The Influence Of Halal Tourism On Domestic Tourist Satisfaction in Taman Impian Jaya Ancol Jakarta

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Abstract: Halal tourism has become a new phenomenon that has emerged from the current growth of the halal industry (Zakiah, Samori et al, 2016). As one of the countries with potential for halal tourism due to its predominantly Muslim population (dataindonesia.id, 2021), Indonesia ranks second in the 2022 Global Muslim Travel Index (GMTI) ranking. Halal tourism mediates the influence of cultural attractions and accessibility on the satisfaction of domestic tourists in Jakarta. This study uses quantitative research methods with 130 respondents who are domestic residents of Indonesia. This study uses the theory of consumer behavior. The results of this study are Image of halal tourist destinations, Halal Tourism Cultural Attractions, Accessibility affects tourist satisfaction.

Keywords: Tourism Communication, Halal tourism, Theory of Consumer Behavior, Image of tourist destinations

1. Introductions

Tourism is a lifestyle that cannot be separated from society (Bagus et al, 2011). Likewise, the phenomenon of halal tourism has arisen as a result of growing halal lifestyle trends due to market demand and halal products globally (Halalstyle, 2021). The phenomenon of consumers choosing Halal food, shopping for Halal products, wearing Muslim clothing, and recreation in Muslim-friendly destinations is now commonplace to the point where the growth of the halal industry has now increased dramatically (Samori et al 2016). Halal tourism is a tourism activity to take a vacation by following Islamic sharia (Andriani et al, 2015).

Tabel 1.1 Best Halal Toursim Destination 2022

Ranking	Negara
1	Malaysia
2	Indonesia
	Arab Saudi
	Turki
5	Uni Emirat Arab
6	Qatar
7	Iran
	Yordania
9	Singapura
	Uzbekistan

Source: Global Muslim Travel Index 2022 (Mastercard-Crescentrating, 2022)

From Table 1.1, Indonesia is in second place with Saudi Arabia and Turkey in the 2022 Global Muslim Travel Index (GMTI) ranking out of a total of 138 countries recorded by Crescentrating. Crescentrating itself is an institution known for its research reports in the field of halal tourism and annually issues a ranking called the Mastercard-Crescentrating Global Muslim Travel Index Report (GMTI). Located in Singapore, Crescentrating

collected its first ranking in halal tourism in 2011. However, it stopped and did not issue an annual report on halal tourism due to the pandemic in 2020. Then in 2021 and 2022, this institution released an annual report which was then used as a reference for the stakeholders from academia, government, and the tourism industry in obtaining information about global tourism developments (Arisanti and Kurniawan, 2022).

According to Hall quoted in Suwena and Widyatmaja's Basic Knowledge of Tourism (2017), the tourism system consists of 2 major parts, namely supply and demand. The demand part is related to the culture of tourists as individuals. The background of tourist behavior patterns is influenced by physical, social, cultural, spiritual, fantasy and escape motivations and is supported by information, previous experiences, and preferences that will shape the expectations and image of a tourist destination. Motivation, information, previous experiences, preferences, expectations, and tourist images are components of the demand subsystem as part of the tourism system. While the supply section consists of components such as the developing tourism industry, national government policies ranging from regional to local, socio-cultural aspects and natural resources.

At GMTI 2022, Malaysia will still be in first place. Malaysia has been in the top ranking several times, is a pioneer in the field of halal tourism and has succeeded in exploiting the potential of the large market for world Muslim tourists. Malaysia was among the first to quickly respond to the needs of Muslim tourists by immediately setting up hospitality facilities in accordance with Islamic teachings and beliefs (Crescent rating, 2014). From the results of research belonging to Arisanti and Kurniawan (2022), most hotels and restaurants in Malaysia are Muslim-friendly according to the needs of Muslim tourists. The hotel provides facilities for prayer, ablution and provides directions for Qibla prayers. In shopping centers there are many restaurants that sell halal products. In forming its destination image, Malaysia is very serious about working on halal certification in food and beverage products to encourage halal tourism (Arisanti and Kurniawan, 2022).

The Indonesian government has also paid great attention to halal tourism. There are ten provinces in Indonesia that are halal tourist destinations and have great potential to be developed. The ten provinces are Jakarta, Riau Islands, West Sumatra, DKI Jakarta, West Java, Central Java, Yogyakarta, East Java, West Nusa Tenggara and, South Sulawesi (Kompas, 2019). In 2022, the Ministry of Tourism and Creative Economy has developed a policy in the form of a guide that can be followed by destination managers and creative economy centers in the regions in presenting additional Muslim-friendly tourism services related to halal tourism (Kemenparekraf, 2022). Jakarta is one of the places with the highest potential for halal tourism destinations in Indonesia (Kemenparekraf, 2021). As one of the countries with halal tourism potential, because the population is predominantly Muslim (dataindonesia.id, 2021), according to the Ministry of Tourism and Creative Economy, the Istiqlal Mosque is the main attraction and will be developed into an icon of religious tourism destinations in Indonesia. A Muslim-Friendly Jakarta continues to be campaigned with Jakarta often being the location for various Muslim-themed events or festivals, such as Lebaran Betawi, MUFFEST, Indonesia Halal Expo, Jakarta Halal Things, and the Jakarta Food and Culinary Festival. Therefore, it is not surprising that domestic tourists visiting the DKI Jakarta province reached 63,081,040 people in 2022. Meanwhile, foreign tourists visits were 935,182 people (Central Bureau of Statistics, 2022).

Objek Wisata Unggulan	Jumlah Kunjungan Wisatawan ke Obyek Wisata Unggulan Menurut Lokasi di DKI Jakarta		
	2020	2021	2022
1. Taman Impian Jaya Ancol	2 351 961	3 248 408	13 012 020
2. TMII	1 123 542	889 993	1 057 316
3. Ragunan	633 963	784 639	6 551 846
4. Monumen Nasional	443 034	-	5 007 359
5. Museum Nasional	67 088	28 700	523 141
6. Museum Satria Mandala	3 183	2 465	-
7. Museum Sejarah Jakarta	153 223	51 952	542 554
8. Pelabuhan Sunda Kelapa	16 348	32 950	12 256
Jumlah/Total	4 792 342	5 039 107	26 706 492

Figure 1. Number of Tourist Visits to Tourist Attractions in DKI Jakarta Source: bps.go.id

From Figure 1, the results of the 2022 Central Bureau of Statistics, the number of tourist visits to leading tourist attractions by location in DKI Jakarta in 2022 will reach 13,012,020 people to Ancol Dreamland Park. On the halalstyle website, Taman Impian Jaya Ancol is one of the halal tourist destinations that has a Halal MUI-certified restaurant and a mosque or prayer room as a place of worship (Halalstyle.com, 2021). Traveler. will look for various information about the image of Ancol Dreamland Park and easily find it on the internet. Taman Impian Jaya Ancol itself has succeeded in building the image of a popular destination as the largest tourist and recreational object in Indonesia which is located in Jakarta and was established in 1966. In addition to the image of the destination, Impian Jaya Ancol has many entertaining and accessible tourist attractions that reach various groups, so can increase tourist satisfaction.

Based on the background that has been described previously, the main problem to be investigated is related to the image of halal tourist destinations on the influence of halal tourism cultural attractions and accessibility to domestic tourist satisfaction at Taman Impian Jaya Ancol Jakarta. If stated in the form of questions then as follows:

• How does the image of a halal tourist destination affect the satisfaction of domestic tourists at Taman Impian Jaya Ancol Jakarta?
• How does the influence of tourist attractions on the satisfaction of domestic tourists at Taman Impian Jaya Ancol Jakarta?
• How does accessibility influence the satisfaction of domestic tourists at Taman Impian Jaya Ancol Jakarta?
• How does the image of a halal tourist destination, cultural attractions of halal tourism and accessibility affect the satisfaction of domestic tourists at Taman Impian Jaya Ancol Jakarta?

Image Destinations of Halal Tourism

Destination image (destination image) is a belief/knowledge about a destination and what tourists feel during their trip (Hanif et al, 2016). The development of tourism destinations needs other factors to meet the demand from tourists which affect tourist satisfaction. Tourism image according to Pitana and Diarta (2009) in Hanif et al (2016), is the trust that tourists have about the product or service that tourists buy or will buy. Destination images are not always formed from experience or facts, but can be formed so that they become a strong motivating or driving factor for tourists to travel to a tourism destination. Destination images based on tourist ratings can be different from one to another. Based on the results of research conducted by Hanif et al (2016), destination image variables are proven to influence tourist satisfaction together. Destination image variables together are proven to affect tourist loyalty. The variables of tourist satisfaction jointly affect tourist loyalty. Based on the results of research conducted by Hidayat et al (2017), conclusions were drawn regarding the effect of accessibility and destination image on the intention to return to tourist attractions: 1. Accessibility and destination image together influence the intention to return. 2. Accessibility jointly influences the intention to visit again. 3. The image of the destination jointly influences the intention to visit again.

Attractions in Tourism

Tourist attractions, quoting from Abdulhaji et al (2016) have written the results of Crouch and Ritchie's (1999) research which says that attractions are one of the driving factors that attract tourists to come to a tourist destination. Quoted from Law No. 10 of 2009, attractions or tourist attractions are everything that has uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made assets that are the target or destination of tourist visits. This is closely related to the supply of these tourist destinations. Tourism facilities make tourists feel at home in these destinations to enjoy or participate in the attractions offered (Hermawan, 2017). Tourist attractions are based on natural, cultural, ethnic and entertainment resources. The most important feature for tourists is attractiveness caused by certain differences from natural sources in the form of natural physical characteristics, climate and beauty of a tourist area for visitor satisfaction opinions (Mill in Abdulhaji et al, 2016).

Accessibility in Tourism

Accessibility is closely related to tourism development factors (Indrashanty, 2016). Because without the support of good modes of transportation, it will be difficult for tourism potential to develop (Darmastuti, 2019). Being the main supporting factor, accessibility such as signage, modes of transportation and good road conditions to the village make it easy for tourists to reach tourist attractions (Hadiwijoyo, 2018). Accessibility is a vital thing that greatly influences tourist visits as tourism demand (Suwena and Widyatmaja, 2017).

2. Literature Reviews

2.1 Halal Tourism

2.1.1 Halal Tourism Image

Halal tourism in its definition is tourism travel aimed at providing tourist services and facilities for Muslim tourists in accordance with Islamic principles (Bustamam, 2021). The image of a halal tourist destination is formed from the aspects of the tourism itself. Aspects that must be prepared in the concept of halal tourism (Djakfar, 2017), namely:

Attractions: Destinations (Target of Visit). Whatever the tourist object, as long as there are no factors that conflict with Islamic law, tourist destinations can be managed as targets for halal tourist visits. On the halalmui.org page, there are 3 requirements to become a halal tourist destination. 1st is to have the goal of creating benefit (benefit) for the public. Second, existing facilities and infrastructure at tourist objects must be equipped with adequate worship facilities, easily accessible, and in accordance with Islamic law. Third, tourist destinations must avoid actions prohibited by religion (Halalmui.org, 2019).

Hospitality: Accommodation Infrastructure: To support tourism activities, one of which is the availability of hotels as places to stay for tourists. This accommodation infrastructure is important in the development of halal tourism. The hotel business has two important functions, namely providing a real product (tangible product) in the form of providing rooms and facilities as well as consumption of both food and beverages. And products are not real (intangible) such as selling services. Therefore, the facilities sold by hotels in the view of fiqh (Islamic law) should not have any aspect that is contrary to sharia. Like, free from all kinds of intoxicating food and drink and containing ingredients that are forbidden to consume. Prioritizing Islamic ethical services, such as being friendly, trustworthy, honest, and other commendable actions. In providing facilities, it is necessary to differentiate based on gender, such as swimming pool facilities, spa facilities, room facilities, except for mahrams and having a certificate of marriage.

Restaurants: Infrastructure for Consumption Needs: Consumption needs are not only limited to the provision of restaurants, but also include the provision of shops and outlets selling souvenirs which are usually the destinations of tourists with halal products. This infrastructure must also comply with Islamic law. In the aspect of fiqh ethics, waiters must dress modestly and according to the Shari'a, protect their genitals, provide adequate prayer facilities, list the price of each product sold, have a halal label on each food served, and so on.

Travel: Travel and Transportation Bureau Infrastructure. Travel or a travel agency is an important aspect of halal tourism. Travel agents must provide services in accordance with Islamic ethics. Provide opportunities for tourists to stop at certain points to rest, eat and perform prayers. The restaurant used for these activities must also have halal restaurant standards as a means of supporting halal tourism travel.

Human Resources (Human Resources). All elements of human resources (HR) have their respective roles and functions, especially in halal tourism which is the most important aspect. Humans are a very crucial supporting force for tourism activities, being able to communicate well, friendly, honest, interesting, and responsible. How to dress, to determine service rates when guiding, must be transparent to create comfort between guides and tourists.

Being able to integrate the provision and management of halal tourism products such as: attractions, facilities and accessibility in accordance with expectations so that visitors feel high satisfaction can make the image of a halal

tourist destination positive (Jannah, 2021). The image of a tourist object becomes a function of if tourists feel high satisfaction, then it encourages the image to be positive so that tourists will later recommend it to other potential tourists (Abdulhaji, 2016). Destination image is the belief held by tourists regarding the product or service used or to be used. This belief is formed not only from experience or facts, but can also be influenced by something strong to make a visit to a tourist destination (Hanif et al, 2016).

Tourists may have different views/assessments regarding the image of the destination. These differences are influenced by the results of rational judgments or cognitive images and judgments that originate from emotional or affective images of a tourist destination (Pitana and Diarta, 2009).

The image of a tourist destination is very influential on tourist satisfaction and loyalty due to the belief or knowledge related to a tourist destination and the satisfaction felt when traveling. The image of a tourist destination is important for developing a tourist spot because it can have a multidimensional good impact, namely for tourists and for local communities (Coban in Hanif et al, 2012).

2.1.2 Tourism Destination Image Indicators

When talking about halal tourism, it is necessary to have the image of a halal tourist destination formed so that tourists can or are interested in visiting again. image indicators for halal tourist destinations (Agustin, Nelly, and Syafruddin, 2019):

1. It is an interesting place to visit. In Coban's research (2012) in Hanif (2016), there are aspects of Cognitive destination image which are described as follows:
a. Tourist attractions: Presented as a part to attract the interest of tourists and have the aim of giving the impression of pleasure.
b. Basic facilities: Basic service facilities in an environment intended for the general public or tourists in carrying out activities.
c. Accessibility: All transportation facilities and infrastructure that support the movement of tourists in relation to tourist visit motivation.
d. Natural environment: A clean environment will make tourists feel comfortable visiting a tourist destination.

2. It is a safe place to visit. The image of halal tourism cannot be separated from the aspect of Affective destination image (Aviolitasona, 2017), namely:
a. Safe conditions at the destination will make tourists comfortable and reduce worries.
b. Feasibility of tourist destinations to visit: will make tourists feel happy and comfortable.
3. It is a memorable place to visit. Still in part of the Affective destination image aspect, a memorable place can invite tourists to visit. (Aviolitasona, 2017).

2.2 Halal Tourism Cultural Attractions

Attractions or tourist attractions are one of the elements that determine the reasons for tourists to travel and also determine the development of the tourism industry (Setiawan, 2015). According to Karyono who was quoted in Pangestuti's research (2019), stated that attractions or tourist attractions cannot be separated from the concept of what to see and what to do in tourist destinations.

2.2.1 Indicators of Halal Tourism Cultural Attractions

Attractions consist of nature, culture and man-made while according to the Regulation of the Minister of Tourism of the Republic of Indonesia Number 29 of 2015, the indicators contained in attractions are:

1. Art and Cultural Performances and attractions that do not conflict with the general criteria for Sharia Tourism.
2. Clean sanitation and environment are maintained
3. There is a proper and holy place of worship for Muslim tourists at the tourist attraction.
4. Availability of proper purification facilities (cleanliness and availability of water for purification) at tourist objects

5. Halal food and drinks are available.

2.3 Accessibility of Halal Tourism

Accessibility is an element of the convenience of tourists in reaching tourist destinations both in terms of distance and speed, as well as the availability of public transportation facilities to these locations (Ardiansyah & Maulida, 2017). Accessibility is an important factor in tourism activities. All types of transportation or transportation services that provide access and make it easier for tourists to move from one area to another during a tour. Tourist Satisfaction According to Gunderson et al cited by Basiya & Rozak (2012), consumer satisfaction is an evaluative assessment of the post-consuming quality of a product or service. Consumer satisfaction can be interpreted as overall satisfaction in the form of responses about feelings of satisfaction and dissatisfaction with the product or service that has been consumed. This statement is supported by Prayogi who was quoted by (Pangestuti, 2019) stating that tourist satisfaction is a measure of tourists' overall opinion of each destination quality.

2.3.1 Halal Tourism Accessibility Indicators

To make a move to a tourist spot, of course, you need transportation equipment and means of transportation when traveling. Accessibility indicators (Tjiptono, 2014), namely: Distance; access to the location, secondly, Transportation; traffic flow. According to Sefaji et al (2018), the level of accessibility can be measured by the availability of transportation and with short distances. And lastly: Other factors, such as the travel time factor, the cost factor or travel costs, the land use intensity factor, and the income factor of the person making the trip.

2.4 Tourist Satisfaction

Consumer satisfaction is based on the Expectancy Disconfirmation model, which is a model that describes the process of forming consumer satisfaction or dissatisfaction which in this study will be referred to as tourist satisfaction. This concept was put forward by Richard L. Oliver in 1980. Oliver found that disconfirmation had a positive relationship with consumer satisfaction. Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the product in question with the performance or results expected. Tourists make return visits and recommend them to others, because they feel satisfied from the description of the destinations given such as natural attractions, historical attractions, various lodging options, easy accessibility. This is the basis that tourist satisfaction is a benchmark for the influence of destination image on tourist loyalty.

2.4.1 Customer Satisfaction Indicators

The main principle of satisfaction is the comparison between what is expected and the level of work that tourists are doing (Hasan, 2015). The factors that drive customer satisfaction are as follows, follow from Irawan (2004) from research by Rufliansah et al (2020):

1. Product quality, the customer is satisfied if after buying and using the product it turns out that the quality of the product is good.

2. Price, for sensitive customers, usually low prices are an important source of satisfaction because customers will get high value for money.

3. Emotional Factor, customers will feel satisfied (proud) because of the emotional value given by the brand of the product.

4. Cost and convenience, customers will be more satisfied if it is relatively easy, comfortable and efficient in getting a product or service

2.5 Theoretical Basis

The scientific discussion in this study is reinforced by theory using the same family of Middle and Applied derivatives. This is also the basis for the author in understanding the problems from the general level to the more specific ones in this research.

2.5.1 Theory of Consumer Behavior (Consumer Behavior Theory)

The theory of consumer behavior according to Kotler and Keller (2015) is the study of how individuals, groups and organizations select, buy, use, utilize goods, services, ideas or experiences in order to satisfy their desires and needs. Consumer behavior in Sangadji (2013), can be concluded as actions taken by consumers in achieving and fulfilling their desires and needs such as: using, evaluating, consuming, giving, using goods or services according to the decision process that has been passed and in the future. There are several assumptions in the CBT (Customer Behavior Theory) theory, namely:

1. Consumers are rational: This assumption states that consumers make decisions based on a rational evaluation of the benefits, costs, and risks associated with the product or service offered.

2. Consumer preferences and decisions are influenced by psychological factors: This assumption focuses on the influence of psychological factors such as perceptions, attitudes, motivations, beliefs, and individual values on consumer preferences and decisions.

3. Consumers seek satisfaction: This assumption states that consumers buy products or services with the hope of obtaining satisfaction or fulfilling their needs. They choose the option that provides the highest benefit or optimal satisfaction. Consumers are influenced by social factors: This assumption emphasizes the importance of social influences, such as reference groups, family, friends, and culture, in shaping consumer preferences and behavior.

4. Consumers have limited information and resources: This assumption recognizes that consumers do not always have full access to relevant information or sufficient resources to make fully rational decisions. Therefore, they can rely on heuristics or mind shortening to facilitate decision making.

Based on the presentation of the problems studied, the method used is a quantitative approach. Quantitative is a research method that uses data in the form of numbers and analysis using statistics, with the aim of testing the hypotheses that have been set. Quantitative research is generally carried out on samples taken randomly, so the conclusions from the research results can be generalized to the population where the sample was taken. (Sugiyono, 2019).

According to Beerlin and Martin (2004) in Sakti et al's (2018) study, views of the image of a tourist destination can affect satisfaction and intention to visit a tourist destination in the future. There are four elements in the formation of a destination image, which include (Ritchie, 2003):

a. Functional Characteristics Attributes: Functional physical attributes, namely things related to a tourist destination. The attributes in question are the condition of the tourist object, the cost of the tourist object, the state of the infrastructure, the condition of the parking lot, and the condition of the tourist spot

b. Holistic functional characteristics: Functional and holistic physical attributes related to a tourist destination. The attributes in question include cleanliness, security, and ease of access

c. Psychological Characteristics Attributes: physical attributes that are psychological in nature, namely things related to social conditions and tourist destinations. The things in question are the hospitality of the community, beauty/environmental sustainability, and reputation.

d. Holistic-Psychological Characteristics: Things that affect the physical attributes that are psychological and holistic in a tourist destination, namely the feelings or emotions of the visitors and tourism development.

3. Analysis

Taman Impian Jaya Ancol is an amusement park with an area of 552 hectares (5,520,000 m2) in the Ancol area, Pademangan, North Jakarta. The amusement park operated by PT Pembangunan Jaya Ancol, Tbk. This used to be a luxurious residential area owned by the Dutch in the 18th century but was abandoned and finally abandoned at the end of the 19th century. Unfriendly environmental factors also did not have much drinking water because it was located on the seafront and made the existing water stock salty. In the 20th century, Ancol was converted into an oyster farming area and then started to become an integrated tourist area plan in 1966 with various tourist attractions designed for world class.

Gender of Respondents

The sex of the respondents can be seen from Table 3.1. The sex of the respondents, as follows:

Tabel 3.1 Gender of Respondent

JK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Perempuan	105	808	80.8	80.8
	Laki-laki	25	19.2	19.2	100.0
	Total	130	100.0	100.0	

Source: SPSS 22.00

Based on the results of the study of the 130 respondents listed in table 4.1, it can be seen that 105 female respondents (80.8%) and 25 male respondents (19.2%). This shows that in this study, female respondents were more dominant than males.

Religion

Because this research is halal tourism, researchers screened respondents only for those who were Muslim. Respondent's religion can be seen from Table 3.2 Respondent's religion, as follows:

Tabel 3. 1 Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid AGAMA	25-30	68	52,4	52,4	52,4
	31-35	46	35,3	35,3	35,3
	36-40	16	12,3	12,3	12,3
	Total	130	100.0	100.0	

Source: SPSS 22.00

As be can seen based on the results of the panel of 130 respondents listed in table 4.2 that 100% of the respondents are Muslim.

Work

Respondent's work can be seen from figure 2, as follows:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	pekerja swasta (freelancer/pegawai startup/bisnis/ dll)	83	63.8	63.8	63.8
	guru/dosen (sekolah sd/smp/sma/dosen)	18	13.8	13.8	77.7
	pegawai bank (bumn maupun swasta)	1	.8	.8	78.5
	tenaga medis (dokter, apoteker, bidan, dll)	14	10.8	10.8	89.2
	IRT	9	6.9	6.9	96.2
	pegawai bumn (dirut/kacab/instansi pemerintahan)	5	3.8	3.8	100.0
	Total	130	100.0	100.0	

Figure 2. Respondent's Work
Source: SPSS 22.00

Based on the results of a panel study of the 130 listed respondents, the work of respondents was dominated by private workers (freelancers/startup employees/business etc.) as many as 83 people (63.8%), teachers/lecturers 18 people (13.8%), medical personal, pharmacists, midwives etc.) as many as 14 people (10.8%), housewives 9 people (6.9%), state-owned employees 5 people (3.8%) and bank employees 1 person (0.8%).

Respondent data description is a process of describing respondents based on gender, religion, and domicile. This respondent's data is data that must be filled in by each respondent before starting to fill in the questions posed in this research questionnaire and is personal in nature. In this study, there were 130 respondents where these results were known from the number of results of distributing the questionnaires. Based on the results of the study, the description of the respondent's data in terms of gender, age of the respondent and domicile can be described as follows:

3.1 Normality Test

The results of the normality test using the p-plot graph are presented in the following figure:
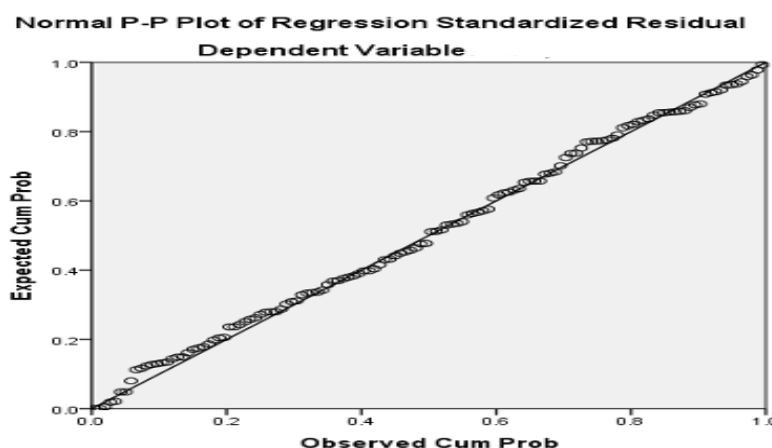

Figure 3 Normalitas P-Plot
Source: SPSS 22.00

In the result image of the p-plot above, it can be seen that the data (points) spread around the diagonal line and follow the direction of the diagonal line. These results mean that the data is said to be normally distributed, so that the regression test can be carried out.

Tabel 3.3 Normality Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters[a,b]	Mean	.3547995
	Std. Deviation	5.31513377
Most Extreme Differences	Absolute	.052
	Positive	.030
	Negative	-.052
Test Statistic		.052
Asymp. Sig. (2-tailed)		.200[c,d]

 a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.
Source: result SPSS 22.00

Based on the results of the normality test, it is known that the significance value is 0.052> 0.05. So it can be concluded that the residual values are normally distributed.

3.2 Multicollinearity Test

The multicollinearity test was carried out to test whether the regression model found a correlation between the independent variables. The following are the results of the Multicollinearity test conducted by the author;

Tabel 3.4 Multicollinearity test

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	7.667	5.183		1.479	.142		
Image wisata halal	.491	.082	.481	5.977	.000	.478	2.092
Atraksi budaya	.157	.078	.117	2.020	.046	.917	1.090
Aksesibilitas	.548	.139	.315	3.939	.000	.484	2.066

 a. Dependent Variabel: kepuasan
Source: result SPSS 22.00

Basis for Decision Making Multicollinearity Test according to Imam Ghozali (2011: 107) There are no symptoms of multicollinearity if the Tolerance value is > 0.100 and the VIF value is < 10.00. Based on the results of the Multicollinearity test, it is known that the Tolerance value is 0.478 > 0.100 and the VIF value is 2.092 <10.00, so in this study there are no symptoms of multicollinearity.

3.3 Heteroscedasticity Test

The heteroscedasticity test aims to test whether, in the regression model, there is an inequality of variance from the residuals of one observer to another. The following are the results of the heteroscedasticity test:
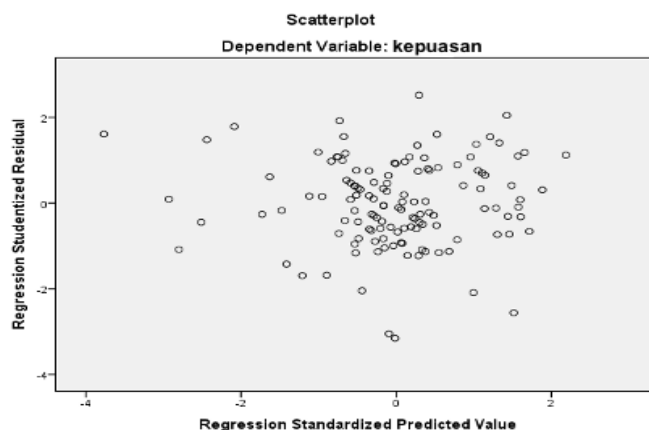
Figure 4 Heteroscedasticity
Source: result SPSS 22.00

3.4 Linearity Test

Linearity test was conducted to find out whether the two variables have a significant linear relationship or not. Good data should have a linear relationship between the dependent (X) and independent (Y) variables. The following are the results of the linearity test:

Tabel 3.5 Linearity Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5316.850	3	1772.283	65.817	.000[b]
	Residual	3392.873	126	26.928		
	Total	8709.723	129			

a. Dependent Variabel: kepuasan
b. Predictors: (Constant), image destinasi,atraksi budaya , aksesibilitas
Source: result SPSS 22.00

Based on the results above, it is known that the value for the effect of X1 and X2 simultaneously on Y is 0.00 <0.05 and F count 65.817 > F table 2.60. So it can be concluded that H4 is accepted, which means that there is an effect of X1, X2 and X3 simultaneously on Y.

3.5 Multiple Regression Analysis

Regression analysis is used to predict how far the value of variable Y changes, if variable X is increased or decreased (Sugiyono, 2019). The regression analysis used in this study is a multiple regression technique. Following are the results of multiple regression analysis:

Tabel 3.6 Variabel Entered

Variabels Entered/Removed[a]

Model	Variabels Entered	Variabels Removed	Method
1	image wisata halal, atraksi budaya, aksesibilitas[b]	.	Enter

a. Dependent Variabel: kepuasan
b. All requested variabels entered.

Source: result SPSS 22.00

From the output results it can be seen that the independent variables included in the model are the variables X1 (Image of halal tourist destinations), X2 (Halal Tourism Cultural Attractions), X3 (Accessibility) and the dependent variable Y (tourist satisfaction) and no variable is excluded (removed) with the Enter regression method.

Tabel 3.7 Model Summary

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781ᵃ	.610	.601	5.18918

a. Predictors: (Constant), image wisata halal, atraksi budaya, aksesibilitas
b. Dependent Variabel: kepuasan

Source: result SPSS 22.00

Based on the results above, it is known that the R Square value is 0.610. This implies that the influence of variables X1, X2 and X3 simultaneously on variable Y is 61%.

Tabel 3.8 Regression Residual

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5316.850	3	1772.283	65.817	.000ᵇ
	Residual	3392.873	126	26.928		
	Total	8709.723	129			

a. Dependent Variabel: kepuasan
b. Predictors: (Constant), image wisata halal, atraksi budaya, aksesibilitas

Source: result SPSS 22.00

Based on the results above, it is known that the value for the influence of X1, X2 and X3 simultaneously on Y is 0.00 <0.05 and F count 65.817 > F table 2.60. So it can be concluded that H4 is accepted, which means that there is an effect of X1, X2 and X3 simultaneously on Y.

Tabel 3.9 Unstandardized Coefficients

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.667	5.183		1.479	.142		
	Image Wisata Halal	.491	.082	.481	5.977	.000	.478	2.092
	Atraksi Budaya	.157	.078	.117	2.020	.046	.917	1.090
	Aksesibilitas	.548	.139	.315	3.939	.000	.484	2.066

a. Dependent Variabel: kepuasan
Source: result SPSS 22.00

In the test results above, there is an Unstandardized Coefficient value which is a coefficient value that is not

standardized or has no standard. This value uses the units used in the data in the dependent variable. The B coefficient consists of a constant value (Y value if X = 0) and a regression coefficient (a value that indicates an increase or decrease in variable Y based on variable X).

3.6 Test the coefficient of determination

The coefficient of determination (Rsquare) is carried out to measure how far the model's ability to explain the independent variables. The value of the coefficient of determination is between zero and one. A value that is close to one means that the independent variables provide almost all the information needed to predict the variation of the independent variables (Ghozali, 2018: 83)

Tabel 3.10 Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781[a]	.610	.601	5.18918

a. Predictors: (Constant), image wisata halal, atraksi budaya, aksesibilitas

b. Dependent Variabel: kepuasan
Source: result SPSS 22.00

Based on the results above, it is known that the R Square value is 0.61. This implies that the influence of variables X1, X2 and X3 simultaneously on variable Y is 61%.

4. Conclusion:

Based on the results of the research and discussion that have been presented in the previous chapter regarding the Image of Halal tourist destinations, Halal Tourism Cultural Attractions, Accessibility to Tourist Satisfaction, in chapter 5 the authors draw the following conclusions:

• Based on an analysis of the influence of the variable X1 Image of a halal tourist destination, on the indicator of an attractive place, 93.9% agreed with the statement that they were interested in coming to Taman Impian Jaya Ancol because the playground is wide and the facilities for places of worship are comfortable. Thus the indicators of places of interest play a major role in influencing the satisfaction of domestic tourists at Taman Impian Jaya Ancol Jakarta.

• The influence of cultural attractions of halal tourism (X2) on tourist satisfaction (Y) In the results of the analysis of the influence of the variable X2 on the attraction indicator can take advantage of local potential to obtain a yield of 91.5% agreeing with the statement that Ancol Dreamland Park has proper purification facilities, eating and MUI-certified halal local drinks, thus the indicator of exploiting local potential plays a major role in influencing the satisfaction of domestic tourists at Taman Impian Jaya Ancol Jakarta.

• Furthermore, in the analysis of the influence of variable X3 Accessibility, the distance indicator obtained a result of 93.9% agreeing with the statement that the distance I traveled to visit Ancol Dreamland was relatively close to sharia hotels, bus stops and stations, thus the distance indicator played a role large in influencing the satisfaction of domestic tourists at Taman Impian Jaya Ancol Jakarta.

• Based on the results of the analysis in the discussion of the previous chapter, it was found that X1 Image of a halal tourist destination, X2 Cultural Attractions for Halal Tourism, X3 Accessibility has an effect on tourist satisfaction (Y).

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