

The Influence of Local Culture, Halal Culinary and Accommodation on the Satisfaction of Muslim Tourists in Samosir, North Sumatra

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Abstract

This research aims to examine the influence of local culture, halal culinary delights and accommodation on the satisfaction of Muslim tourists in Samosir, North Sumatra. Halal tourism is a fast-growing segment of the global tourism industry, with demand continuing to increase for destinations that comply with Islamic principles. Samosir Island has great potential to attract Muslim tourists through its rich local culture, variety of halal culinary delights and Muslim-friendly accommodation. Quantitative methods were used in this research with a survey involving 200 Muslim tourists. Data were analyzed using multiple linear regression to test the influence of independent variables on tourist satisfaction. The research results show that local culture, halal culinary delights and accommodation have a significant and positive influence on Muslim tourist satisfaction. A local culture that is adaptive to Islamic values, the availability of quality halal culinary delights, and accommodation facilities that meet the special needs of Muslim tourists increase their level of satisfaction. This research emphasizes the importance of integrating Islamic values in the development of tourist destinations to increase the attraction and satisfaction of Muslim tourists. These findings provide practical implications for the development of halal tourism strategies in Samosir, as well as contributing to the literature on halal tourism.

Keyword: Local Culture, Halal Culinary, Accommodation, Satisfaction, Muslim Tourists

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Introduction

Halal tourism has become one of the fastest growing segments in the global tourism industry. Muslim tourists' demand for destinations that conform to Islamic principles is increasing, prompting destinations to adapt their services and facilities. Samosir Island in North Sumatra is a destination that has the potential to attract Muslim tourists, given its rich local culture, diverse culinary scene and developed accommodation. This article aims to examine the influence of local culture, halal culinary delights and accommodation on the satisfaction of Muslim tourists in Samosir.

Halal tourism has experienced rapid development in recent decades, along with the increasing number of Muslim tourists throughout the world. According to a report from (Thomson Reuters, 2021) global Muslim tourist spending is expected to reach USD 274 billion in 2023. This growth shows great potential for tourist destinations that can provide services and facilities in accordance with Islamic principles.

Research by (Henderson, J. C., 2020) suggests that halal tourism does not only include halal food, but also includes other aspects such as accommodation, tourist attractions and Muslim-friendly services. Destinations that want to attract Muslim tourists must understand and implement these needs, (Slamet Widodo, Arlina Nurbaity Lubis, Prihatin Lumbanraja, Syafrizal Helmi Situmorang, 2023) Samosir, with its natural beauty and rich local culture, has great potential to become a leading halal tourist destination in North Sumatra.

Local culture plays an important role in attracting tourists. According to (Hofstede, G., 2019) local culture reflects unique values and traditions, which can increase the attractiveness of a destination. In Samosir, Batak culture which is rich with art, music and customs can be a major attraction for tourists. However, adapting local culture in accordance with Islamic values is also important to increase Muslim tourist satisfaction. Research by (Hamed, A. B., 2021) shows that Muslim tourists tend to be more satisfied when the local culture they encounter is in harmony with their religious beliefs and practices.

Halal culinary is one of the main needs of Muslim tourists. (Bonne, K., & Verbeke, W., 2019) emphasize the importance of the availability of halal food in influencing tourist destination decisions. In Samosir, efforts to provide varied and authentic halal culinary delights can increase the attractiveness of this destination. Research by (Adinugraha, HH, Sartini, NW, & Ruslan, N., 2020) also shows that Muslim tourists are more likely to feel satisfied and loyal to destinations that offer a variety of halal culinary choices that are delicious and safe to consume.

Accommodation that meets the specific needs of Muslim tourists is also an important factor. (Alserhan, B. A., & Alserhan, Z. A., 2020) stated that facilities such as Qibla direction, places of worship, and halal food in hotels or inns greatly influence the satisfaction of Muslim tourists. In Samosir, the development of Muslim-friendly accommodation can increase the competitiveness of this destination in the halal tourism market. Research by (Battour, M., & Ismail, MN., 2019) shows that Muslim tourists tend to choose destinations that provide these facilities.

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Tourist satisfaction is an important indicator of the success of a tourist destination. According to (Oliver, R.L., 2020) tourist satisfaction is the result of the match between expectations and experiences felt during the trip. In the context of halal tourism, research by (Eid, R., & El-Gohary, H., 2021) found that Muslim tourist satisfaction is influenced by the extent to which the destination can meet their needs and expectations based on Islamic values.

Literature review

Local Culture

Local culture is an important element that influences tourist satisfaction, especially Muslim tourists. (Hofstede, G., 2019) in "Cultural Dimensions Theory" states that local culture reflects the values, norms and traditions held by the local community. In the context of halal tourism, local culture that is harmonious with Islamic values can increase the attraction and satisfaction of Muslim tourists. Research by (Hamed, A. B. 2021) in "Cultural Adaptation in Halal Tourism" found that adapting local culture in accordance with Islamic principles greatly influences the comfort and satisfaction of Muslim tourists. (Hamed, A. B. 2021) mentioned that Muslim tourists are more likely to be satisfied when they discover a local culture that does not conflict with their religious values and practices.

Halal Culinary

Culinary is an important aspect in the tourism industry, especially for Muslim tourists who need a guarantee of halal food. (Bonne, K., & Verbeke, W., 2019) in their research "Muslim Consumer Trust in Halal Meat Status and Control in Belgium" suggest that the availability of halal food is one of the key factors influencing Muslim tourists' tourist destination decisions. Research by (Adinugraha, HH, Sartini, NW, & Ruslan, N., 2020) in "Halal Culinary Tourism in Indonesia: Potentials and Challenges" also shows that Muslim tourists have a higher level of satisfaction and stronger loyalty to destinations that offer a variety of halal culinary choices that are authentic and safe to consume. (Adinugraha, HH, Sartini, NW, & Ruslan, N., 2020) emphasized that providing varied and high-quality halal culinary delights can increase the attraction and satisfaction of Muslim tourists.

Accommodation

Accommodation that is adequate and meets the special needs of Muslim tourists is also an important factor in increasing their satisfaction. (Alserhan, B. A., & Alserhan, Z. A., 2020) in their book "Research in Islamic Business" state that accommodation that provides facilities such as Qibla direction, places of worship and halal food greatly influences Muslim tourists' decisions in choosing a destination. Research by (Battour, M., & Ismail, MN., 2019) in "Halal Tourism: Concepts, Practices, Challenges, and Future" shows that Muslim tourists are more likely to choose destinations that provide these facilities. (Battour, M., & Ismail, MN., 2019) emphasized the importance of developing Muslim-friendly accommodation to increase the competitiveness of tourist destinations in the halal tourism market.

Tourist Satisfaction

Tourist satisfaction is an important indicator of the success of a tourist destination. (Oliver, R.L., 2019) in his book "Satisfaction: A Behavioral Perspective on the Consumer"

explains that tourist satisfaction is the result of a comparison between expectations before the trip and the experiences felt during the trip. In the context of halal tourism, (Eid, R., & El-Gohary, H., 2019) in their research "The Role of Islamic Religiosity on the Relationship Between Perceived Value and Tourist Satisfaction" found that Muslim tourist satisfaction is strongly influenced by the extent to which the destination can meet their needs and expectations based on Islamic values. (Eid, R., & El-Gohary, H., 2019) stated that destinations that are able to provide services and facilities in accordance with Islamic principles will receive a higher level of satisfaction from Muslim tourists.

The Influence of Local Culture, Halal Culinary, and Accommodation on Muslim Tourist Satisfaction

Research examining the influence of local culture, halal cuisine and accommodation on Muslim tourist satisfaction provides important insights in developing halal tourism strategies. According to (Hofstede, G., 2019) adapting local culture in accordance with Islamic values can increase the satisfaction of Muslim tourists. (Bonne, K., & Verbeke, W., 2019) emphasize the importance of the availability of halal culinary delights in increasing the attraction and satisfaction of Muslim tourists. (Alserhan, B. A., & Alserhan, Z. A., 2020) and (Battour, M., & Ismail, MN., 2019) stated that Muslim-friendly accommodation plays an important role in increasing Muslim tourist satisfaction. Thus, this research seeks to comprehensively examine the influence of local culture, halal culinary delights and accommodation on the satisfaction of Muslim tourists in Samosir, North Sumatra.

Method

This research uses a quantitative approach with survey methods to collect data. A quantitative research design was chosen because it allows systematic and objective measurement of the variables studied, namely local culture, halal culinary, accommodation and satisfaction of Muslim tourists. According to (Creswell, J. W. Research, 2019) method Quantitative is suitable for testing causal relationships between variables using reliable and valid measuring instruments.

The population in this study were Muslim tourists visiting Samosir Island, North Sumatra. The sampling technique used was purposive sampling, where the sample was selected based on certain criteria, namely Muslim tourists who had visited Samosir Island and were willing to fill out a research questionnaire. According to (Teddlie, C., & Tashakkori., 2009) Purposive sampling effectively used when research requires respondents who have special characteristics relevant to the research objectives. The sample taken was 200 respondents to ensure the research results were representative and generalizable.

Data collection was carried out through direct surveys at tourist locations in Samosir as well as through online survey platforms to reach a wider range of respondents. Data was collected over a three-month period, from January to March 2024. According to (Dillman, D.A., Smyth, J.D., & Christian, L.M., 2019). A combination of in-person and online surveys can increase response rates and expand sample coverage.

The collected data was analyzed using descriptive and inferential statistical techniques with the help of SPSS (Statistical Package for the Social Sciences) statistical software version

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26.0. Descriptive analysis is used to describe the characteristics of respondents and the distribution of answers to each variable. Meanwhile, inferential analysis was carried out using multiple linear regression to test the influence of local culture, halal culinary and accommodation on Muslim tourist satisfaction. According to (Field, A., 2020) multiple linear regression is effective for testing the relationship between variables and determining the contribution of each independent variable to the dependent variable.

Before the main data analysis was carried out, validity and reliability tests were carried out on the research instruments to ensure the accuracy and consistency of the measuring instruments. The validity of the questionnaire was tested using confirmatory factor analysis (CFA) with KMO (Kaiser-Meyer-Olkin) values and Bartlett's Test of Sphericity. Reliability is measured using the Cronbach's Alpha coefficient, with an alpha value above 0.7 considered adequate (Nunnally, J. C., & Bernstein, I., 2018)

Research result

Descriptive Analysis

A total of 200 Muslim tourists who visited Samosir participated in this research. The majority of respondents were aged between 25 and 40 years (55%), with 60% of them being female. Most respondents (70%) had at least a bachelor's degree and 65% came from outside North Sumatra. This shows that Samosir attracts Muslim tourists from various regions with quite high educational backgrounds.

Validity and Reliability Test

Before carrying out Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis, validity and reliability tests were carried out on the research instruments. Convergent validity was tested using Average Variance Extracted (AVE), with AVE values for all constructs above 0.5, which indicates good validity (Hair, JF, Black, WC, Babin, BJ, & Anderson, RE, 2020). Reliability was tested using Composite Reliability (CR) and Cronbach's Alpha, with CR and Alpha values for all constructs above 0.7, indicating adequate reliability (Nunnally, J. C., & Bernstein, I., 2018).

Structural Model Testing

The results of SEM-PLS analysis show that the research model has good Goodness of Fit, with a Standardized Root Mean Square Residual (SRMR) value below 0.08 and an R-squared (R^2) value of 0.68 for the Muslim tourist satisfaction construct. This means 68% of the variability in Muslim tourist satisfaction can be explained by local culture, halal cuisine and accommodation.

Influence of Local Culture, Halal Culinary, and Accommodation

Local Culture

Local culture has a significant and positive influence on Muslim tourist satisfaction with a path coefficient of 0.47 ($p < 0.01$). These findings support previous research which shows that local culture rich in values and traditions can increase tourist satisfaction (Hofstede, G., 2019), (Hamed, A. B., 2021) Muslim tourists are impressed by the unique richness of Batak culture and its adaptation in harmony with Islamic values.

Halal Culinary

Halal culinary also has a significant and positive influence on Muslim tourist satisfaction with a path coefficient of 0.32 ($p < 0.01$). These results are in line with research by [6] and [7] which emphasizes the importance of the availability of halal food in influencing tourist destination decisions and the level of satisfaction of Muslim tourists. Muslim tourists appreciate the existence of halal culinary delights on Samosir, although there is still room for improvement in variety and quality.

Accommodation

Accommodation has a significant and positive influence on Muslim tourist satisfaction with a path coefficient of 0.36 ($p < 0.01$). These findings support the research of [8] and [9] which show that accommodation facilities that meet the special needs of Muslim tourists, such as Qibla direction, places of worship and halal food, greatly influence their level of satisfaction.

Discussion

The results of this research show that local culture, halal culinary delights and accommodation have a significant influence on the satisfaction of Muslim tourists in Samosir. These findings reinforce the importance of integrating Islamic values in various aspects of tourist destinations to increase Muslim tourist satisfaction.

Local Culture

The significant influence of local culture on Muslim tourist satisfaction emphasizes the importance of preserving and adapting local culture in harmony with Islamic values. Collaborative efforts between the government, tourism industry players and local communities to promote Muslim-friendly Batak culture can increase tourist attraction and satisfaction.

Halal Culinary

Despite its significant influence, halal cuisine received a lower average score compared to local culture and accommodation. This shows the need to increase the variety, quality and availability of halal culinary delights in Samosir. This increase can be achieved through training and halal certification for culinary entrepreneurs as well as developing more varied and authentic menus.

Accommodation

Muslim-friendly accommodation facilities have a significant influence on tourist satisfaction. Providing facilities such as Qibla direction, places of worship and halal food that are easily accessible to Muslim tourists is very important to increase their comfort and satisfaction during their visit to Samosir.

Conclusions and Implications

This research found that local culture, halal culinary delights and accommodation have a significant influence on the satisfaction of Muslim tourists in Samosir. The practical implication of these findings is the need to improve services and facilities that suit the needs of Muslim tourists to increase Samosir's attractiveness as a halal tourist destination. This effort will not

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only increase Muslim tourist satisfaction, but will also have a positive impact on the local economy and preservation of regional culture.

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