

THE ADMIRATION OF MUSLIM TOURISTS IN PALEMBANG: HALAL TOUR AND SOCIAL MEDIA IN JAPAN

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Abstract

The purpose of this study is to examine that halal tourism focuses more on the concept of Islamic tourism by providing halal products, not only enjoyed by Muslim tourists, but also enjoyed by non-Muslim tourists. Halal tourism is one of the right solutions to create a pleasant holiday experience for families while being safe from negative influences that are often encountered in entertainment places when traveling. This research method uses quantitative data types. This research data was obtained from questionnaire answers obtained from consumers of travel tour service providers who visited Japan in Palembang City using Primary data sources. The primary data in this study is the result of filling out a questionnaire by respondents, namely consumers of travel tour service providers who visit Japan in Palembang City. The results of this study show that cultural factors measured by halal tour and social media variables are promotional factors that can be measured appropriately, so this study uses halal tour variables and Social Media has the result of affecting the decision to travel to Japan, which in fact is not a Muslim country, but judging from these indicators Japan is more of a tourist destination for Muslim communities in the city of Palembang.

INTRODUCTION

One of the countries that continues to increase its prestige in the field of tourism is Japan. Japan is one of the destinations for foreign tourists. Many foreign tourists choose Japan as a tourist destination including Indonesian tourists. The beauty and uniqueness of the tourist attractions offered by Japan, are the main factors in the increase in the number of visitors every year. In 2007, Japan was ranked 28th in the world as an overseas tourist destination, far behind France which welcomed 81.8 million tourists. Commissioner of the Japan Tourism Agency, Hiroshi Mizohata, seeks to increase the number of foreign tourists to Japan with a target of 10 million by 2016.¹

Meanwhile, to attract more Muslim tourists to come to Japan, Japanese tourism also began to make facilities for Muslim

tourists visiting Japan by preparing places of worship and providing halal food. For now, there are not many places of worship but many places have tried to prepare places of worship.² Some regions or prefectures in Japan began to pamper Muslim tourists. One of them is Okayama Prefecture, with its capital being Okayama which continues to improve itself to be more friendly with Muslim tourists.

Japan is trying to increase its tourism, especially by capitalizing on the 2020 Olympics where the country is hosting. Japan has set a bigger target after the 2020 Olympics, which is 60 million foreign tourist visits and foreign exchange receipts of JPY15 trillion by 2030. With the Olympics alone, it is expected that there will be one million people visiting Japan, or a four percent increase in the total number of tourists today, with annual growth

¹ The 18th Tokyo Metropolitan Government Council for Tourism. p.2

² <http://www.kemenpar.go.id> "Sharia Tourism Development Study" (accessed on January 25, 2017 Hours. 11.22 Pm gmt)

reaching 18.7 percent in 2020 based on estimates from the Crescent Rating. In addition to the Olympic and Paralympic Games, Tokyo, which acts as the Japanese Gateway, continues to carry out various other activities in order to attract and attract tourists so that the target of 20 million tourist visits to Tokyo can be achieved.³

Halal tourism or *halal tour* is part of the tourism industry aimed at Muslim tourists. Tourist services in halal tourism are based on Islamic rules. The basic things that are the needs of Muslim tourists are halal food, worship facilities, transportation services, accommodation services, facilities in the month of Ramadan and human resources.⁴

Halal tourism focuses more on the concept of Islamic tourism by providing halal products, not only enjoyed by Muslim tourists, but also enjoyed by non-Muslim tourists. Halal tourism is one of the solutions to create a pleasant vacation experience for families while being safe from negative influences that are often encountered in entertainment places when traveling.⁵

Halal tourism is no longer a discourse in the tourism industry, even non-Muslim countries have implemented halal tourism first. The development⁶ of halal tourism trends and seeing the potential of halal tourism, many non-Muslim countries are competing in developing halal tourism businesses. Non-OIC (*Organization Islamic Cooperation*) countries or countries that are not included in the Organization of Islamic Cooperation (OIC) are increasingly aggressively capturing the Muslim tourist market.

³ <http://www.kemenpar.go.id> "Study Development Tour Sharia" (Accessed at date 25 January 2017 JAm. 11.22 Pm gmt)

⁴ Saparini Hendri et al., *Business Halal: Theory And Practice* (Depok : Pt Raja Grafindo Persada, 2018), P.136

⁵ Nuryenti Lisma et al, "Factors What Affects Tourist Visits to Sharia Tourism Objects in West Sumatra", *Journal* Vol.8 No.1, January 2017

The following 10 non-OIC countries that develop halal tourism are:

Table 1
10 non-oki countries that develop halal tourist destinations

N o.	Name	Assessment score according to global Muslims travel index
1	Singapore	67,3
2	Thailand	61,8
3	English	60,0
4	South Africa	53,6
5	Hongkong	53,2
6	Japanese	52,8
7	Taiwan	52,4
8	French	52,1
9	Spanish	48,8
10	United States	48,6

Source: <https://newsroommastercard.com/asia-pacific/photos/top-non-oic-destinations-of-gmti-2017>

The development of the trend of halal tourism to non-Muslim countries is one of the target markets for travel tour service providers in Indonesia. Present in all metros a large area within the country through branches, shops, or tourist implants. Palembang is one of the big cities that is part of the target market of the travel tour provider network. Travel tour service providers have products and services offered such as ticket sales, domestic tour packages,⁷ *outbound*, Umrah packages, making travel documents, tourist accommodation, cruises, *mice*, transportation and for other travel completeness.

The decision to visit a tourist destination in a non-Muslim country is

⁶<https://suarapalu.com/wisata-halal-already-applied-non-muslim-countries/> (accessed at 27 November 2019, at 4:47 p.m.)

⁷<https://m.indotrading.com/antavayabuilding> (accessed at 27 November 2019, 10: 5:43 p.m.)

something that is indeed needed by most tourists considering the ease of finding halal food, worship facilities, accommodation, and capable human resources in serving guests who are Muslim. A decision is a selection of two or more of the existing alternatives, meaning that that one can make a decision, there must be several alternative options available.⁸

The decision to visit is influenced by several factors, namely: *Word of mouth* and social media.⁹ *Word of mouth* is an important major factor in determining purchasing decisions or visiting decisions, Word of mouth refers to the exchange of comments, thoughts, or ideas between two or more consumers.

Word-of-mouth communication is carried out by oral, written, and electronic communication between people related to the excellence or experience of buying or using products or services. One form of marketing that is quite efficient for making purchasing decisions is with ¹⁰*Word of mouth*, because it is more effective, supported again by the habit of Indonesian people who like to gather and socialize to tell stories about things they like and experience.

Social Media is a medium in the form of sites and applications that involve internet-based technology. The last factor that can influence tourist behavior in deciding on a tourist trip, namely social media. The influence of social media can help marketing because of the information that influences ¹¹the purchasing decisions that consumers will take.

Research on *halal tours* and *Social Media* has had many varieties and types with various research objects that are also diverse, based on the results of previous research, the results of existing empirical

research do not always have similarities and indicate a *research gap* of variables that influence visiting decisions.

Research Gap Halal Tour On The decision to visit is in the results of research on *halal tour* p engaruh on visiting decisions researched by Miftah El-Fikri showing that *halal tours* have a positive effect on visiting decisions. The author has not found any results that negatively affect the *halal tour* on the visiting decision. Meanwhile, *The Social Media Research Gap* On Visiting Decisions as the results of *Social Media*'s research on visiting decisions researched by Anis setiyorini, et al show that *Social Media* has a positive effect on visiting decisions. From the background above, peneliti is interested in studying related to the Admiration of Muslim Tourists in Palembang: *Halal Tour And Social Media In Japan*, where this research has never been conducted and researchers has not found any negative results from *Social Media* on the decision to visit japan.

RESEARCH METHODS

This study used quantitative data types. This research data was obtained from questionnaire answers obtained from consumers of travel tour service providers who visited Japan in Palembang City using Primary data sources. Primary data is data obtained directly from the object of study. The primary data in this study is the result of filling out a questionnaire by respondents, namely consumers of travel tour service providers who visit Japan in Palembang City.¹²

The population is used to name all elements / members of the entire area that are the target of research from the object of study. ¹³ The population used in this study were tourists who visited Japan using

⁸ Kotler, Philip Dan Armstrong Gary *Principles Marketing Edition 12 (Volume 1)*, (Jakarta: Erlangga, 2006), Pp 181

⁹ Kotler, Philip and Keller Kevin Lane, *marketing management third edition belas bindings*

1 (Jakarta : publisher erlangga, 2008)

¹⁰ Kotler, Philip Dan Armstrong Gary *Principles Marketing Edition 12 (Volume 1)*, (Jakarta: Erlangga, 2006), Pp 346.

¹² Misbahudin and Iqbal Hasan, *Analysis of Research Data With Statistics*, 2nd Edition, (Jakarta: Bumi Aksara, 2014),. P. 21\

¹³ Juliansyah Noor, *Research Methodology*, first edition, (Jakarta: Prenadamedia Group, 2011), p. 145

the services of a tour agent in Palembang. The sampling technique used through a *non-probability sampling* approach is a *sampling* technique that does not provide equal opportunities for each element or member of the population to be sampled. Sampling is carried out using a *purposive sampling* technique, where the sample is taken based on criteria or considerations determined by the researcher himself.¹⁴

Samples In this study used non-probability samples, because the researcher did not obtain detailed data on the identity of the respondents needed in making the *sampling* framework. Nonprobability method using purposive sampling techniques. According to Muhajirin, a purpose sample is a technique of determining samples based on special criteria, that is, people who are considered experts. The researcher determined the intended sample criteria, namely¹⁵: *first*, a national-scale travel tour service provider in Palembang City; *second*, Providing travel services to Japan with the concept of *Halal Tour*; *third*, it can be a vacation without a Visa; *fourth*, Muslim tourists who use *tour agent* services in Palembang.

The sample size was taken using the Hair formula, et al. The Hair formula was used because the population size was not yet known for sure and suggested that the minimum sample size was 5-10 times the analyzed variable or indicator.¹⁶ The data collection technique of this study in a systematic way in the collection, recording, presentation of facts for specific purposes. The data collection technique used in this study is to disseminate questionnaires, which are data collection techniques carried out using a list of questions about a problem or field to be studied, given to

respondents to be answered, either directly or indirectly.¹⁷

The questionnaire used is a closed questionnaire, meaning that the questions are made in such a way that the respondent is limited by giving the answer only. The greater the value given by the respondent; it will indicate that the factor has a positive influence on the visiting decision.

RESULTS OF RESEARCH AND DISCUSSION

Halal Tour, Halal Tour or *Halal Tour* is one of the tourism systems intended for Muslim tourists whose implementation complies with sharia rules. For a Muslim, halal tourism activities not only include worship trips such as on Hajj and Umrah trips but also all travel activities where the entire series must be in line with Islamic principles. Therefore, what is meant by ¹⁸*Muslim friendly travel* is the availability of facilities, choices, information that allow a Muslim to practice all Islamic rules. Throughout their journey and avoiding forbidden things, thus, the Muslim-friendly tourism ecosystem includes all services related to tourist activities ranging from the process of booking tickets and travel documents, travel, accommodation to attractions.

Halal Tour in Islamic Review as with other acts, the travel in Islam must be bound by sharia provisions. In the Quran and Hadith there are many explanations about travel activities both in terms of destinations, motives, ways, and forms of travel. In the Quran, for example, Allah Almighty says in the letter at-Taubah, 112:

¹⁴ Suharsimi Arikunto, *Procedure Research: One Approach Practice*, Edition Revision Jakarta: Rhineka Copyright, 2010

¹⁵ Muhajirin and Maya Panorama, *Practical Approach qualitative research methods and Quantitative*, (Yogyakarta: Idea Press Yogyakarta, 2017) p.120

¹⁶ Deny Danar Rahayu, "The Influence of Advertising With Epic Models On Television Media Towards Audience Attitudes (Case Study

On Isotonic Drink Ads Fatigon Hydro Version of "stuck" In Pekanbaru City", *Journal of Socioeconomic Development*, Vol.2 No.6, July 2012

¹⁷ Helen Sabera Adib, *Research Methodology*, (Palembang: NoerFikri, 2015), p. 37

¹⁸ Saparini hendri, *halal business: theory and practice* (Depok: PT Raja Grafindo Persada, 2018), Pp 136

التَّائِبُونَ الْعَابِدُونَ الْحَامِدُونَ السَّائِحُونَ الرَّاكِعُونَ
السَّاجِدُونَ الْأَمْرُونَ بِالْمَعْرُوفِ وَالنَّاهُونَ عَنِ الْمُنْكَرِ
وَالْحَافِظُونَ لِحُدُودِ اللَّهِ وَيَبْشِرُ الْمُؤْمِنِينَ

Means: "They are those who repent, who worship, who praise, who preach (as-saibun), who ruku', who bow down, who tell to do ma'ruf and prevent doing munkar and who keep the laws of Allah. And glad the believers." QS. at-Taubah, 112)

The word *as-saibun* in the above verse according to Ikrimah is a person who travels in search of knowledge and hadith. Meanwhile, Ibn Sa'diy said the journey to perform obedience such as hajj and umrah, jihad, studying, connecting the ropes of silaturahmi with relatives and so on.

As for travel to do tours, excursions, and recreation, the law of origin is *mubah* or may. It is based on the word of Allah Almighty:

قُلْ مَنْ حَرَّمَ زِينَةَ اللَّهِ الَّتِي أَخْرَجَ لِعِبَادِهِ وَالطَّيِّبَاتِ
مِنَ الرِّزْقِ قُلْ هِيَ لِلَّذِينَ آمَنُوا فِي الْحَيَاةِ الدُّنْيَا
خَالِصَةً يَوْمَ الْقِيَامَةِ كَذَلِكَ نُفَصِّلُ الْآيَاتِ لِقَوْمٍ يَعْلَمُونَ

Means: "whoever forbids the adornments of Allah Almighty which he gives out to man." (QS. Al-Araf:32)

Although with a note, the sightseeing activity is not accompanied by forbidden things such as adultery, drinking *kehamr*, indulgence in aurat, seeing aurat that is not halal, two-two (*kebahvat*) with non-muhrim, and activities that are contrary to other Islamic rules.

There are 6 basic components that muslim tourists need: *first*: Halal food, which is the most important thing to look for by Muslim *travelers*. To find out whether or not a food and beverage product is halal, one of the easiest indicators for tourists is the presence or absence of a halal label on a product; *second*: The availability of worship facilities, especially for prayers, is

something that is of great concern to a Muslim tourist; *third*: Transportasi, modal convenient transportation services for Muslim tourists are those that can provide halal food during the trip and make it possible for passengers to perform worship; *fourth*, Accommodation ministry.

Some Muslim *travelers* prioritize accommodation services that provide halal restaurants or ease of access to halal food; *fifth*: Facilities in the month of Ramadan, spart of travelers choose the month of Ramadan as a momentum for *traveling*, therefore, services that facilitate their worship such as suhoor meal facilities and iftar are needed; *sixth*: Manus resources, having the skills to serve Muslim *travelers* is a very important part of developing halal tourism.

Halal Tour is one of the main factors that must be considered by companies in improving visiting decisions. Empirically, in previous research conducted by Miftah El-Fikri and Dewi Nurmasari (2019) it showed that halal *tour* had a positive and significant effect on the decision to visit. Based on the theoretical formulation described can be formulated hypothesis,¹⁹ *Halal tour* affects the decision to visit.

Social Media

Social Media is a medium in the form of sites and applications that involve internet-based technology. This internet-based media encourages and allows its users to connect with anyone, from the closest people to strangers who have never been known before. *Social Media* is a media that provides online networking services that can connect people individually or in groups. *Social Media* is usually used as a medium to communicate and share information with family, friends and other people who have similar interests.²⁰

Designing an Attractive Website

Rayport and Jaworski have suggested that an effective website features seven

¹⁹ Miftah El-Fikri and Dewi Nurmasari, "Study of Halal Tourism Destinations in Medan City in The Perception of Tourism Marketing", *Journal* Vol.11 No.1, June 2019

²⁰ Endah triastuti, et al, *an impact study of social media use on children and adolescents*, (Jakarta: pusakom, 2017), Pp 16-17

design elements that they call 7C namely:²¹ *Context* (context). Layout and design; Content. Text, images, sound, and video contained in that site; Community, (community). How the site enables communication from user to user; Customization (to order). The ability of the site to establish itself with users, users with the site, Communication. How the site enables site communication with users, users with the site, or two-way communication, Connection. The extent to which the site was linked to other sites; Commerce.

It can be said that most domestic tourists always access information about tourist destinations through *social media* before they travel. Empirically, in previous research conducted by Anis Setiyorini, it showed that *social media* had a positive and significant effect on visiting decisions.²²

Data Test Results

The validity test is used to see whether the eligibility of each question in the questionnaire is valid or not. A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured through the questionnaire. A valid instrument means that the measuring instrument used to obtain the data (measure) is valid. Valid means that the instrument can be used to measure what should be measured from the precisely studied variables. This tester was performed with a significant level of 0.05 ($\alpha = 5\%$). The criteria for validity are: If the $r_{hitung} > r_{tabel}$, then the questionnaire statement is declared valid²³ and $r_{hitung} < r_{tabel}$, then the questionnaire statement is invalid.

²¹Kotler Philip and Keller Kevin Lane, "marketing management 12-volume edition", (Jakarta : Pt. Tigers Jaya Cemerlang, 2007), Pp 300

²² Anis Setiyorini , "influence promotion through social media, *Word of Mouth* and tourist attraction to tourist visiting decisions obyek Mount Beruk tour Karangpatihan Balong", *journal*(Bandung: tourism college, 2016)

²³ Sugiyono, *Quantitative, Qualitative, and R&D Research Methods*, 23rd Printing, (Bandung: Alfabet, 2016), Pp. 121

Reliability tests show in an understanding that an instrument can be trusted to be used as a data collection tool because the instrument is good. The reliability test of the instrument is seen from the magnitude of ²⁴*Cronbach's Alpha* value on each variable. *Alpha Cronbach's* is used to determine the consistency reliability of respondents in responding to all items. The instrument for measuring each variable is said to be reliable if it has *Alpha Cronbach's* > 0.60 .²⁵

Based on the predetermined hypothesis, the analysis in this study used quantitative data analysis, using a multiple linear regression model, questionnaire data processing used with the help of the SPSS version 21 program. In this study, the data analysis techniques used are Normality Test aims to find out whether the dependent variables and independent variables studied are normally distributed or not as one of the conditions for testing assumptions before the statistical analysis test stage for hypothesis testing. One type of normality data test is Kolmogorov Smirnov. The data is said to be normally distributed if the value of $q > 0.05$. However, if the value of $q < 0.05$ then the data is said to be not normally distributed. The Linearity Test aims to find out whether the independent variables to be analyzed are linearly related or not to the dependent variables. The linearity test uses ²⁶*test for linearity* with a significant value of 0.05. Independent variables and dependent variables are said to have a linear relationship if the significance < 0.05 .

The multicollinearity test aims to test whether the regression model found any relationships between independent

²⁴ Suharsimi Arikunto, *Research Procedures of an Approach Practice*, 5th Edition (Jakarta: Rineka Copyright, 2002) p. 15

²⁵ Iredho Fani Reza, *Psychological Scale Setting: Understanding The Human Being Empirically*, (Palembang: Noerfikri, 2017), p.103

²⁶ Iredho Fani Reza, *Quantitative, Qualitative and Psychological Research Methodology Combination*(Palembang: Noer Fikri Offset, 2016), P. 6

variables. According to Ghazali, it states that to find out whether there are symptoms of multicollinearity in a regression model, namely by using VIF (*Variance Inflation Factor*) and *Tolerance* values, with the provisions, namely:²⁷ If the VIF value is <10, then the regression model does not occur multicollinearity. If the *Tolerance* value > 0.1, then the regression model does not occur multicollinearity.

Heteroskedasticity is a condition in which there is an inequality of variants of residuality for all observations on regression models. The testing method used in this study is the *Glejser Test*. A good regression model is that heteroskedasticity does not occur, it can be seen if there is a significant correlation of >0.05, then in the regression model there is no heteroskedasticity problem.²⁸

This study uses a multiple linear regression analysis method which is an analysis to measure the magnitude of the influence between two or more independent variables on one independent variable and predict dependent variables using independent variables.

The formulation of the analysis used is the method of multiple regression equations as follows:

$$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4$$

Information:

Y = Visiting Decision (Dependent variable)

α = Constants

X1 = *Halal tour* (Independent/free Variables)

X2 = *Social Media* (Independent/free variables)

X3 = *Word of mouth* (Independent/free variable)

B1 = *Halal variable* regression coefficient tour

B2 = *Social Media* variable regression coefficient

B3 = *Word of mouth* variable regression coefficient

There are three hypothesis tests used in this study, namely the T Test (Partial), the F test (simultaneous) and the coefficient of determination (R^2). The t test is used to see the partial influence of free variables on bound variables in multiple linear regression.

H0 : there is no influence between *halal tour variables*, *Social Media* partially on the decision to visit.

Ha: there is an influence between *the variables of halal tour*, *Social Media* partially on the decision to visit.

If $T_{hitung} > T_{tabel}$ then Ha is accepted and H0 is rejected

If $T_{hitung} < T_{tabel}$ then Ha is rejected and H0 is accepted

Statistical test F is basically used to show whether independent variables (X) together have an influence on the dependent variable (Y). H0: there is no influence between ²⁹*the variables of halal tour*, *Social Media* simultaneously on visiting decisions.

Ha: there is an influence between *the variables of halal tour*, *Social Media* simultaneously on the decision to visit. If $F_{hitung} > F_{tabel}$ then Ha is accepted and H0 is rejected. If $F_{hitung} < F_{tabel}$ then Ha is rejected and H0 is accepted.

The coefficient of determination essentially measures how far the model is in describing variables. According to Ghazali in Henry, the value of the coefficient of determination is between zero (0) and one (1). A small R^2 value means that the ability of independent (free) variables to explain dependent variations is very limited. A value close to one means that independent variables provide almost

²⁷ Agus Tri Basuki and Nano Prawoto, *Regression Analysis in Economic Research and Business*, (Jakarta: Rajawali Pers, 2017), p. 62

²⁸ Duwi Priyatno, *Understand Statistical Analysis of Data With SPSS*, Yogyakarta: Mediakom, 2010, hLm: 81

²⁹Duwi Priyanto, *Independent Learning SPSS (For Data Analysis and Statistical Tests)*, (Yogyakarta: Mediakom, 2008), P. 81

all the information needed to predict dependent variables.

The fundamental drawback of using the coefficient of determination is the bias towards the number of independent variables intended in the model. Every time one is added to an independent variable, then R^2 inevitably increases no matter whether the variable has a significant effect on the independent variable. Therefore, many researchers recommend using the *Adjusted R Square* value at the time of evaluating which regression model is best. Unlike R^2 can go up or down if one variable is independent into the model.³⁰

CONCLUSION

Research is a temporary answer to a testable question. Thus, there is a connection between the formulation of the problem and the hypothesis since the formulation of the problem is a research question. This question must be answered on the hypothesis. The answer to this hypothesis is based on theory and empirics, which have been studied in previous theoretical studies.³¹

According to Eunike Verina, the factors that influence the decision to visit are the atmosphere, product, price, promotion, service, trust, and characteristics of consumers. Meanwhile, according to Engel, Blackwell and Miniard a person in making a choice of an item or service is influenced by five factors, namely: cultural factors, social class factors, personal factors, family factors and factors influencing the situation. So in this study using cultural factors measured by ³²³³*halal tour* variables, and promotional factors measured by *Social Media* variables, this study uses *halal tour* and *Social Media* variables which influence visiting decisions.

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³⁰ Henry Togar Manurung And A. Mulyo Haryanto, "ROE, EPS, PNM Influence Analysis And MVA Against Stock Prices (Case Study On Manufacturing Companies Going Public Food Sector And Beverage On the IDX in 2009-2013), *Journal of Management*, Vol. 4 No. 4 of 2015

³¹ Juliansyah Noor, *Research Methodology*, first edition (Jakarta: Prenada Group, 2011), p.79

³² Eunike Verina, "Factors influencing purchase decisions in stores *Fashion* on the network social facebook" *journal* Vol.10, No.1, May 2014

³³ Danang Sunyoto, "*Attitude Consumers: A Simple Research Guide To Digging Consumer*", (Yogyakarta: CAPS,2013), Pp 13-39

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