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## **Implementation of Halal Tourism in Central Aceh: Application of the Global Muslim Travel Index**

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### **Abstract**

This research aims to find out the tourism industry follows the GMTI factor in the implementation of halal tourism in Central Aceh, and know the important factors of GMTI in implementing halal tourism in Central Aceh. The data used in this study is Primary data, which is 100 tourism industry businesses, namely lodging, culinary, and tourist attractions. The results obtained from this study, services have a positive effect on the implementation of halal tourism, while access, communication, and the environment have not affected the implementation of halal tourism in Central Aceh regency. Tourism services have a great opportunity for the implementation of halal tourism in Central Aceh. Access, communication, and the environment have not affected the implementation of halal tourism.

**Keywords:** *Halal Tourism, Global Muslim Travel Index, Central Aceh, Logistic Regression, Odds Ratio.*

### **INTRODUCTION**

Indonesia is the muslim largest country in the world. In 2019, the Global Muslim Travel Index (GMTI) successfully named Indonesia the no. 1 best halal tourist destination in the World (Ministry of Tourism, 2019). In a report published by the "World Travel Market" in London, England in 2007 mentioned that the potential of halal tourism is huge in terms of economy. "The Economist" also mentions a great

prospect for the halal tourism industry. Not only related to halal products (food or non-alcoholic beverages), but also services related to interactions between male and female tourists.

The tourism law was established in 1990 and has been repealed and declared invalid and replaced with a new Law, law number 10 of 2009 on tourism. Passed by President Susilo Bambang Yudhoyono on January 16, 2009. As for the Law for halal tourism, in 2013, the Aceh Government established Qanun Aceh No. 8 of 2013 on tourism Article 5, namely a. Develop and establish a master plan for Aceh tourism development; b. Coordinating the implementation of Aceh tourism; c. Carrying out registration, recording, and registration of tourism businesses; d. Determine Aceh tourism destinations; e. Determine the Aceh tourism attraction; f. Facilitating the promotion of tourism destinations and tourism products located in Aceh; g. Maintaining the assets of the Government of Aceh which is the tourist attraction of Aceh; h. Allocate the tourism budget; and i. Formed a special team to help agencies that handle the field of Tourism, (Provinsi Aceh, 2013). The determination of the qanun, among others, strengthens support for tourism actors in realizing halal tourism so that they can provide the best service for tourists who need sharia tourism services (Kominfo, 2019).

Halal tourism is a new concept of tourism and it is not a religious tour such as umrah and hajj, but halal tourism is a tourism that serves the holidays, by adjusting the style of the holiday according to the needs and demands of Muslim travelers. Halal tourism is the theoretical, managerial and social implications of the special needs of halal tourists, including the religious and social travel motivation of a Muslim. Halal tourism is a growing segment that represents a potentially attractive niche. However, despite the increase, it is still a young and lagging academic research field (Vargas-Sánchez, 2019). Halal tourism is part of the tourism industry aimed at Muslim tourists. Tourist services in halal tourism refer to Islamic rules.

Central Aceh is one of Aceh's unique areas. Central Aceh is known as a cold area because the area is behind the mountain. Central Aceh has many natural resources. The people of Central Aceh are very friendly and mostly Muslim. Central Aceh has a unique and interesting culture such as Guel Dance, Didong Gayo, and also Horse Racing. From these factors can be ensured that Central Aceh is very suitable to be made Halal Tourism and many tourists will be interested in that factor. Behind the opportunities that Central Aceh has, several problems become obstacles in preparing Central Aceh as a halal tourist destination. The government's awareness and attention to developing halal tourism is still limited. This can be seen from the large



potential for halal tourism in Central Aceh. However, knowledge and insight about the concepts and principles of tourism are still not evenly distributed, both among local governments and industry players. Another obstacle is tourism products, which are culinary businesses in Central Aceh, which tend to be halal by themselves or halal 'by default' because most of the population is Muslim. According to Hasan, (2016), there is a sense of security and a less critical attitude towards the halal and tayyib aspects of the products they consume. The readiness and concern of the community in providing and serving halal food plays an important role in the Muslim tourism process. Gunawan (2020) found that Accessibility, Communication, and Services positively influence the development of halal tourism, but the environment has not affected the development of halal tourism.

From Central Aceh's great potential and opportunities for tourism development, there are still several obstacles in preparing Aceh as a halal tourist destination. The willingness, awareness and attention of the government and stakeholders play a very important role in the implementation of halal tourism concepts as defined by GMTI. However, the knowledge and insight into the concept in question must be understood by industry players.

## LITERATURE REVIEW

Tourists consist of two groups, namely foreign tourists and domestic tourists. according to the recommendations of the United Nation World Tourism Organization (UNWTO) foreign tourists are people who travel to a country outside their home country, usually less than a year, with main purposes such as vacation, business, or other destinations. It is also able to work with residents of the countries visited. Domestic tourists are domestic tourists i.e. a citizen of a country who travels within the borders of his own country without crossing the borders of his country. Tourism is an activity related to leisure and done in free time. There has been significant growth in research exploring travelers from Islamic countries ( Madkhali et al., 2023). There are several points about travel / tourism in Islam, among others, travel is worship, as the order of Hajj or Umrah that becomes part of the pillars of Islam and tourism / travel is to gain a knowledge and think, namely contemplating the nature of the creation of beings. In the Qur'an there is also a command to travel on the earth (Al-Qur'an, 11: 1).

Halal tourism can be interpreted as the process of incorporating Islamic values into various aspects of tourism activities. Halal tourism is any travel activity that

is allowed according to Islamic teachings to use or engage in the tourism industry (Battour & Ismail, 2015). In that definition consider Islamic law as the basis for providing tourist products and providing services to tourists, especially Muslims, such as hotels with halal concept, halal restaurants, Halal travel facilities. This definition is not limited to muslim population areas only. From the above definition we can conclude that halal tourism is a travel tour or tourist attraction that is processed in accordance with Islamic rules. Starting from travel, lodging, and consumption is something that is in accordance with islamic teachings.

Global Muslim Travel Index (GMTI) mentions three criteria of halal tourism that become a reference for halal tourism standards in the world. The first one is the Safe and family-friendly destinations. So the tourist destinations must be family friendly, and there must have a public safety for Muslim tourists because the number of muslim tourist arrivals is quite crowded. Second is the services and facilities in Muslim-friendly tourist destinations. The Food must be halal guarantees, must have easy access to do worship, must have facilities for muslim friendly at airport, and must have an adequate accommodation options. The third is the Halal awareness and destination marketing. Must have an ease of communication, must have the reach and awareness to the needs of Muslim tourists, must have an air transport connectivity, and also have the visa requirements (Dinas Pariwisata Republik Indonesia, 2019).

There are elements involved when undergoing the implementation of halal tourism, namely: Access, Communication, Environment, and Service. These elements have been implemented by GMTI as a standardization of halal tourism implementation. Access, halal tourism must have access points and good tourist transportation so that tourists can feel comfortable while on the road. Communication, the need for good marketing and promotion in order to invite tourists. Environment, this element that can prove the quality of the tour because the tourists are certainly interested in the condition of a good tourism environment and certainly happy to meet the people of friendly tourist areas. Service, this is one of the elements that must exist in halal tourism. We are obliged to provide the best service to tourists and the service certainly follows Islamic law. Such as serving halal food, lodging that is in accordance with Shariah, and so on.



## RESEARCH METHOD

This research will be conducted in Aceh Province. Halal tourism industry players spread in Central Aceh Regency will be the object of this research. Looking for answers about the implementation of halal tourism based on four Index in GMTI on accessibility, communication, environment, and services by tourism industry players, namely the owners of tourist attractions, hotels and culinary Central Aceh Regency. People associate halal with products, and not many are aware that halal is associated with tourism services as well (Battour & Ismail, 2016).

The population is the totality of each element to be studied that has similarities, it can be individuals from groups, events, or something to be studied. (Handayani, 2020). The population in this study is all tourism industry players located in Central Aceh Regency who are involved in tourism services, namely tourist attractions, lodging, and culinary. The sample is part of the number and characteristics possessed by the population. Samples taken from the population must be truly representative or representative of the population being studied. In this study, samples were selected using purposive sampling techniques, and the samples selected were samples from tourism industry players, namely tourist attractions, lodging, and culinary businesses involved in serving and engaging in tourist activities. Purposive sampling is a technique to determine research samples with certain considerations that aim to make the data obtained later can be more representative (Sugiyono, 2013).

Indicators that become a measure in this study is to pay attention to the implementation of the community in providing access, communication, environment, and services for Muslim tourism. The minimum acceptable sample size based on the comparative causal design of at least 30 subjects for each group (Suharso, 2014). In this study, from the number of hotels in the research area as many as 29 lodging, the number of tourist attractions as many as 27 and the number of culinary as many as 44 located in Central Aceh District. So the samples that will be taken are planned at most 100 respondents each.

This study uses a type of quantitative based on primary data, namely data in the form of numbers. Quantitative data is a research method that is based on positivistic or concrete data, research data is in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion Sugiyono (2013). Quantitative data is used to analyze perception and readiness in accelerating halal tourism in Central Aceh

Regency. The data source in this study is using primary and secondary data sources. The data regarding to halal tourism factors according to GMTI namely perceptions of accessibility, communication, environment, and services by lodging, culinary, and tourist attractions.

Data collection in this study using questionnaires and documentation. The questionnaire data used in this study contained the identity of respondents related to data related to the four factors of GMTI. And data on the number of tourists along with an annual report from Statistic Agency in Aceh Province. Primary data was obtained through questionnaires to interview hoteliers, culinary businesses, and tourist attraction managers involved in halal tourism activities in Central Aceh. Secondary data obtained from Statistic Agency and Department of Culture and Tourism in Central Aceh Province in the form of the number of tourists and annual report. This secondary data is used to support research data in the field and analysis that supports this research.

The scale we used for this study are the likert scale with intervals of 1-5. Likert scale aims to interpret how strongly the subject agrees and disagrees with the statements that contained in the questionnaire (Sekaran & Bougie, 2017). All the data of the statement results on questionnaire will be measured on a likert scale with the value distribution mechanism used: Strongly Disagree (score 1); Disagree (2); Agree (3); Agree (4), and Strongly Agree (5). Data obtained from the implementation of halal tourism in Central Aceh is analyzed quantitatively by percentage. Analysis of respondents' perceptions and interests was conducted with a Likert scale model that had a gradation from very positive to very negative. Azwar (2012) say that to answer pattern for a positive statement is 5 = very good, 4 = good, 3 = neither good or not, 2 = not good, and 1 = very not good. Respondents' responses to halal tourism implementation instruments are calculated according to the score of the answers given, then calculated the percentage.

Some essential variables are needed to explain the concepts, indicators, units of measure, and measurement scale that will be understood in the operationalization of variables. Apart from these functions, the purpose of making the variables is to facilitate understanding and avoid differences of opinion in this study (Sekaran & Bougie, 2017). The variable operationalization of this study is as follows:

1. Implementation of Halal Tourism (IHT): Carrying out halal tourism (understand and can carry out halal tourism), Nominal (Carrying out Halal tourism = 1; Not carrying out Halal tourism = 0).



2. Access (ACS): a means that connects tourists with tourist objects in the form of means of transportation or access to information, with indicators, transportation, ease of location, travel comfort, road conditions (Likert scale 1-5)
3. Communication (COM): communication that makes it easy for tourists to get information and send information quickly and precisely (Likert scale 1-5).
4. Environment (ENV): Environmental conditions, Islamic community culture, and local uniqueness that support halal tourism regarding tourist objects, (Likert scale 1-5).
5. Services (SER): Services of various facilities based on Islamic law to support halal tourism (Likert scale 1-5).

We use descriptive and inferential qualitative and quantitative for the analysis methods. Information obtained through interviews and questionnaires to explain the understanding and readiness of tourism players in Aceh Province that refers to the achievement of halal tourism implementation in accordance with the assessment provisions of four factors Global Muslim Travel Index (GMTI) namely: accessibility, communication, environment, and service. The analysis used in evaluating the four factors mentioned above by descriptive quantifiable method in the form of descriptive statistics is supported by qualitative and quantitative information. Therefore, it is necessary to test the validity and reliability of primary data obtained from questionnaires. To answer the objectives, the model used is a co-integration approach to logistic Regression Modeling using time series data.

In analyzing the data, tests were conducted in the form of validity and reliability tests on the models used. Validity is a measurement instrument to produce a high degree of data proximity. Validity test aims to measure whether or not a statement item is valid. The validity or absence of a statement item can be seen by comparing the *correlation value* with the r-table, then the data is said to be valid if correlation value is greater than r-table (*correlation value* > r-table). Reliability is the degree of determination, accuracy or accuracy indicated by the measurement instrument. The test is conducted internally, i.e. testing by analyzing the consistency of existing grains. While externally, namely by conducting *test-retest*. To test reliability using



the *cronbach's alpha* coefficient formula. An instrument is said to be *reliable* if it has a Value of *Cronbach Alpha* ( $\alpha$ ) above 0.70 (Umar, 2005).

To provide a clear picture of the categories of each variable, the results of the analysis of halal tourism implementation are converted into excellent categories, good, neither good or not, not good, and very not good. To assess the results of respondents' answers to variables of access, communication, environment and services as independent variables, a variable categorization is required that aims to interpret the respondent's answer. The first step to categorizing the quality of variables is to calculate the class interval for further categorization of respondents' answers to each variable (Lind, 2011).

Ghozali (2018) states that logistic regression is an analytical method that is commonly used for research data if the dependent variable is dummy (the dependent data has two or more categories). The category of dependent variables can consist of two possible values such as yes or no and can be more than two categories such as strongly disagree, disagree, agree, and strongly agree. Mathematically the equation of logistic regression model can be stated as follows:

$$\text{Logit}\left(\frac{P}{1-P}\right) = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \beta_4 X_{4i} + e_i$$

Where  $P$  is the probability that  $Y$  is equal to 1, and  $X_1, X_2, X_3$ , and  $X_4$  are independent variables, and  $\beta_i$  is the estimated regression coefficient. Log regression will form a predictor/response variable ( $\log(P/(1-P))$ ), which is a linear combination of independent variables. The value of this predictor variable then changes to probability with the logistics function, so the logistics model in this study is as follows:

$$\text{Logit}(P) = IHT_i = \mu_0 + \mu_1 ACC_i + \mu_2 COM_i + \mu_3 ENV_i + \mu_4 SER_i + e_i$$

Where  $IHT$  is the implementation of halal tourism (carrying out halal tourism =1, not carrying out halal tourism =0),  $\mu_0$  is constant,  $\mu_1, \mu_2, \mu_3$  dan  $\mu_4$  is the coefficient of regression of  $ACC, COM, ENV$ , and  $SER$ .  $ACC$  is access,  $COM$  is communication,  $ENV$  is the environment,  $SER$  is the service, and  $e$  is the error term.

The feasibility of the regression model can be measured using *Hosmer and Lemeshow's Goodness of Fit Test*. This is to test the compatibility of empirical





data with the model. If *Hosmer and Lemeshow's Goodness of Fit Test* statistical value is equal to or less than 0.05 then there is a significant difference between the model and its observation value so *goodness fit model* is not good, because it cannot predict the observation value. If *Hosmer and Lemeshow's Goodness of Fit Test* statistical value is greater than 0.05, then the model is able to predict its observation value in other words the model is accepted because it matches its observation data (Ghozali, 2011).

Furthermore *Cox and Snell's R Square* are measures that try to mimic the size of *R Square* on *multiple regressions* based on the technique of *likelihood* with a maximum value of less than one making it difficult to interpret. In order to be interpreted as the value of *R Square* in *multiple regression*, *nagelkerke's R Square* is therefore used.

According to Ghozali (2013) to measure how much the model's ability to describe variations in dependent variables, it can be calculated using *Nagelkerke's R square*. *Nagelkerke's R square* is a modification of the *Cox and Snell R Square* coefficient to ensure that the value varies from 0 to 1. This is done by dividing the value of *Cox and Snell's R Square* by its maximum value. So for a small value indicates that the ability of independent variables in describing dependent variables is very limited. Whereas a value approaching one indicates that an independent variable can provide almost all the information needed to predict an independent variable.

To test the significance of logistic regression can be tested in two ways, namely simultaneous and partial testing. Simultaneous or simultaneous testing can be done using *The Overall Model Fit / Omnibus Test*. While individual or partial testing can be done using the *Wald Test*. To see the effect of independent variables simultaneously on dependent variables as F test in linear regression, an *Overall Model Fit Test* is conducted based on the statistical value of *-2 Log Likelihood*. According to Widarjono (2010), testing can be done by comparing the difference in the value of *-2 Log Likelihood* (called *Chi-Square* count). If the calculated *Chi-Square* value is greater than the table's *Chi-Square* value or the significance value is smaller than alpha then it can be said that there is a simultaneous influence between independent variables on dependent variables.

Partial test is conducted to see if there is any influence of variable access, communication, environment, services and on the variable implementation in running halal tourism partially. According to Widarjono (2010), *Wald's Test* can be done by comparing *Wald's* statistical value with *Chi-Square's* comparative value at degree of freedom (df) =1 with alpha 5%, or by comparing the value of significance

(*p-value*) with alpha 1%, 5% and 10% where *p-value* is smaller than alpha indicates that the hypothesis is partially acceptable or in other words there is a significant influence of independent variable on dependent variable. And simultaneous tests are performed to determine the significance of the parameter to the model simultaneously (overall). And partial (individual) tests are performed to determine the meaning of parameters to the model.

## RESULTS

The results of the study obtained data on the number of respondents as many as 100 people obtained descriptive data from the identity of the respondent as follows.

**Age.** Gives information that the age of entrepreneurs is divided into 4 categories, namely entrepreneurs aged 20 years and under, entrepreneurs aged 20 to 29 years, entrepreneurs aged 30 to 39 years, and entrepreneurs aged 40 years and over. Below is an image that describes the percentage of 4 age categories of entrepreneurs. Tourism industry players in Central Aceh who were survey respondents were mostly over the age of 40 years, which is as many as 55 people or fifty-five percent. While the youngest respondents in categorizing the age in this study were under 20 years old, which is as much as 1 person or by one percent. It can also be interpreted that the tourism business has not been managed by young entrepreneurs.

**Education.** Provides information that the education of business actors industry is divided into 3 categories, namely elementary and junior educated entrepreneurs, high school or vocational or SLTA educated entrepreneurs, and D3 or S1 educated entrepreneurs. Below is an image that explains the percentage of 3 categories of employer education levels. The majority of tourism industry players are D3 or S1 which is as many as 51 people or fifty-one percent. Followed by high school or vocational school as many as 42 people or forty-two percent. While the completion of elementary and junior high school only 7 people or seven percent. The number of entrepreneurs has a higher education, this shows the quality of good entrepreneur.

**Company Ages.** Informs that the business age of the business actor is divided into 3 categories, namely businesses aged 3 years and under, businesses that are 4 years to 6 years old, and businesses that are 6 years old and above. Below is an image that describes the percentage of 3 categories of business age. Business established by tourism industry players in Central Aceh the majority of business age is under 3 years old, which is as many as 49 business premises or forty-nine percent. Businesses that have been established in a period of 4 - 6 years as many



as 27 business premises or twenty-seven percent. And the business that has long been established by tourism industry players in Central Aceh (more than 6 years) as many as 24 business places or twenty-four percent. The majority of tourism industry businesses are young, showing that tourism has only grown rapidly over the past 3 years.

**Type of Company.** Provides information that there are 3 categories of business types of business actors industri namely culinary, lodging, and tourist attractions. Below is an image that describes the percentage of 3 categories of business types. Type of business of tourism industry players in Central Aceh is mostly culinary business which is as many as 44 people or forty-four percent. This type of lodging business is founded by 29 people or twenty-nine percent of tourism industry players. And the rest of the 100 respondents as many as 27 people or twenty-seven percent of tourism industry players in Central Aceh set up a tourist business. The majority of the tourism industry in Central Aceh is a culinary business dominated by the Coffee Shop.

The testing of data is carried out in the form of validity and reliability tests of the models used. The validity test is carried out on all items of the research question, where in this validity test the criteria of a value is said to be valid if the *correlation value* is greater than the  $r_{table}$  as for the formula to know  $r_{table}$  i.e.  $r_{table (\alpha, n-2)}$ . In this validity test it is known that  $n$  is 100 and  $\alpha = 0.05$  then  $r_{table (0.05, 98)} = 0.1654$ . Each item is said to be valid if it is magnitude from 0.1654.

Test the reliability on overall statement items that are already reliable. In reliability tests, a research instrument is acceptable if the *Cronbach's Alpha*  $\geq 0.60$  which is considered good or already reliable. All the *Cronbach's Alpha* value of the four indicators already greater than 0.6 which means the indicator measured is already reliable and reliable.

To assess the results of respondents' answers to access, communication, environment and service variables as independent variables, a categorization of variables is needed that aims to interpret respondents' answers. Based on the explanation above, the steps to calculate the criteria for grouping data are as follows:

**Table 1**  
**descriptive statistics of research data**

Score Interval	Interval	Category
$X \leq Mean - 1,5SD$	$X \leq 15,75$	VNG
$Mean - 1,5SD < X \leq Mean - 0,5SD$	$15,75 < X \leq 19,25$	NG
$Mean - 0,5SD < X \leq Mean + 0,5SD$	$19,25 < X \leq 22,75$	NG/N
$Mean + 0,5SD < X \leq Mean + 1,5SD$	$22,75 < X \leq 26,25$	G
$Mean + 1,5SD < X$	$26,25 < X$	VG

Note:  $X_{min} = 7, X_{mak} = 35$ ;  
 Range =  $X_{mak} - X_{min} = 35 - 7 = 28$ ;  
 Mean =  $(X_{mak} + X_{min}) / 2 = (35 + 7) / 2 = 21$   
 SD (Standard Deviation) =  $Range/6 = 21/6 = 3,5$

The parameter significance test (hypothesis test) is performed to find out if the estimated parameters obtained have a significant effect on the model. This parameter significance test is done in two ways, simultaneously and partially.

With the conclusion withdrawal criteria,  $H_0$  is accepted if  $G < \chi^2_{(\alpha, v)}$  and  $H_0$  is rejected if  $G \geq \chi^2_{(\alpha, v)}$ . Obtained a probability ratio value ( $G$ ) of 84.706. The value of *Chi-square* table = 9.488 with a value of  $\alpha = 0.05$  and *df* (*Degree of Freedom*) = 4, thus it can be seen that,  $G \geq \chi^2_{(\alpha, v)}$  which is  $84.706 \geq 9.488$  so  $H_0$  is rejected, meaning that there is at least one independent variable that simultaneously affects the dependent variable on the value of  $\alpha = 0.05$ . The coefficient of determination ( $R^2$ ) of logistic regression of 0.544 so that it is said that the contribution of independent variables to dependent variables is 54.4%.

## REPORTING RESEARCH RESULTS

The accuracy of predictions in this study is eighty-five percent. We obtained the predictive that there are 43 industries who stated not to implementing halal tourism, and from the observations it turns out that there are 11 industries that apply halal tourism. On the other hand, which states that there are 57 industries



who stated to implementing halal tourism, and from the observations it turns out that there are 4 industries that do not apply halal tourism. Of all the samples, there were 64 people who applied halal tourism based on the GMTI concept. The value of significance in the test statistics that is  $P\text{-Value } 0.000 < \alpha (0.05)$  then concluded ho reject that means there is at least one free variable that jointly affects the model.

Partial tests are performed to determine the meaning of parameters to the model. This test can be done with the Wald test with the following hypotheses:

Ho:  $\beta_j = 0$ . With  $j = 1, 2, \dots, p$  (There is no effect between each independent variable on the dependent variable).

H1:  $\beta_j \neq 0$ . With  $j = 1, 2, \dots, p$  (There is an effect between each variable independently of the dependent variable). Research findings can be analyzed following Table 2.

**Tabel 2**  
**Results of the Estimation of Logistics Regression for**  
**The Implementation of Halal Tourism in Central Aceh**

Variable	B	S.E.	Wald	df	Sig.	O d d Ratio
ACCESS	0.755	0.415	3.311	1	0.069*	2.127
COMMUNICATION	0.712	0.410	3.016	1	0.082*	2.037
ENVIRONMENT	-0.120	0.462	0.067	1	0.796	0.887
SERVICE	2.756	0.840	10.757	1	0.001***	15.741

Source: Result test using SPSS, 2021

Note : \* significant 10 %

\*\*\* significant 1 %

Table 2 will be viewed partially (individual test) by dividing the value of P-value (sig) by the value of  $\alpha$  (real level 0.05). With  $\alpha = 0.05$  and  $df = 1$  in the *chi-square* table obtained the value of *chi-square* table = 3.841. From the results of the *wald* statistical test above, the *wald* statistical test value on service is greater than the *chi-square* value of the table, while the values of access, communication, and environment are smaller than the *chi-square* values of the table. From the results of the *wald* test above it can be heard that the independent variable that affects the model is service.

Service is significantly affect the application of halal tourism to the implementation of halal tourism in Central Aceh. These results indicate that service has an effect on implementation of halal tourism at a significant one percent. The P-value also supports this analysis, which is that the P-value for service is 0.001 smaller than the  $\alpha$  which is five percent (0.05).

Based on the analysis of data that has been done with binary logistic regression obtained variable coefficient values as in Table 4.1 above. The form of binary logistic regression model of halal tourism implementation in Central Aceh is as follows:

$$\pi(x) = \frac{\exp(-18,752 + 0,755AKS + 0,712KOM - 0,120LIN + 2,756LAY)}{1 + \exp(-18,752 + 0,755AKS + 0,712KOM - 0,120LIN + 2,756LAY)}$$

The function  $\pi(x)$  above is a non-linear function so as to facilitate estimating regression parameters, logite transformation is carried out to obtain linear functions such as the following:

$$g(x) = \ln \frac{\pi(x)}{1 - \pi(x)} = -18,752 + 0,755AKS + 0,712KOM - 0,120LIN + 2,756LAY$$

Based on the results of the partial analysis outlined above obtained the estimated values of parameters for binary logistic regression equations. Constant value -18.752. It looks large each coefficient variable independent of the equation, then the interpretation results from Table 2. Variable coefficient values, namely:

The coefficient of the access is 0.755 positively affects the implementation of halal tourism applied by tourism industry players in Central Aceh Regency. However, this can be shown that a significance value of 0.069 greater than the value of  $\alpha = 0.05$ . It can be concluded that access has a positive but insignificant effect on the implementation of halal tourism applied by tourism industry players in Central Aceh Regency.

The coefficient of the communication is 0.712 has no affects on the the implementation of halal tourism applied by tourism industry players in Central Aceh, but not significantly. This can be shown that a value of 0.082 greater than the value of  $\alpha = 0.05$ . It can be concluded that communication has no affect on halal tourism.



The coefficient of the environment is -0.120 has no effect on the implementation of halal tourism applied by tourism industry players in Central Aceh Regency. This can be shown that a significance value of 0.796 greater than the value of  $\alpha = 0.05$  plus a negative environmental coefficient value. Therefore the environment of tourism objects has not been able to increase halal tourism development in Central Aceh.

The coefficient of the service is 2,756 positive and significantly affects the implementation of halal tourism applied by tourism industry players in Central Aceh. This can be shown it has a significance value of 0.001 that is less than the value of  $\alpha = 0.05$ . It can be concluded that if the services of tourism industry players are better at paying attention to Islamic sharia, it will increase the implementation of halal tourism applied in Central Aceh.

Based on the description of the results of the regression model estimate obtained, it was concluded that the variable that most influences the implementation of halal tourism in Central Aceh is the Service.

The model match test is conducted to evaluate the suitability of the model with data and meet the Goodness of Fit (GoF). This test uses the Hosmer and Lemeshow tests with the following hypotheses:

Ho: Empirical data matches or matches the model (there is no difference between the model and the data so that the data is said to be fit)

H1: Empirical data does not match or fit the model (there is a difference between the model and the data so that the data is said to be not fit)

Ho decision criteria are accepted if  $\hat{C} < \chi^2_{(\alpha, g-2)}$  or P-value  $> \alpha$  (0.05) and Ho is rejected if  $\hat{C} \geq \chi^2_{(\alpha, g-2)}$  or P-value  $< \alpha$  (0,05).

Based on the analysis of data obtained chi-square test statistics for the Hosmer and Lemeshow match test. The value of *chi-square* table = 7.815 with  $\alpha = 0.05$  and  $df$  ( $g-2$ ) = 3, thus it can be seen that,  $\hat{C} < \chi^2_{(\alpha, g-2)}$  which is  $7,267 < 7,815$ . The results of statistical tests show the probability of significance obtained the number 0.202 which is greater than the value of  $\alpha = 0.05$  so that it can be concluded acceptable if that means there is no difference between observed and prediction in other words the model is fit or worth using.

Based on the analysis of data that has been done obtained the value of the Odds Ratio as in Table 2.



It can then be summed up as follows:

Access with Exp  $\beta = 2,127$ . From this value it can be concluded that if communication, environment, and services are considered zero then easy-to-use and convenient access from central Aceh regency tourism infrastructure will affect tourists to implement halal tourism 2,127 times greater than poor access.

Communication with exp value  $\beta = 2,037$ . From this value it can be concluded that if access, environment, and services are considered zero then sharia and friendly communication in Central Aceh Regency tourism will affect tourists to implement halal tourism 2,037 times greater than bad communication.

Environment with Exp value  $\beta = 0.887$ . From this value it can be concluded that if access, communication, and services are considered zero then the muslim and comfortable environment in central Aceh regency tourism will affect tourists to implement halal tourism 0.887 times greater than the bad environment.

Service with Exp value  $\beta = 15,741$ . From this value it can be concluded that if access, communication, and the environment are considered zero then services that pay attention to Muslim tourists such as providing halal food and drinks in Central Aceh tourism will influence tourists to implement halal tourism 15,741 times greater than services that do not pay attention to Muslim tourists.

## CONCLUSION AND SUGGESTION

Based on the results and discussion, it can be concluded that:

Tourism industry players in Central Aceh Regency, generally over 40 years old with a background of Diploma<sup>3</sup> or Bachelor education. The Business age is generally still beginner, which is less than 3 years with the most widely managed type of business in the culinary field and more dominant in coffee shops.

Factors that affect the tourism industry in the implementation of Halal Tourism in Central Aceh Regency based on GMTI using an alpha significance level of 5 percent obtained one variable, namely service variables, with a coefficient of determination of 54.40 percent.

The tendency of factors that have the greatest opportunity of GMTI elements to the implementation of halal tourism in Central Aceh regency is the service factor with an Odd Ratio value of 15,741, which means that if variable access, communication, and environment have little chance in influencing the implementation of halal



tourism by the tourism industry, then services that pay attention to Muslim tourists in Central Aceh regency will influence tourists to implement halal tourism 15,741 times. Greater than services that do not pay attention to Muslim tourists.

The community can improve the image of the destination with culture and customs in order to create Electronic Word Of Mouth (EWOM) as researched by Amalia et. al., (2019) stated that EWOM can increase the intensity of visits to Islamic tourist destinations. And it can be concluded that EWOM is useful as a Communication Marketing Strategy to attract tourists to visit.

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