

The Influence Of Muslim Friendly Tourism On The Satisfaction Of Tourists Visiting The Tourist Attraction Of Air Manis Beach In Padang City

Debi Abdiska¹, Neng Kamarni², Zulkifli N.³

^{1,2,3}Universitas Andalas, Indonesia

Article Info

Keywords:

Muslim Friendly Tourism,
Traveler Satisfaction,
Beach Attractions.

ABSTRACT

Muslim Friendly Tourism is a fast-growing tourism segment, providing facilities, services and management according to sharia principles. This concept provides satisfaction, especially for Muslim tourists, but can still be enjoyed by non-Muslim tourists. This research aims to determine the influence of Muslim Friendly Tourism on tourist satisfaction at Air Manis Beach, Padang City. The type of research is quantitative descriptive with a survey approach. The data used is primary data from tourists who visit the Air Manis Beach tourist attraction, Padang City. Data was collected through incidental sampling with a sample size of 100 tourists. Data analysis using simple regression. The results of this research show that the Muslim Friendly Tourism variable has a significant effect on the satisfaction variable of tourists who visit the Air Manis Beach tourist attraction, Padang City. Thus, the implementation of the policy is expected for the management of the Air Manis Beach tourist attraction in Padang City to improve tourist facilities and services in accordance with Islamic law.

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Corresponding Author:

Debi Abdiska
Universitas Andalas, Indonesia
debiabdiska250500@gmail.com

INTRODUCTION

Nowadays, the tourism industry shows a very rapid development from year to year and has an important role in the economy. Indonesia has made the tourism sector one of the leading sectors to be developed in national economic development in addition to other sectors. This is because tourism will be a solution in reducing the number of unemployed by creating new jobs, increasing income and welfare for the community around tourist attractions, and increasing the country's foreign exchange (Gusti et al., 2017).

Tourism today has become a lifestyle or basic necessities of life inherent in human life that encourages a person to visit and get to know the nature and culture of other regions. With its development, the concept of halal tourism has emerged as a boom in the world of global tourism in addition to existing conventional tourism. The terminology of halal tourism is not much different from tourism in general, but it prioritizes the principles of sharia principles (Hermawan & Sartika, 2019). The development of halal tourism is in line with the increase in Muslim tourist visits every year. With a large Muslim population and significant

spending in the tourism sector, they are becoming a prime target. In 2014, around 108 million Muslim tourists traveled to various destinations around the world (Maryati, 2019).

Muslim Friendly Tourism (MFT) is a new market segment in tourism that provides products and services according to the needs of Muslim tourists. Cetin & Dincer (2016) explained that MFT includes the provision of halal food and facilities such as prayer rooms. Reuters and The Guardian emphasized the importance of mosques and other facilities that support worship activities in tourist destinations, as explained by Suyatman et al. (2019). The Global Muslim Travel Index (GMTI) 2016 highlights criteria such as halal food, easy access to worship, and Muslim-friendly facilities as the main indicators of Muslim-friendly tourist destinations. MFT aims to provide a safe and comfortable environment in accordance with Islamic principles, including facilities such as mushallas and clean toilets.

Halal tourism is a growing form of industry, offering services in accordance with Islamic Sharia principles. According to the Regulation of the Minister of Tourism and Creative Economy of Indonesia No. 2 of 2014, halal tourism complies with the principles of Islamic law. The World Tourism Organization (WTO) underlined that halal tourism also attracts non-Muslim tourists who want to enjoy local culture. Kamarudin defines Sharia tourism as an activity that integrates worship and da'wah in the tourism experience. Chookaew et al. (2015) identified eight important factors in halal tourism, including services according to Islamic principles, accommodation, halal restaurants, and prayer facilities.

COMCEC (2016) noted six main needs of Muslim tourists: halal food, prayer facilities, water-friendly bathrooms, services during Ramadan, non-halal activity-free environment, and recreational facilities with privacy. Halal certification, adequate prayer facilities, and hygiene are important aspects in meeting these needs.

Tourist satisfaction is the key to the success of tourism destinations. Kozak and Rimmington emphasized the importance of service that meets travelers' expectations to increase satisfaction. Kotler explains that satisfaction is achieved when service meets or exceeds customer expectations. Tze and Wang and Tjiptono (2006) identified satisfaction dimensions such as overall satisfaction, specific dimensions, confirmed expectations, repurchase interest, and recommendations. These factors influence loyalty and the decision to revisit the destination.

Various policies and promotions are carried out every year so that Indonesia is known as the world's best halal tourist destination according to the Global Muslim Travel Index (GMTI) in 2019 which is side by side with Malaysia (Satriana & Faridah, 2018). In various other countries, the halal tourism industry is known by various names such as Islamic Tourism, Halal Friendly Tourism Destinations, Muslim-Friendly Travel Destinations, Halal Life Style.

West Sumatra, with its capital Padang, is a province on the island of Sumatra surrounded by land and sea, so it has a variety of popular natural and marine tourism. One of the famous tourist attractions is Air Manis Beach in South Padang. The beach is known for its exotic natural scenery, beautiful beaches, low waves, as well as the folklore of the Legend of Batu Malin Kundang. The natural beauty and legend make Air Manis Beach have great potential for tourism development.

Based on data from the Padang City Tourism and Culture Office, the number of tourist visits to Air Manis Beach fluctuated in 2016-2020. In 2018-2019, there was a significant surge due to adequate road access. However, in 2020, the number of visits decreased drastically due to the closure of tourist attractions due to the COVID-19 pandemic.

Table 1 Data on the Number of Tourists Visiting Air Manis Beach Tourist Attractions in 2016 – 2020

No.	Year	Number of Tourists
1	2016	48.400
2	2017	66.137
3	2018	417.143
4	2019	232.000
5	2020	40.861

Source: Padang City Tourism and Culture Office, 2021

The development of tourism in West Sumatra is carried out with the concept of halal tourism or known as Muslim Friendly Tourism. COMCEC (2016) defines Muslim Friendly Tourism as a tourism concept that provides additional services for Muslim tourists in tourist destinations. In its development, Muslim Friendly Tourism is not about the destination but rather prioritizes halal products and facilities that are friendly to Muslim tourists, but it does not mean that non-Muslim tourists cannot enjoy it.

The fulfillment of the needs of Muslim tourists according to Sharia principles includes halal food, clean places of worship, good accessibility, comfortable accommodation, and an environment free from disobedience. Thus, tourism functions as a means of entertainment as well as a place to increase faith. In addition, halal tourism or Muslim Friendly Tourism can provide opportunities to improve the community's economy by increasing the number of tourist visits to the tourist attraction of Air Manis Beach because halal tourism will cause a multiplier effect in its ability to emerge new businesses as a source of community income. So that in the end it will increase government revenue and regional development which has an impact on community welfare (Rozalinda et al., 2019).

Tourists pay attention to the tourist attractions, the quality of service, and the accommodation provided. The dimensions of tourism service quality include a sense of security and comfort, privacy, respect, friendliness, competence, empathy, reliability, responsiveness, politeness, honesty, and the availability of Sharia-based hotels or lodgings. However, the quality of this service has not been fully achieved, so it is a problem faced by the tourism sector. The development of Air Manis Beach includes revitalization and fulfillment of the needs of Muslim tourists. However, there are shortcomings such as unsanitary toilets, unwater-friendly ablution places, damaged changing rooms, and scattered garbage, which interfere with comfort and affect the number of tourist visits. With this, further research is needed on how the influence of Muslim friendly tourism on the satisfaction of tourists who visit the Padang City Air Manis Beach tourist attraction.

METHODS

This type of research is descriptive quantitative research to describe a characteristic of a population or a phenomenon that occurs systematically and in detail using data in the form of numbers (Sugiyono, 2018). This research was carried out at the tourist attraction of Air Manis Beach which is located in Air Manis Village, South Padang District, Padang City, West Sumatra Province. The time of this research was carried out for one month, namely in June 2021. The approach used in this study is a survey approach. The data was obtained by distributing questionnaires to tourists who visited the Padang City Air Manis Beach tourist attraction. With the incidental sampling method, a sample of 100 people was obtained. The instrument of the analysis tool in this study is simple linear regression with the help of STATA 14 software. The regression equation model used in the study is:

$$Y = \alpha + bX$$

Information:

Y: variabel Muslim Friendly Tourism

A: Konstanta

B: direction of regression coefficient

X: Tourist Satisfaction variable

The hypothesis in the study is as follows:

H0 : Muslim Friendly Tourism does not have a significant effect on the satisfaction of tourists who visit the tourist attraction of Air Manis Beach in Padang City

H1 : Muslim Friendly Tourism has a significant effect on the satisfaction of tourists who visit the tourist attraction of Air Manis Beach in Padang City.

RESULTS AND DISCUSSION

Characteristics Responden

The results of the descriptive analysis of respondent characteristics were seen from the gender consisting of 53% percent women and 47% men. The age of the respondents was the highest in the age range of 17-23 years and 24-30 years and the age range of 31-37 years. Based on the origin of the region, respondents who visited Air Manis beach in Padang City not only came from within the province of West Sumatra but also came from outside areas such as Bengkulu, Jambi, and Pekanbaru with a percentage of 49%. This indicates that the sweet water tourist attraction is familiar to tourists. When viewed by the number of visits, the average tourist visits for the second time.

Data Normality Test

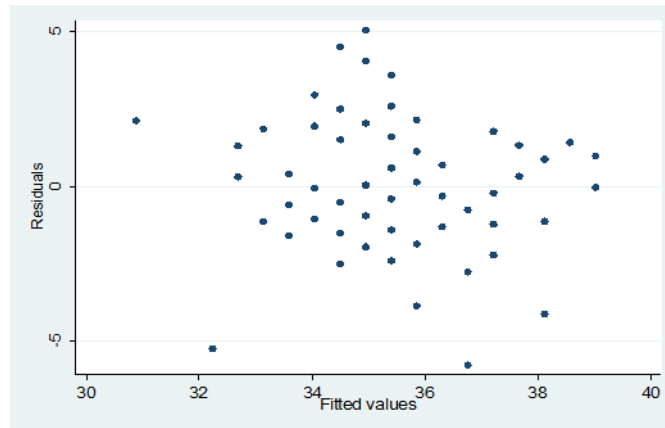
The normality test is used to see whether each variable has a normal distribution or not. This normality test was carried out with the Kurtosis Skewness test on the basis of normal distributed decision-making if the probability value > 0.05. On the other hand, if the probability value < 0.05, then the data is not distributed normally. The following are the results of the data normality test:

Table 2 Data Normality Test

Obs	Skewness	Kurtosis	Prob>chi2
100	0,2392	0,0557	0,0818

From the table above, it can be seen that the value of the residuals of $> \chi^2$ is 0.0818 which is greater than 0.05. With the results of the kurtosis skewness test, it was concluded that the data was normally distributed.

Heterokedasticity Test



Source: OPUT STATA 14 (data processed)

Figure 1 Heterokedasticity Test

This test was carried out to see if a model did not experience discomfort of residual variants in one observation with another. Assuming that the plot does not have a certain pattern and spreads evenly above and below the number, it is concluded that heterokedasticity does not occur. It can be seen in figure 1 that the plot spreads evenly above and below the 0 axis and does not form a certain pattern, then it is stated that there is no heterokedasticity.

Simple Linear Regression Analysis

The following are the results of a simple linear regression analysis.

Table 3 Simple Linear Regression Output Results

Model	Coef.	Std. Error	t	P> t
Muslim Friendly Tourism	0,4527261	0,0492884	9,19	0,000
Constanta	9,601628	2,833814	3,39	0,001

Source: STATA 14 output (processed data)

Based on table 4 above, a simple linear regression equation can be made as follows:

$$Y = \alpha + bX$$

$$Y = 9,601 + 0,452X$$

Based on these results, this means,

- The constant value of 9.601 in the regression results above shows that if there is no Muslim friendly tourism, the satisfaction value of tourists who visit the tourist attraction of Air Manis Beach, Padang City is 9.601.
- The regression coefficient value for Muslim friendly tourism is 0.452. Thus, if Muslim friendly tourism increases by 1%, the satisfaction of tourists who visit the Air Manis Beach tourist attraction will increase by 0.452.

Partial Test

In this study, the t-test was used to see whether there was a significant influence of the Muslim Friendly Tourism variable on the variable of tourist satisfaction who visited the tourist attraction of Air Manis Beach, Padang City. Hypothesis testing with t-test was carried out by comparing tcount with ttable with a significance level of 5%. The hypothesis is as follows:
 H0 : Muslim Friendly Tourism does not have a significant effect on the satisfaction of tourists who visit the tourist attraction of Air Manis Beach in Padang City
 H1 : Muslim Friendly Tourism has a significant effect on the satisfaction of tourists who visit the tourist attraction of Air Manis Beach in Padang City.

Table 4 Test t

Model	T	Sig.
Muslim friendly tourism	9,19	0,000
Constanta	3,39	0,001

Source: STATA 14 output (processed data)

The t-value of the table is obtained by looking at the t-distribution table with $\alpha = 5\%$ and the degree of freedom (df) = $n-2 = 100-2 = 98$, then the t-value of the table is obtained at 1.981. So that t calculation is greater than t table of $9.19 > 1.98$. It was concluded that H0 was rejected and accepted H1 so that there was a significant influence between Muslim Friendly Tourism on the variable of tourist satisfaction.

Strength of Influence Test

Testing how much the influence of independent variables on dependent variables is carried out using the derterization coefficient (R2) test. The test result (R2) is indicated by the R Squire number seen in the table below:

Table 5 Determination Coefficient Test Results

Model Residual	R Square	Adj. R-squared
1	0,4626	0,4571

Source: STATA 14 output (processed data)

In the table above, it can be seen that the R2 value is 0.4626 which shows that the Muslim friendly tourism variable has an effect on the variable of tourist satisfaction who visit the tourist attraction of Air Manis Beach Padang City by 45.71%, while the remaining 54.29% is influenced by other variables that come from outside the variables studied.

Discussion

Based on the results of the study, it was obtained that Muslim Friendly Tourism has a positive and significant effect on the satisfaction of tourists who visit the tourist attraction of Air Manis Beach, Padang City. Muslim Friendly Tourism is a form of facilities and services provided to support the needs of Muslim tourists when traveling. This is in line with research (Kasmaniar et al., 2023; Ramadhan et al., 2024) that halal tourism has a significant effect on tourist satisfaction.

The tourist attraction of Air Manis Beach has provided facilities and services for these Muslim tourists very well. Such as food options and halal guarantees, access to worship,

accommodation options for tourists who visit. In addition, in the Air Manis Beach Tourist Attraction area, there are no Non-Halal activities such as traders selling liquor and no tourists who use minimal clothing. So that tourists who visit the Air Manis Beach tourist attraction will feel satisfied with what they feel because their needs as Muslims have been met and also avoided from Non-Halal activities. Where Tjiptono and Candra stated that if the fulfillment of these needs has met or exceeded expectations, tourists will feel satisfied (Sangkaeng et al., 2015). Then this is in accordance with the principle of consumption in Islam where the satisfaction of a Muslim is not based on the number of goods consumed, but how much value the worship gets for what he consumes (Asyiah Siregar et al., 2021; Subarkah, 2018).

With this, the quality of Muslim Friendly Tourism services must always be maintained and improved to keep up with the expectations of tourists. In addition, Tze Wang stated that tourist satisfaction is a mediating variable of various interrelated factors such as destination attractiveness, service and so on that will realize loyalty. This will increase the number of tourist visits to the Air Manis Beach tourist attraction so that the economy of the surrounding community also increases, which has an impact on the welfare of the growing community, especially MSME traders who sell around the Air Manis Beach tourist attraction (Kamarni & Anshori, 2018).

In addition, the attraction of Air Manis Beach tourist attraction is friendly to Muslim tourists based on the answers of respondents where tourists can enjoy clean beach conditions with wide beaches and small waves. This is a form of majesty to the creation of Allah SWT because the concept of Muslim Friendly Tourism is an activity based on worship and da'wah where the mandatory five-time prayer can still be carried out properly and stay away from everything that He forbids (Cetin & Dincer, 2016).

CONCLUSION

Based on the results of the research and discussion, it can be concluded that Muslim Friendly Tourism has a significant positive effect on the satisfaction of tourists who visit the Air Manis Beach tourist attraction. Thus, the Taman Air Beach tourist attraction in Padang City has fulfilled the principles of Muslim friendly tourism with good access to halal food, easy and good access to worship, and adequate accommodation options. Based on the results of the research, analysis, discussion, conclusion, and limitations of the research, there are several suggestions for the next researcher. It is recommended that future researchers add research variables to expand the scope and obtain more varied results. In addition, the manager of the Air Manis Beach tourist attraction is expected to continue to maintain and improve the quality of facilities and infrastructure, especially in the context of Muslim-friendly tourism. This includes the installation of hazard warning signs, a ban on swimming, as well as dress and manners. It is better that tourist visits are temporarily closed during the implementation of Friday prayers, or the mushalla is changed to a mosque so that Friday prayers can be carried out in the tourist attraction area.

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