

PUBLIC PERCEPTION AND ATTITUDE TOWARD THE DEVELOPMENT OF HALAL TOURISM: A CASE IN BANGKA DISTRICT, INDONESIA

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Abstract

Tourism is one sector that has an important role in regional economic development. But unfortunately, the development of tourism, especially halal tourism in Indonesia, is still a polemic among the public. The purpose of this study was to analyze and describe the perceptions and attitudes of the people of Bangka District towards Halal Tourism Development. This type of research is a survey with a quantitative approach with a total sample of 263 respondents. The data collection technique used Cluster Random Sampling. The method used is Multiple Linear Regression Analysis. The results of this study indicate that public perceptions and attitudes significantly influence the development of halal tourism in Bangka District. And partially each independent variable affects the dependent variable, namely the development of halal tourism. The magnitude of the influence seen from the value of the coefficient of determination is 74.8% and the remaining 25.2% is influenced by other variables not examined. Furthermore, based on the findings of this study, it also presents implications for related parties, such as regulators and practitioners, to be taken into consideration in efforts to develop halal tourism related to perceptions and attitudes that affect halal tourism. Create targeted strategies to develop and increase the growth of halal tourism optimally, as well as establish cooperation between the parties involved.

Keywords: Halal Tourism; Public Perception; People's Attitude

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I. Introduction

Tourism is one sector that has an essential role in the economic development of a region. This is because the development of the tourism sector is expected to encourage an increase in the welfare of local communities through the provision of employment opportunities for the community. According to the Lonely Planet Version (2019), Indonesian tourism has also

won the world's trust by being named the top 10 best destinations before the COVID-19 pandemic hit. The institute projected Indonesia as the best country to visit in 2019. With more than 17,000 islands with diverse culinary cultures and religions, Indonesia offers a kaleidoscope of good tourism experiences. This is indicated by the stretching of the tourism sector in Indonesia (www.stiesahidbali.ac.id, 2019).

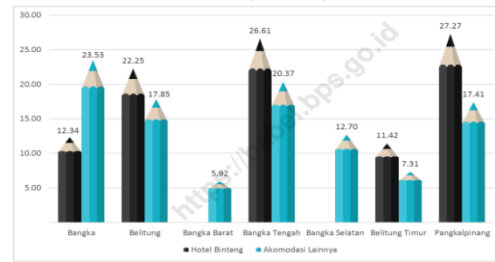
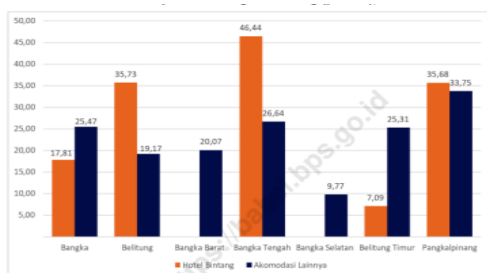
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In this regard, sharia tourism (read: halal) is currently starting to trend (Battour & Ismail, 2016; El-Gohary, 2016). Not only in Indonesia but in various countries where the majority of the people are Muslims. Data from the Ministry of Tourism (2019) of the Islamic economy sector has experienced significant growth in lifestyle products in the sharia sector. GMTI 2019 data explains that the number of Muslim world tourists will reach 230 million in 2030. In 2018, halal tourism in Indonesia reached 18%, which shows significant growth for halal tourism. So it is not wrong if Indonesia is assumed to be a country with a potential market share for the world's Muslims. Finally, the Ministry of Tourism is targeting 25% or the equivalent of 5 million of the 2019 achievement figure for foreign tourist arrivals in Indonesia (Kementerian Pariwisata dan Ekonomi Kreatif, 2019).

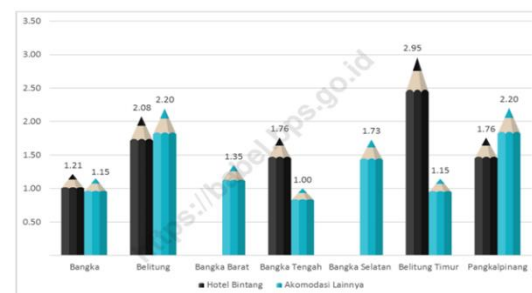
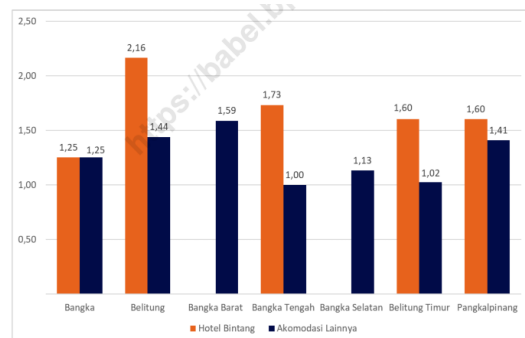
It can be seen in graph 1 of the visit data at star hotels in Bangka Belitung Province as follows.

Graph 1. Occupancy Rate of Star Hotels and Other Accommodation in Bangka Belitung Province in 2019 and 2020



In addition, it can also be seen that the average number of tourists staying in Bangka Belitung Province is shown in graph 2 below.

Graph 2. Average Guest Stays in Star Hotels Bangka Belitung Province in 2019 and 2020



The data above explains that the potential for tourism development in Bangka Belitung Province, including halal tourism, is very open. The high occupancy rate indicates this. However, during the Covid-19 pandemic, government policies requiring people to stay at home significantly caused a decrease in tourist visits.

Furthermore, the halal concept initiated by the Ministry of Tourism is due to seeing the potential for foreign tourism from Muslim-majority countries to come to Indonesia. The potential profit for halal tourism reaches 4000 trillion rupiahs. However, this concept is rejected in various non-Muslim-majority areas such as Lake Toba, Toraja, and Bali, considering that it offends other religions as if they are haram and need to be made lawful. Their thinking will kill local wisdom and turn an area into a religious place. Even though this perception is not justified, the use of the halal label creates a "wrong" interpretation among the public.

Based on GMTI (Global Muslim Travel Index) 2021 data, Indonesia is in the fourth position; although its ranking has dropped, Indonesia is still consistently developing halal tourism. This indicates that halal tourism is inclusive tourism, not limited by place but prioritizes so that the needs of Muslim tourists can be facilitated and provide comfort for them on their journey. Tourism development can grow other supporting industries integrated between tourism sectors and economic development. Likewise, Bangka Belitung Province is enthusiastic about developing halal tourism, according to the International Halal Seminar in February 2020.

On that occasion, Governor Erzaldi explained that the local government sees the

potential for the halal industry is still very large. Various efforts have been made, including the establishment of Berkah Mart, which is spread to villages and currently has spread to 200 units. Including Bangka District, there is a lot of potential for nature tourism, religious tourism, hotels, and travel agencies, so the potential for developing halal tourism is open.

However, in its implementation, the development of halal tourism has become a "polemic" in the community. The term halal tourism becomes biased and has multiple interpretations when interpreted narrowly and contradicts the existing tourism development model. This happened in several areas in Indonesia. Therefore, this study seeks to describe the perceptions and attitudes of the community regarding the development of sharia tourism (halal tourism) in the Bangka District. This study aimed to analyze and describe the perception (concept and development) of the people of Bangka District towards the development of Halal tourism and Describes the Attitude of the People of Bangka District towards the Development of Halal Tourism. This research is urgently carried out so that people have a moderate perception. In the future, tourist destinations such as culinary tourism, nature tourism, educational tourism, and religious tourism can become icons. If they have a "core," they can become

a magnet. Of course, many international, national, and local tourists visit.

The hypothesis of this study is that community perception and the influence of community attitude have a significant effect on the development of Halal tourism in the Bangka district.

However, the findings of this study are expected to provide implications for related parties, such as regulators and practitioners, to be taken into consideration in efforts to develop halal tourism related to perceptions and attitudes that affect halal tourism.

II. Discussion

A. Literature Review

Perception

Everyone has a perception of what they think and feel. Thoha in [Simbolon \(2008\)](#) defines perception as a cognitive process that can occur in anyone to understand information about their environment and can be obtained through sight, hearing, appreciation, feeling, and smell. This also means that perception determines what a person does to fulfill various interests, both for himself, his family, and the community in which he interacts. It is this perception that distinguishes one person from another. According to Brian Fello, perception is a process that allows an organism to receive and analyze information. What one wants to see is not necessarily the same as the fact.

Several factors influence perception, namely (1) individual internal factors in the form of feelings, attitudes, personality, desires, prejudices, hopes, concerns, learning processes, the physical state of mental disorders, values, needs, interests, motivations; (2) External factors in the form of family background, information obtained, knowledge and needs around, intensity, size, opposites, repetition of motion, new things and unfamiliarity with objects. ([Sulistiyan et al., 2020](#)).

Attitude

[Walgito \(2002\)](#) defines attitude as an organization of opinions, a person's beliefs about objects or situations that often occur. The existence of certain feelings provides a basis for the person to make a response or behave in a certain way according to his choice.

According to Thurstone, an attitude is an act of affection, both positive and negative, concerning psychological objects. While Rokeach in [Walgito \(2002\)](#) states “*an attitude is a relatively enduring organization of belief around an object or situation predisposing one to respond in some preferential manner*”.

Therefore, it can be said that attitude is a cognitive component and a conative component. That is, attitudes are predisposed to respond and behave. So that attitude is defined as the organization of

opinions, a person's beliefs about the object of a relative situation, accompanied by certain feelings and providing the basis for the person to make a response or behave in the way he chooses.

Halal Tourism

According to Al-Qardawi (2013), Halal is accepted and allowed in Islamic teachings. Meanwhile, halal tourism is defined as "all tourist objects and acts permitted according to Islamic teachings to be used or involved by Muslims in the tourism industry." It considers sharia as the basis for providing tourism products and services to customers whose target market is Muslims, such as sharia hotels, halal resorts, halal restaurants, and travel. This means that the location of activities is not limited to the Muslim world. So services and products are designed for Muslim travelers in Islamic and non-Muslim countries. In addition, the explanation assumes that the purpose of the trip is not necessarily religious. Maybe this is the motivation of people to travel.

The concept of halal tourism is integrating Islamic values into all aspects of tourism activities. Sharia tourism (read: halal) considers the fundamental importance of Muslims in presentation, starting from accommodation and restaurants, which always refers to Islamic norms ([Widagdyo, 2015](#)). Sharia tourism is the actualization of the Islamic concept, the values of halal and

haram are the main indicators because all aspects of tourism activities cannot be separated from the value of halal certification which must be a reference for every tourism actor.

Halal tourism includes cultural tourism, nature tourism, artificial tourism packaged with Islamic principles and values. The character of halal tourism is the packaging of Islamic values and principles that can be enjoyed by tourists with various religious backgrounds by meeting the basic needs of Muslim tourists such as worship facilities, halal food and drinks with halal guarantees and a place to stay that is friendly to Muslim tourists ([Saufi et al., 2020](#)). Therefore, halal tourism can be interpreted as a permitted tourist activity, as long as it is not separated from the values and principles of Islamic teachings. These values and principles are involved in the tourism industry in the form of services and products to meet the basic needs of tourists in the form of religious facilities, halal food, comfortable housing, and halal travel packages.

Besides that, there are several expert opinions about halal tourism. According to [Adinugraha et al. \(2018\)](#), many people use halal tourism because of the universal characteristics of its products and services. Tourism products and services, tourist objects, and tourist destinations in tourism are the same as the existing tourism

concepts, as long as they do not conflict with sharia values and ethics. This type of tourism is also not limited to religious tourism.

Meanwhile, according to Shakiry explaining, halal tourism is "The concept of sharia tourism is not limited to religious tourism, but extends to all forms of tourists except those against Islamic." Halal tourism is also not an exclusive tour because both Muslims and non-Muslims can enjoy services based on halal values. Halal tourism does not only include pilgrimage and religious destinations but also includes the availability of supporting facilities such as restaurants and hotels that provide halal food and prayer places. ([Kumalasari et al., 2019](#)).

Furthermore, tourism products and services, tourist objects, and destinations in halal tourism do not conflict with sharia values and ethics, for example, the presentation of food from halal ingredients or travel rules that follow procedures in Islamic law (Salehudin and Lutfi, 2018).

The existence of halal tourism is an exciting thing to develop through the Belt Road Initiative (BRI) by considering sharia standards, halal tourism. The sharia standard that is used as a guide is the Fatwa of the National Sharia Council-MUI regarding the sharia of a case with number 108 of 2016, which explains the requirements,

prerequisites, and technicalities in implementing halal tourism, especially those that will be developed on the Belt Road Initiative (BRI). This is because there are no rules governing halal tourism standards (Ministry of National Development Planning, 2019).

The general criteria regarding halal tourism are oriented to the available benefit; orientation of enlightenment, refreshment, and serenity; avoiding polytheism and superstition; free from immorality; maintaining safety and comfort; maintaining environmental sustainability, and; respecting socio-cultural values and local wisdom ([Putriana, 2019](#)). Another researches related to halal tourism in Indonesia has been carried out by several researchers. For example, research conducted by [Faidah et al. \(2021\)](#); [Katuk et al. \(2020\)](#); [Vargas-Sanchez et al. \(2020\)](#) and [Junaidi et al. \(2019\)](#).

Stimulus Response Organism Theory (SOR)

This study uses the Stimulus Organism Response Theory to analyze the influence of perceptions and attitudes of the people of Bangka District on the Development of Halal Tourism. The theory of Mehrabian and Russell (1974) is a response caused by a particular reaction to a specific stimulus. One can expect and estimate the suitability of the message from the communicant's

reaction or one's reaction to the stimulus (stimulus from outside). So the elements in this model are the message (Stimulus) and Communicant (Organism). S-O-R theory with its material object is psychology and communication science, namely humans whose soul includes components of attitude, opinion, behavior, cognition, affection, and conation.

Attitudes have 3 (three) essential components: the cognitive component of belief in an object, the affective component of liking or feeling towards the object, and the behavioral component or conative action on the thing. The attitude in question is a person's cognitive, affective, and conative attitude in developing halal tourism in the Province of Bangka Belitung.

The description above can be implemented in the research theory model below:

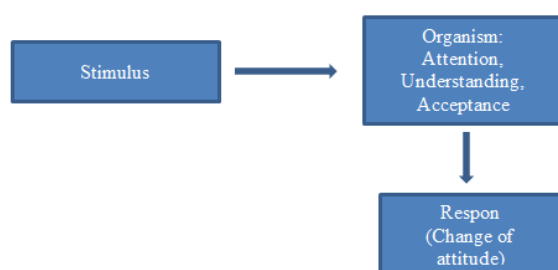


Figure 1. S-O-R Model

(Source: [Nawiroh; 2016](#))

This theory explains that the cause of behavior change depends on the quality of the stimulus (stimulus) that communicates with the communicant. This means that the

quality of communication sources (sources) such as credibility, leadership, and speaking style will determine changes in the behavior of a person, group, or society. Operationally, when associated with this research, the S-O-R theory is defined as the external influence of consumers (read: public perception). The perception of this concept includes facilities, activities, access, and services for halal tourism for the community. Furthermore, the perception of community development consists of the community's economic, cultural, and social development. While aspects of community attitudes have community preferences, expectations, and the impact of halal tourism development on the community ([Nawiroh, 2016](#)).

Methods

This type of research is survey research, which aims to obtain information about several respondents who are considered to represent a specific population. The information that will be explored in this research is about the Perceptions and Attitudes of the People of Bangka District towards the Development of Halal Tourism. The approach in this research is descriptive-quantitative. Descriptive research describes and sees the percentage and frequency of research variables. Meanwhile, according to Sugiyono (2010), the quantitative policy

explains research data in the form of numbers and is analyzed statistically.

Collecting data using research instruments in the form of questionnaires and is equipped with observations and interviews. Data analysis is quantitative to test the established hypothesis. The population in this study was the entire community of Bangka District, 337 286 people. The samples in this study were people in Sungailiat District, totaling 100 respondents, Mendo Barat District totaling 63, and Puding Besar and Bakam Districts totaling 100 respondents. So the number of samples in this study was 263 respondents. The sampling technique used is random cluster sampling, meaning that the model is taken randomly, not individually, but in the minor unit groups. This cluster is grouped by age, gender, income, and education level.

The data obtained were then tested for validity and reliability before determining the study results through statistical tests. The validity and reliability tests aim to measure the accuracy of the questions so as not to deviate. Validity testing in this study was carried out with a significance level of 0.05 or 5%. The criteria for determining the validity of a questionnaire are as follows:

If $r\text{-count} > r\text{-table}$, then the question is valid

If $r\text{-count} < r\text{-table}$, then the question is not valid

Reliability is an index that shows the extent to which a measuring instrument can be trusted or can be relied on. Reliability calculations are carried out on questions or statements that are already valid. Reliability testing in this study was conducted on 125 respondents with a significance level of 0.05 or 5%. Several ways can be used to calculate reliability: the Cronbach Alpha coefficient formulation (Sugiyono, 2010).

$$r_{11} = \left[\frac{K}{K-1} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_i^2} \right]$$

Information :

r_{11} = Instrument reliability

K = The number of questions

$\sum \sigma_b^2$ = Number of item variances

$\sum \sigma_i^2$ = Total variance

Analysis

Validity and Reliability Test Results

Validity test

According to [Ghozali \(2016:52\)](#), the validity test is used to measure the validity or validity. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that the questionnaire will measure—testing the validity of using the SPSS program with the Pearson Correlation method, which correlates each item with the total score of the questionnaire items. If $r\text{ count} > r\text{ table}$, the question item is declared valid. Meanwhile, if the $r\text{ count} < r\text{ table}$ or

r count is negative, the question item is said invalid (Priyatno, 2013:25). It is known in this study that the value of the r table with $df = n-2$ or $263-2 = 261$ and the 2-sided test is 0.121. This means that the variables X1, X2, and Y in the questionnaire for these variables are valid.

Reliability Test

Reliability determines the extent to which the measurement results remain consistent if the measurement is carried out twice or more for the same symptoms using the same measurement tool (Putra, 2018: 148). The reliability testing method used in this study is Cronbach's Alpha. According to Maholtra (1995) in Kurniawan (2018:41), states if the alpha coefficient is 0.6, then it is declared reliable, and if the alpha coefficient <0.6, then it is declared unreliable. The reliability test results can be seen in the reliability output (on the Cronbach Alpha value). It can be seen that the Cronbach Alpha value for variables X1, X2, and Y is above 0.600. Because the value is above 0.600, it can be concluded that the measuring instrument on the questionnaire is reliable.

Descriptive Statistical Analysis

Table 1. Statistical Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Public perception (X1)	263	7	28	18.17	4.569
Public attitude (X2)	263	4	16	10.32	2.834
Halal tourism development (Y)	263	6	24	15.15	4.226
Valid N (listwise)	263				

Source: Processed research data

This analysis determines the description of variable data such as mean, minimum value, maximum value, and standard deviation. From the table above, it can be seen the statistical description of the variables used in this study. For the variable X1, the amount of data is 263. It has a minimum value of 7 and a maximum value of 28. The average is 18.17, and the standard deviation is 4.569. The X2 variable is 263. The minimum value is 4, the maximum value is 16, the average is 10.32, and the standard deviation is 2.834. Meanwhile, for variable Y, the amount of data is 263, has a minimum value of 6 and a maximum value of 24, an average of 15.15, and a standard deviation of 4.226.

Classical Assumption Test Results

Residual Normality Test

The normality test aims to test whether, in the regression model, the confounding or residual variables have a normal distribution. The t and F tests assume that the residual value follows a normal distribution. If this assumption is violated, the statistical test is invalid for a small sample size (Ghozali, 2016:154). The way to detect it is by looking at the spread of data on diagonal sources on the Normal P-P Plot of a standardized regression chart as the basis for making decisions. If it spreads around the line and follows a diagonal line,

then the regression model is typical and suitable to predict the independent variables and vice versa ([Ghozali, 2016:156](#)). The normality test results can be seen in the Regression output on the P-P Plot Normal Chart image (appendix). It can be seen that the points spread around the line and follow the diagonal line, so the regression model is normal.

Multicollinearity Test

The multicollinearity test tests whether the regression model found a correlation between the independent variables (independent). A good regression model should not correlate with independent variables ([Ghozali, 2016: 103](#)). The way to find out whether or not there is a multicollinearity problem is by looking at the value of the Variance Inflation Factor (VIF) and Tolerance. If the VIF value is less than 10 and the Tolerance is more than 0.100, there is no multicollinearity. ([Priyatno, 2014:103](#)). It can be seen that there is no multicollinearity problem (see: Appendix). This can be seen from the VIF value for the two independent variables being less than 10 and the Tolerance value being more than 0.100.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is an inequality of variance from the residuals of one observation to another observation in the regression model.

If the residual variance from one observation to another remains, it is called Homoscedasticity, and if it is different, it is called Heteroscedasticity. Homoscedasticity is a good regression model, or Heteroscedasticity does not occur ([Ghozali, 2016:134](#)). Another way to test for Heteroscedasticity is the Spearman Correlation Test ([Widarjono, 2015:71](#)). This test is done by correlating the independent variables to the residual value. Residual is the difference between the value of the variable Y and the predicted value of the Y variable. If the significance value between the independent variable and the residual is more than 0.05, there is no heteroscedasticity problem.

The results of the heteroscedasticity test can be seen that the two independent variables have a significance value of more than 0.05, so it can be concluded that there is no heteroscedasticity problem in the regression model (see: Appendix).

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was used to determine the effect of two or more independent variables on one dependent variable. Multiple linear regression equations are used to formulate regression equations and determine the value of the increase or decrease in the Y variable for changes in the X variable. The general form

of the multiple linear regression equation is as follows:

$$Y = b_0 + b_1X_1 + b_2X_2 + e$$

The results obtained after the data was processed with the help of the SPSS program are presented in the following table:

Table 2. Multiple Linear Regression

		Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statist
Model		B	Std. Error	Beta			Tolerance
1	(Constant)	.416	.557		.747	.456	
	Public perception (X1)	.325	.042	.351	7.657	.000	.461
	Public attitude (X2)	.856	.068	.574	12.515	.000	.461

a. Dependent Variable: Halal tourism development (Y)

Source: Processed research data

So the regression equation is as follows:

$$Y = 0,416 + 0,325X_1 + 0,856X_2$$

1. Constant of 0.416; it means that if X1, X2, the value is 0, then the value of Y is 0.416.
2. The regression coefficient of the X1 variable is 0.325; it means that every increase in X1 by 1 unit will increase Y by 0.325 units, assuming the other independent variables have a fixed value.
3. The regression coefficient of the X2 variable is 0.856; it means that every increase in X2 by 1 unit will increase Y by 0.856 units, assuming the other

independent variables have a fixed value.

t-test results

The t-test in multiple regression was used to determine whether the independent variable regression model partially affected the dependent variable.

Table 3. t-test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	.416	.557		.747	.456		
	Public perception (X1)	.325	.042	.351	7.657	.000	.461	2.171
	Public attitude (X2)	.856	.068	.574	12.515	.000	.461	2.171

a. Dependent Variable: Halal tourism development (Y)

From the results of the partial test in table 3, the influence of each independent variable, namely public perception and public attitudes towards the dependent variable of halal tourism development, can be explained as follows:

1. Public Perception

The t-count value for this variable is 7.657 with an at-table of 1.969 or a significance <0.05 (0.000 <0.05), so Ho is rejected and Ha is accepted. So it can be concluded that the community's perception variable affects the development of halal tourism. The effect is positive because the t value is positive

2.

2. People's Attitude

The calculated t value for this variable is 12,515 with an r table value of 1,969 or a significance < 0.05 (0.000 < 0.05) so that Ho

is rejected and H_a is accepted. So it can be concluded that the community attitude variable affects the development of halal tourism. The effect is positive because the t value is positive.

F-test result

The F test is used to determine whether the independent variables together significantly affect the dependent variable.

The F table value can be seen in the F statistic table where $df\ 1 = \text{number of variables} - 1$ or $3 - 1 = 2$ and $df\ 2 = n - k - 1$ or $263 - 2 - 1 = 260$ (k is the number of independent variables). With a significance of 0.05, the results obtained are F table = 3.031.

Table 4. F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3501.774	2	1750.887	386.397	.000 ^b
	Residual	1178.143	260	4.531		
	Total	4679.916	262			

a. Predictors: (Constant), Public attitude (X2), Public perception (X1)
 b. Dependent Variable: Halal tourism development (Y)

Based on table 4, it can be seen that the variables of public perception and public attitudes jointly affect Y . This is because the calculated F value $> F$ table ($386.397 > 3.031$) or significance < 0.05 ($0.000 < 0.05$) so H_0 rejected and H_a accepted.

Determination analysis results (R Square)

Analysis of determination is a measure that shows how much the independent variable

contributes to the dependent variable. Determination analysis is used to determine the percentage of the independent variable's contribution to the dependent variable simultaneously.

Table 5. Coefficient of Determination Test

Model Summary ^a					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.865 ^a	.748	.746	2.129	1.896

a. Predictors: (Constant), Public attitude (X2), Public perception (X1)
 b. Dependent Variable: Halal tourism development (Y)

It can be seen that the variables X_1 and X_2 together have an influence on Y of 0.748 or 74.8% and the rest are influenced by other factors not examined.

Result

The statistical tests show that the community perception variable has a significant and significant effect on the development of Halal tourism in the Bangka district. This is because the value of t count on the perception variable is $7.657 > t$ table 1.969 with a significance level of $0.000 < 0.05$. The coefficient value on the perception variable is 0.325, meaning that if public perception increases, it will increase the development of halal tourism by 0.325. The results of this study are also in line with research [Saifuddin and Mukarromah \(2021\)](#) His research explains the good public perception of the application of sharia tourism. Creating a good public perception

will make Indonesia an attractive sharia tourism destination.

In addition, [Fawaid and Khotimah \(2019\)](#) in their research, they found that public perception of sharia tourism was positive, namely 75%. A good influence between public perception and sharia tourism is also found in research [Putriana \(2019\)](#). [Resliana et al. \(2021\)](#) explain that the public perception of halal tourism consists of knowledge, profession, and culture. In his study, the three perception indicators both positively influence halal tourism, and culture has a dominant influence on the implementation of halal tourism. The public's perception of halal tourism also lies in its facilities; readiness in tourism management can trigger the formation of a good perception among the community because the community needs proof first ([Kumalasari et al., 2019](#))

Therefore, positive public perception can encourage the development of halal tourism in Indonesia, especially in Bangka district. This finding explains that public perception can determine success in the development of halal tourism, and public perception involves attention, understanding, and quality of halal tourism services itself.

The statistical tests in this study indicate that the community attitude variable has a significant and significant effect on the development of Halal tourism in the Bangka

District. This is because the t value for the community attitude variable is $12.515 > r$ table 1.969, with a significance level of $0.000 < 0.05$, so it can be concluded that it affects the development of halal tourism. The coefficient value on the attitude variable is 0.856, meaning that if people's attitudes increase, it will increase the growth of halal tourism by 0.856. The community's positive attitude that supports is very much needed for the development of halal tourism.

[Fawaid and Khotimah's \(2019\)](#) research also explained that the community's attitude positively responded to 80% towards sharia tourism on Santen Island. This community attitude is measured through the assessment, acceptance, and community response to sharia tourism in the area. [Nugroho's](#) research ([2019](#)) also states the influence of positive public attitudes on the development of sharia tourism to increase income and prosper the surrounding community. Other research such as ([Permadi et al., 2018](#)) and ([Kumalasari et al., 2019](#)) It also equally explained that the community's attitude positively affected halal tourism.

So that it can be said that people's attitudes can be one of the determining factors in the development of halal tourism in Indonesia, especially in the Bangka district. The community's attitude in the development of halal tourism is to respond and act. This means that when there is no response and

action from the community that helps encourage the development of halal tourism, then the result of halal tourism is not optimal.

III. Conclusion

Based on the results of this study, it can be concluded that public perceptions and attitudes have a significant effect on the development of halal tourism. This means that the development of halal tourism, especially in Bangka District, can be influenced by the perception and attitude variables statistically by 0.748 or 74.8%. For comparison, 25.2% of the rest is influenced by other variables not examined. This research is expected to be considered in efforts to develop halal tourism related to perceptions and attitudes that affect halal tourism.

Furthermore, related parties, including regulators, practitioners, and other tourism stakeholders, need to make effective strategies so that halal tourism in Indonesia, in general, can grow and develop so that the great potential can be utilized properly. Of course, cooperation between parties is needed to realize this optimally.

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