was considered to be able to start introducing Halal Tourism as a new Brand in its tourism activities. The difference of this research with the previous one is the independent variable Halal Tourism ( $X_1$ ) by using dimensions: Halal Destination, Halal Public Facilities, Halal Lifestyle, Halal Food in Bengkulu Province. This research uses intervening variable E-Commerce Social Media (Y) that involves dimensions: Context, Communications, Collaboration, Connection to determine the effect on the dependent variable tourist visits (Z) in Bengkulu Province. Based on the aforementioned theories, the research hypotheses are as follows:

Ha<sub>1</sub>: There is a significant correlation between the independent variable Halal Tourism ( $X_1$ ) and the intervening variable E-Commerce Social Media (Y)

Ha<sub>2</sub>: There is a significant correlation between the independent variable Halal Tourism ( $X_1$ ), intervening variable E-Commerce Social Media (Y) collectively or partially on the variable tourist visits (Z)

Ha<sub>3</sub>: There is a significant correlation between the independent variable of Halal Tourism ( $X_1$ ) and variable tourist visits (Z) through the intervening variable of E-Commerce Social Media (Y)

## METHODS

This research uses qualitative analysis. The type of data collected in this writing is primary data carried out by distributing questionnaires in the field to obtain a clear view of the potential Halal Tourism using E-Commerce Social Media to increase tourist visits in Bengkulu Province. The population used in this research were all people of Bengkulu Province while the sampling uses accidental sampling where the respondent involved must have a social media account and actively use the internet. The number of samples taken was 150 respondents who met the criteria set by the researcher. The questionnaire assessment uses a linkert scale, namely: a. 5 scores for answering strongly agree; b. 4 scores for answering agree; c. 3 scores for answering a neutral opinion; d. 2 scores for answering disagree; e. 1 score for answering strongly disagree. The characteristics of respondents used in this research are as follows:

Table 2 Characteristics of Respondents

NO	Characteristics	Number of People	Percentage	
1	Gender			
	<ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> </ul>	68 82	45.33% 54.67%	
2	Age (years old)			
	<ul style="list-style-type: none"> <li>• 20-30</li> <li>• &gt;30-40</li> <li>• &gt;40-50</li> <li>• &gt;50-60</li> </ul>	52 45 35 18	34.67% 28% 23.33% 12%	
	3	Occupation		
		<ul style="list-style-type: none"> <li>• Government Official</li> <li>• Private Employee</li> <li>• Student</li> </ul>	38  57 55	25.33%  38% 36.67%
4		Having Social Media Account		
	<ul style="list-style-type: none"> <li>• Youtube</li> <li>• Whatsapp</li> <li>• Facebook</li> <li>• Instagram</li> <li>• Line</li> <li>• Twitter</li> </ul>	 18 50 48 20 10 4	 12% 33.33% 32% 13.33% 6.67% 2.67%	
	5	Monthly Income		
		<ul style="list-style-type: none"> <li>• &lt;Rp1 M</li> <li>• Rp 1,000,001 to 2,500,000</li> <li>• Rp 2,500,001 to Rp 3,500,000</li> <li>• Rp 3,500,001 to Rp 5,000,000,-</li> <li>• &gt;Rp 5 M</li> </ul>	30 10 38 42  25	20% 10% 25.33% 28%  16.67%

Source: Primary Data (2020)

From the data in the table above, it indicates that the majority of respondents are 82 women or 54.67% of the total population. The most dominant age range is in the range of 20-30 years old amounting to 52 people or 34.67% of the total population of 150 respondents. This age range is the productive time for a person to be able to travel, but there are still many respondents aged >30-40 years old amounted to 28% who are interested in travelling as well.

The majority of respondents work as private employees and students. Respondents who work as private employees were 57 people or 38% of the total population, while those as students were 55 people or 36.67%. It can be assumed that private employees and students often go travelling, because private employees may have more flexible time to take a vacation and the majority of students still have an adventurous spirit to try new tourist objects. Respondents who have whatsapp media accounts in Bengkulu have the highest rank amounting to 50 respondents, while social media as Facebook and Instagram ranks second and third amounting to 48 respondents and 20 respondents. The majority of Bengkulu residents' income ranges from 3.5 million to 5 million rupiah. However, it cannot be denied that the majority of Bengkulu residents still have an income below the regional minimum wages (UMR) of local government as well.

This research uses path analysis using SPSS software which will discuss the effect of Halal Tourism on tourist visits by using E-Commerce Social Media as an intervening variable. According to (Sarwono 2012) path analysis is an analysis technique that analyzes the inherent causality among variables arranged in a temporary order by using

the path coefficient as the value scale in determining the amount of effect of independent variables with the dependent variable. Based on the existing conceptual framework, two regression equations can be obtained as follows:

Equation I:  $SM = b_0 + b_2 HT$

Equation II:  $KW = b_0 + b_1 HT + b_3 SM$

Information:

SM = Social Media (intervening variable)

HT = Halal Tourism (independent variable)

KW = tourist visits (dependent variable)

$b_n$  = variable coefficient

$b_0$  = constant

### 1. T test

This t test is often used to find out whether in the regression model, the independent variables ( $X_1, X_2, \dots, X_n$ ) partially have a significant effect on the dependent variable (Y). Testing The t test in this research also uses a significance level of 5%. The following are bases for decision making:

- a. Based on the value of t count and t table: If t count > t table, then the independent variable (X) has an effect on the dependent variable (Y) and if t count  $\leq$  -t table then the independent variable (X) has no effect on the dependent variable (Y)
- b. When viewed from the significant value: significant >  $\alpha$ , then there is no effect between the independent variable (X) and the dependent variable (Y) and vice versa if significant <  $\alpha$ , then there is an effect between the independent variable (X) and the dependent variable (Y)

### 2. F test

The F test is used to determine the effect of the independent variable (X) simultaneously on the dependent variable (Y). The use of significance level in research may vary, i.e: 0.01 (1%); 0.05 (5%) and 0.10 (10%). In this research, the researcher used a significance level of 5%. F Test Assessment can be seen from the ANOVA table resulted from SPSS data processing. The basis for decision making from F test are:

- a. Based on the F count value and F table: if the value of F count > F table, then the independent variable (X) affects the dependent variable (Y) and if the value of F count < F table, then the independent variable (X) does not affect the dependent variable (Y).
- b. Based on the significance value of the SPSS output: If the Sig. value < 0.05, then the independent variable (X) has a significant effect on the dependent variable (Y) and if the Sig. value > 0.05, then the independent variable (X) has no significant effect on the dependent variable (Y).

### 3. Sobel Test

Sobel test is conducted by testing the strength of the indirect effect of the independent variable (X) on the dependent variable (Z) through the intervening variable (Y). The indirect effect of X to Z through Y is calculated by multiplying path  $X \rightarrow Y$  (a) with path  $Y \rightarrow Z$  (b) or ab. So the coefficient  $ab = (c - c')$ , where c is the effect of X on Z without controlling Y, while c' is the coefficient of the effect of X on Z after controlling Y. The coefficient standard error a and b are written as  $S_a$  and  $S_b$ , the scale of the standard error of Indirect effects  $S_{ab}$  is calculated by the formula below:

$$S_{ab} = \sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}$$

Furthermore, the indirect effect can be calculated by calculating the t value of the coefficient ab using the following formula:

$$t = \frac{ab}{S_{ab}}$$

Based on the results of t count, the value of t count is compared to the value of t table by the significance level of 5%. Where the value of t count > t table, it can be concluded that there is a mediating effect (Ghozali, 2009)

**RESULTS AND DISCUSSION**

**1. Results**

After the data from the questionnaire was obtained, the author processed the questionnaire data. The next stage of the test was to conduct a path analysis test of the variable Halal Tourism (X<sub>1</sub>) on the variable E-Commerce Social Media (Y) with the following results:

Table 3. Coefficients of Variable Halal Tourism (X<sub>1</sub>) on Variable E-Commerce Social Media (Y)

Model		Unstandardized Coefficients		Standardized Coefficients	t	sig
		B	Std Error	Beta		
1	(constant)	-6290.967	1340.920		-4.692	0.000
	HT	1727.528	97.197	0.633	17.773	0.000

a. Dependent Variable: BC

Source: SPSS data processing

The above data showed that the value of the Effect of the variable Halal Tourism (X<sub>1</sub>) on the variable E-Commerce Social Media (Y) was 1727.528 with a significance of 0.000 and the value t count= 17.773.

Table 4. Equation Structure Summary Model I

Model	R	R Square	Adjusted R square
1	0.633	0.401	0.400

a. Predictor: (Constant) HT

Source: SPSS data processing

While the value of R Square of 0.401 can be seen in table 4 of SPSS output, the value indicated that the contribution of variable Halal Tourism (X<sub>1</sub>) on variable E-Commerce Social Media (Y) was only 40.1% while the remaining 59.9% was the contribution of other unexamined variables. The value of standard error can be determined by using the formula:

$$e_1 = \sqrt{1 - (r)^2} = \sqrt{1 - (0.401)^2} = 0.774$$

The results of the above calculation indicated that the standard error value on the variable E-Commerce Social Media (Y) was 0.774. Therefore, the correlation between the variable Halal Tourism (X<sub>1</sub>) on the variable E-Commerce Social Media (Y) resulted in the first structural path diagram as follows:

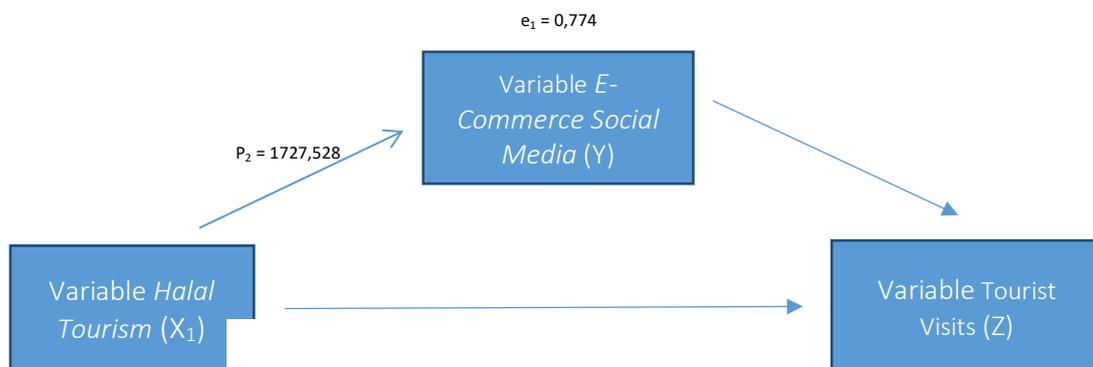


Figure 2. First Structure Model

Furthermore, the second regression model was tested between the variable Halal Tourism ( $X_1$ ) and the variable E-Commerce Social Media (Y) on the variable tourist visits (Z). The following results were obtained:

Table 5. Coefficients of Variable Halal Tourism ( $X_1$ ), Variable E-Commerce Social Media (Y) on Variable Tourist Visits (Z)

Model		Unstandardized Coefficients		Standardized Coefficients	t	sig
		B	Std Error	Beta		
1	(constant)	-7808.714	1753.850		-4.452	0.000
	HT	1020.390	160.550	0.712	6.356	0.000
	SM	1.673	0.059	0.771	28.423	0.000

a. Dependent Variable: KW

Source: SPSS data processing

The foregoing spss output indicated that the value of effect of the variable Halal Tourism ( $X_1$ ) on the variable Tourist Visits (Z) was 1020.390 with value of t count of 6.356 and significance of 0.000. In the variable E-Commerce Social Media (Y), the value of effect was 1.673 with value of t count of 28.442 and significance of 0.000.

Table 6. Model Summary of Structure of Equation II

Model	R	R Square	Adjusted R square
1	0,453	0,792	0,400

a. Predictor: (Constant) HT, BC

Source: SPSS data processing

Based on the *R square* value in the SPSS output in table 6 of 0.792, it means that the contribution of the variable Halal Tourism ( $X_1$ ) and the variable E-Commerce Social Media (Y) on the variable Tourist Visits (Z) was 79.2% and the remaining 20.8% was influenced by other variables beyond the research. With the *R square* value, the standard error value of the variable Tourist Visits (Z)  $e_2$  was 0.456. The calculation above provided the path diagram of the second structure model as follows:

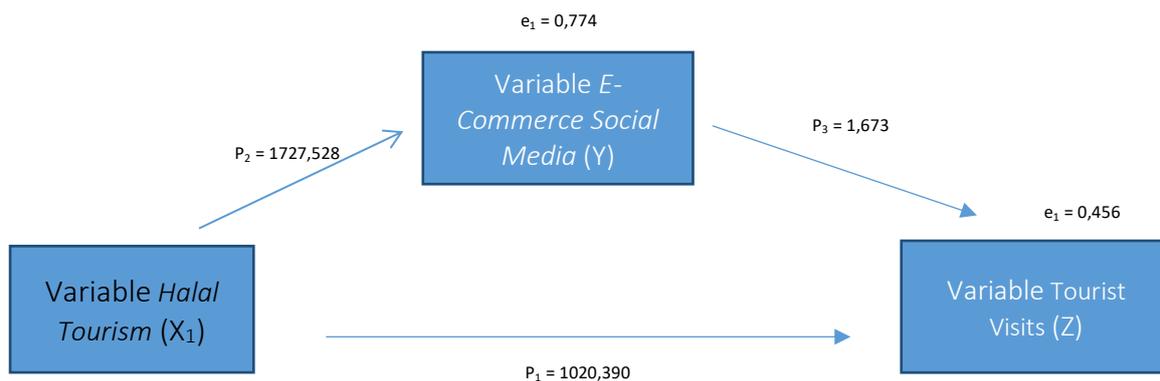


Figure 3. Second Structure Model

The analysis showed that the variable Halal Tourism ( $X_1$ ) can directly affect the variable Tourist Visits (Z) and indirectly through the variable E-Commerce Social Media (Y) as an intervening variable. The scale of the direct effect of the variable Halal Tourism ( $X_1$ ) on the Tourist Visits (Z) variable was 1020.390 while the indirect effect was obtained from the multiplication of  $P_2$  and  $P_3$  values, amounting to 2890.154.

To determine the simultaneous effect of the independent variable Halal Tourism ( $X_1$ ), intervening variable E-Commerce Social Media (Y) on the variable tourist visits (Z), it can be seen from the SPSS output of ANOVA table:

Table 7. ANOVA

Model		Sum of Square	df	Mean Square	F	Sig
1	Regression	1162.865	2	290.716	40.956	0.000
	Residual	2690.258	148	7.098		
	Total	3853.122	150			

a. Dependent variable: KW  
 b. Predictor: (Constant) HT, BC

Source: SPSS data processing

The data in table 7 above indicated the correlation between the independent variable Halal Tourism (X<sub>1</sub>), the intervening variable E-Commerce Social Media (Y) on the variable tourist visits (Z) has a value of F count of 40.956 and sig of 0.000, while the value of F table at the alpha level of 0.05, df = 148 was 3.91.

To determine the significance of the variable E-Commerce Social Media (Y), it is possible to carry out a sobel test, with the following formula:

$$Sp2p3 = \sqrt{p3^2 Sp2^2 + p2^2 Sp3^2 + Sp2^2 Sp3^2}$$

Note: P = Path  
 SP = Std Error

From the SPSS output above, the sobel test values are as follows:

$$SP2P3 = \sqrt{(1.673)^2(97.197)^2 + (1727.28)^2(0.059)^2 + (97.197)^2(0.059)^2} = 194.538$$

$$t \text{ count} = \frac{P2P3}{SP2P3} = \frac{2890.154}{194.538} = 14.857$$

The above calculation indicated that the value of sobel test was 194.538. The value of t count was 14.857 and t table with n = 150, α = 0.05 was 1.287 so that the value of tcount > t table. It means that the intervening coefficient has a significant effect on the variable Halal Tourism (X<sub>1</sub>) on the variable Tourist Visits (Z).

## 2. Discussion

The first Hypothesis Testing (Ha<sub>1</sub>): There is a significant correlation between the independent variable Halal Tourism (X<sub>1</sub>) and the intervening variable E-Commerce Social Media (Y). The results of spss output in table 3 provided the value of t count of 17.777 > t table of 1.287 and value of sig of 0.000 < alpha of 0.05. Therefore, it can be concluded that H<sub>0</sub> was rejected and Ha<sub>1</sub> was accepted. It means that the variable Halal Tourism (X<sub>1</sub>) has a significant effect on the intervening variable E-Commerce Social Media (Y). The table 3 also indicated that the path value of the variable Halal Tourism (X<sub>1</sub>) was P<sub>2</sub> = 1727.528 and the standard error (e<sub>1</sub>) of the variable E-Commerce Social Media (Y) was 0.774. This is in line with the previous research put forward (Devi and Firmansyah 2019) which states that Halal Tourism (X<sub>1</sub>) has a significant effect on the variable E-Commerce Social Media (Y). This is due to the fact that the promotion of halal tourism using social media enables the tourists to directly know the situation around the tourist object. Halal tourism that complies with Islamic law has advantages over other conventional tourism, the tourism activities of which prioritize the Islamic principles.

The second Hypothesis (Ha<sub>2</sub>): There is a significant correlation between the independent variable Halal Tourism (X<sub>1</sub>), the intervening variable E-Commerce Social Media (Y) collectively or partially on the variable tourist visits (Z). On the SPSS output in the table 5 partially the independent variable Halal Tourism (X<sub>1</sub>), the value of t count of 6.356 > t table of 1.228 and sig of 0.00 < alpha of 0.05. Therefore, the independent variable Halal Tourism (X<sub>1</sub>) has a significant effect on the variable tourist visits (Z). The intervening variable E-Commerce Social Media (Y), the value of t count of 28.442 > t table of 1.287 and the value of sig of 0.00 < alpha of 0.05. Hence, it partially has an effect on the variable tourist visits (Z). Instead, simultaneously in table 7, the value of F count was 40.956 and sig was 0.000, while the value of F table at the alpha level of 0.05, df = 148 was 3.91. Therefore, F count > F table. It means that the independent variable Halal Tourism (X<sub>1</sub>), intervening variable E-Commerce Social Media (Y) collectively

have a significant effect on the variable tourist visits (Z). This is in line with research (Agus and Warmayana 2018); (Satriana and Faridah 2018) which states that by promoting halal tourism products via social media, the information provided can be widely spread and accessed 24 hours to be seen by social media users both Muslim and non-Muslim. The more information and promotions about this halal tourism, the more likely tourists to be interested in visiting.

In the third Hypothesis (Ha3): There is a significant correlation between independent variable Halal Tourism ( $X_1$ ) and variable tourist visits (Z) through intervening variable E-Commerce Social Media (Y). It indicated that the results of the Sobel test were 194,538. The value of t count was 14.857 and t table with  $n = 150$ ,  $\alpha = 0.05$  was 1.287. Therefore, the value of  $t_{count} > t_{table}$ . It means that the intervening coefficient has a significant effect on the variable Halal Tourism ( $X_1$ ) on the variable Tourist Visits (Z). This is consistent with the results of the research (Hasan et al. 2014) which suggests that the presence of e-marketing has an important role in increasing tourist visits. Hence, to increase the introduction of Halal Tourism to the wider community, the government can start from updating information on tourism in Bengkulu Province on the tourism website, in collaboration with tourism travel in disseminating information on Islamic law-based tourism locations.

## CONCLUSION

The results of the research and the hypotheses put forward conclude that the tourism activities in Bengkulu province is set to be directed into the introduction of the Halal tourism industry or Halal Tourism. The Provincial Government of Bengkulu began introducing halal products in Bengkulu Province, to improve the existing facilities to be more Islamic, to introduce Tabot Festival as one of the traditional commemorations containing Islamic elements, to build Islamic hospitality, to increase information about halal food in Bengkulu Province. Such information can be disseminated on the tourism website of Bengkulu government, social media accounts of the tourism office, travel agents in Bengkulu Province and beyond Bengkulu Province in order to attract local and foreign tourists.

**REFERENCES**

- Agus, I Gede, and Krisna Warmayana. 2018. "Pemanfaatan Digital Marketing Dalam Promosi Pariwisata Pada Era Industri 4.0." *Jurnal PAriwisata Budaya* 3(2): 81–92.
- Battour, Mohamed, and Mohd Nazari Ismail. 2015. "Halal Tourism : Concepts , Practises , Challenges and Future Halal Tourism : Concepts , Practises , Challenges and Future." *Touris Management Perspective (TMP)* (December): 8–13. <http://dx.doi.org/10.1016/j.tmp.2015.12.008>.
- Bengkulu.bps.go.id. 2019. "Statistik Penduduk Bengkulu." <https://bengkulu.bps.go.id/>.
- Devi, Abrista, and Irman Firmansyah. 2019. "DEVELOPING HALAL TRAVEL AND HALAL TOURISM TO PROMOTE ECONOMIC GROWTH ." *Journal of Islamic Monetary Economics and Finance* 5(1): 193–214.
- digitalmarketingpariwisata.com. 2019. "Digital Market Pariwisata." [digitalmarketingpariwisata.com. http://digitalmarketingpariwisata.com/web/](http://digitalmarketingpariwisata.com/web/).
- Globalreligiousfutures.org. 2019. "Religious Demography." [globalreligiousfutures.org. http://www.globalreligiousfutures.org/countries/indonesia#/?affiliations\\_religion\\_id=0&affiliations\\_year=2010&region\\_name=All Countries&restrictions\\_year=2016](http://www.globalreligiousfutures.org/countries/indonesia#/?affiliations_religion_id=0&affiliations_year=2010&region_name=All Countries&restrictions_year=2016).
- Ghozali, I. 2009. *Ekonometrika: teori, konsep dan aplikasi dengan SPSS 17*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hasan, Ali, Irma Kharisma Hatibie, Sekolah Tinggi, and Pariwisata Ampta. 2014. "Pengaruh Elektronikal Marketing Terhadap Minat Wisata Berkunjung Ke Pulau Saronde." *Jurnal Media Wisata* 12(November): 162.
- Hidayah, Nur, Che Ahmat, and Ahmad Hidayat. 2015. "SYARIAH COMPLIANT HOTEL : THE CONCEPT AND PRACTICES." *Journal of Tourism,Hospitality & Culinary Art* 7(2): 52–66.
- Hootsuite.com. 2019. "Data Digital Report 2019." <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2019/>.
- Lubis, M Zaky Mubarak. 2018. "Prospek Destinasi Wisata Halal Berbasis Ovop ( One Village One Product)." *Jurnal Kajian Ekonomi Islam* 3(1): 30–47.
- Nugraha, Yudhi Martha. 2018. "ANALISIS POTENSI PROMOSI PARIWISATA HALAL MELALUI E-." 3(2): 63–68.
- Sarwono, Jhonatan. 2012. "Analisis Jalur (Path Analysis)." *Elexmedia Computindo*. [http://www.jonathansarwono.info/aj/analisis\\_jalur.htm](http://www.jonathansarwono.info/aj/analisis_jalur.htm).
- Satriana, Eka dewi, and Hayun Durrotul Faridah. 2018. "Wisata Halal: Perkembangan, Peluang, Dan Tantangan." *Journal of Halal Product and Research (JHPR)* 01(02): 32–43.
- Straus, Judy, and Reymont Frost. 2016. *E- Marketing. seven edit*. New York: Routledge.
- Suradin, Muhammad. 2018. "Halal Tourism Promotion in Indonesia : An Analysis on Official Destination Websites." *Journal Of Indonesian Tourism and Development Studies* 6(3): 143–58.