

GENERATION Z AND HALAL TRAVEL: HOW DIGITAL PROMOTION AND SERVICE QUALITY INFLUENCE INTEREST

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Abstract

One of the industries that has the potential to expand in Indonesia in recent years is halal tourism. Therefore, tourist destination managers must improve management, including digital promotions and services. Especially for Generation Z who are the largest number of tourists on halal tourism. The study aims how digital promotion and service quality influence interest of Gen Z. Quantitative approach with multiple linear regression analysis is the method used in this study. Digital promotion and service quality influenced the interest of Gen Z tourists to travel for halal tourisms. Another finding is that digital promotion and service quality of Tan Kayo Sharia Eco Park are in accordance with Islamic principles and Minang culture, which is very strong with Islamic nuances. This research should be a reference for decision-making on digital promotion and services of halal tourist destinations, which will encourage the improvement of local to national sharia economies.

Keywords: Digital Promotion, Service Quality, Halal Tourism, Generation Z

Abstrak

Salah satu industri yang berpotensi untuk berkembang di Indonesia dalam beberapa tahun terakhir adalah pariwisata halal. Oleh karena itu, pengelola destinasi wisata harus meningkatkan pengelolaan, termasuk promosi dan layanan digital. Terutama bagi Generasi Z yang merupakan jumlah wisatawan terbesar pada wisata halal. Penelitian ini bertujuan untuk mengetahui pengaruh promosi digital dan kualitas layanan terhadap minat Gen Z. Pendekatan kuantitatif dengan analisis regresi linier berganda adalah metode yang digunakan dalam penelitian ini. Promosi digital dan kualitas layanan mempengaruhi minat wisatawan Gen Z untuk melakukan perjalanan wisata halal. Temuan lainnya adalah promosi digital dan kualitas pelayanan Tan Kayo Sharia Eco Park sudah sesuai dengan prinsip-prinsip Islam dan

budaya Minang yang sangat kental dengan nuansa Islami. Penelitian ini diharapkan dapat menjadi acuan dalam pengambilan keputusan dalam promosi digital dan pelayanan destinasi wisata halal yang akan mendorong peningkatan ekonomi syariah lokal hingga nasional.

Kata Kunci: Promosi Digital, Kualitas Layanan, Pariwisata Halal, Generasi Z

Introduction

Indonesia is wealthy in natural resources based on the diversity of cultures, customs, religions, ethnicities and languages. When managed optimally, the natural resources have the encourage development of the Country. One of the sectors that can be optimized currently is halal tourism.

Halal tourism is a segment of the tourism industry that provides economic benefits to both Muslim and non-Muslim countries, and is becoming a global business trend. It contributes greatly to increasing foreign exchange and creating jobs. (Slamet et al., 2022). The halal tourism sector in Indonesia has experienced growth and development over time and this situation is accelerated with digitalization. Halal tourism also made a large contribution to the country's foreign exchange (Cupian et al., 2021).

The tourism law states that tourism is the key to systematic national development, planned, integrated, sustainable, and responsible, but must also protect religious, cultural, environmental, and national interests. Tourism development is needed to encourage equitable business opportunities and is useful in facing the challenges of local, national and global life changes (Indonesia, 2009).

The main drivers of tourist arrivals are increased industrial production, prices, competitiveness, market conditions, economic uncertainty, and technology. Technology can support tourism resilience during periods of crisis such as during the covid 19 pandemic. To attract visitors, tourist destinations can be offered online. So that there is an opportunity to increase digitalization for the world of the tourism industry such as offering online tours as an experience to attract tourists to visit in the future (Algieri et al., 2023). Halal tourism must be making a lot of halal food options such as no alcohol, no pork, Muslim-friendly hotels, Muslim-friendly airports (Battour & Ismail, 2016).

The role of the government is crucial for the digitalization of the tourism industry. The relationship between the tourism industry and technology

companies can help create online programmers and initiatives that support sustainable tourism (Algieri et al., 2023).

West Sumatra is one of the regions on the island of Sumatra which has many tourist destinations including halal tourism. One of the existing halal tours is the Tan Kayo Sharia Eco park. Tan Kayo Sharia Eco Park is a tourist destination located in Jorong Padang Laweh Nagari Malalo Village. This place is included in the category of new attractions, opened since 2022 in July. Tan Kayo Sharia Eco Park offers the concept of environmentally friendly sharia nature tourism at an affordable price. The development of this tourist destination was carried out after consultation with residents, including youth, niniak mamak, bundo kanduang, and the local nagari administration, and received full support. This one-hectare tourist area has become a favourite destination for local and out-of-province visitors for a vacation (Rahman, 2023).

Based on the table Picture 1, the number of visitors to Tan Kayo Sharia Eco Park has fluctuated. The number of tourists visiting the Tan Kayo Sharia Eco Park Tourism Destination from 2022-2024 was 99,225 people. The highest number of visitors was in September 2022 reaching 25,000 people, due to the virality of this tourist attraction because it had just opened and carried a unique sharia concept. The least number of visitors is in March 2024 with only 565 people. The average number of visitors is 1500 to 2000 people, but there is an increase on weekends and public holidays, reaching 3000 to 5000 visitors. It is estimated that the number of visitors in 2022 is 25% higher than in 2023. In 2024 there is no significant increase and it tends to fluctuate.

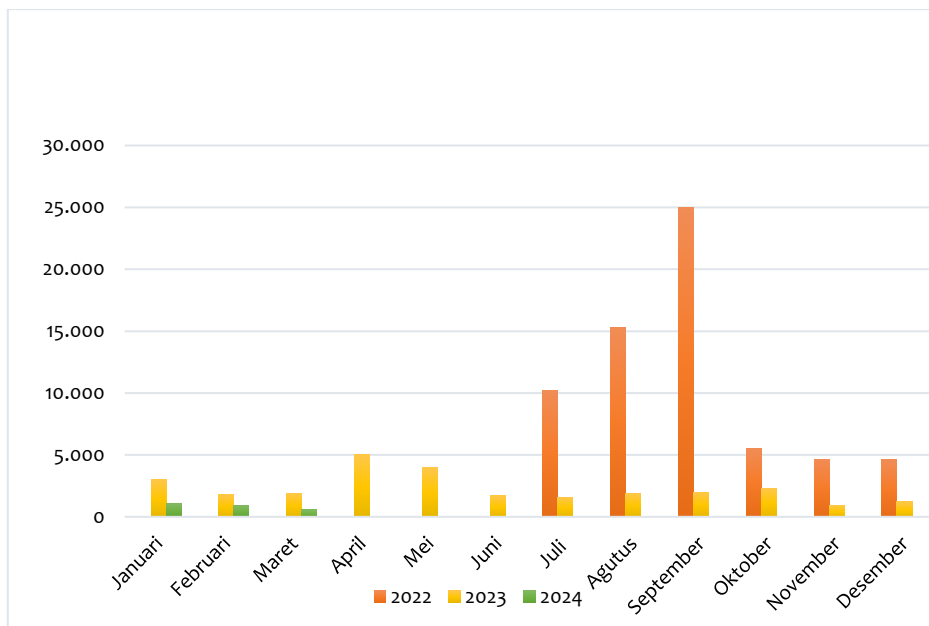


Figure 1. The Number of Tourist Visiting the Tan Kayo Eco Park in 2022-2024

Source: Processed Data of Tan Kayo Syariah Eco Park Syariah, 2024

This situation encourages tourism managers to attract more visitors in many ways, such as adding facilities that keep both adults and children satisfied. For example, the addition of swimming pools for children, trampolines, cottages for families, as well as food stands and live music performances every Saturday and Sunday. In addition, promoting through content on facebook, youtube, instagram and tik tok (Rahman, 2023).

Many studies have been successfully conducted related, including by Mar'atul Fahimah and Aulia Rosyida. The advertising, sales promotion, public relations have an effect on interest in visiting tourist destinations (Fahimah & Rosyida, 2021). According to Cupian et al, the interest of millennial Muslim tourists is influenced by factors of knowledge, motivation to travel, accommodation, and ease of getting halal food and drinks (Cupian et al., 2021).

Another research conducted by Salman Yousaf and Fan Xiucheng mentioned the promoting halal culinary and tourism through the internet is crucial for positioning the country as a leading halal tourist destination. It's also essential to incorporate industry and research viewpoints by establishing a framework for website elements that are vital for promoting halal culinary tourism and offering additional halal services (Yousaf & Xiucheng, 2018).

Septiandri et al in their study mentioned that marketing strategy and digital literacy had a positive and significant impact on decision-making regarding visits

(Septiandari et al., 2024). In contrast to the research by Sri Ayuni and Wasito Wati, which found that while e-content marketing and social media influencers significantly impact e-trust, they do not influence decisions to visit (Ayuni & Wasitowati, 2022).

The contribution of the various literature discussed above can be concluded that in increasing tourist interest is influenced by many factors. Among them including advertising, sales promotion, public relations. Marketing communication also affects tourist interest. The use of the Internet for promotion is also very important.

From several studies that have been traced by the author, there are differences from the research that the author conducted, including differences in terms of research subjects. The author makes generation Z the subject of research with the consideration that generation Z is considered a generation of future tourists who have the potential to develop halal tourism. In addition, the author makes digital promotion the object of research because of the rapid development of digitalization today and is able to support every business sector including halal tourism. The author also takes a location in Islamic tourism with the latest data for 2022-2024. As well as analyzing based on sharia economic review.

This study aims to analyze digital promotion and service quality influence interest of Gen Z in Tan Kayo Sharia Eco Park tourism in Jorong Padang Laweh Nagari Malalo, South Batipuh Tanah Datar Regency. This research is expected to be input and consideration for halal tourist destinations in decision making, especially regarding efforts to increase tourist interest and become input for the local government in developing halal tourism.

Method

This research is field research (Rahmadi, 2011) using quantitative methods (Priadana, 2021). The population is 95,225 people and a sample of 100 people taken using the Slovin formula. Sampling technique using Incidental Sampling technique (Sugiyono, 2013), namely visitors who happen to meet with researchers. sample criteria are tourists who have visited the Tan Kayo Sharia Eco Park and are generation z born from 1997-2012. Data collection techniques included using a questionnaire with a Likert scale and documentation. The data were analyzed quantitatively using multiple linear regression analysis. Statistical applications like SPSS V. 26 were utilized. The statistical tests conducted included Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Test, t-test, F-test, and Coefficient of Determination (R Square).

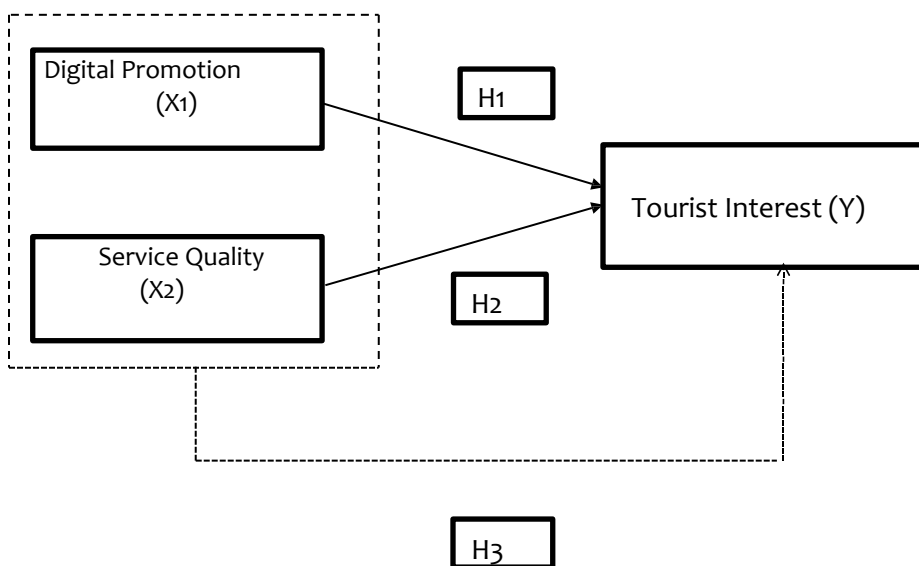


Figure 2. Research Models

The variables in this study are tourist interest (Y), digital promotion (X1) and service quality (X2). The definition, indicators and measurement scale of each variable are described in table 1. Based on previous research, the following hypothesis is developed by the author:

- H1: Digital promotion is predicted to have a positive and significant influence on tourist interest partially
- H2: Service quality is predicted to have a positive and significant influence on tourist interest partially
- H3: Digital promotion and service quality are predicted to have a positive and significant influence on tourist interest simultaneously

Table 1. Operational Definition of Variables

No	Variable	Operational Definition	Indicator	Measurement Scale
1.	Digital Promotion (X1)	Digital promotion uses digital media. Its aim is to make consumers interested in using a company's products or services (JR & Kristiyono, 2021)	1. Accessibility 2. Interactivity 3. Entertainment 4. Credibility 5. Informativeness (Santosa & Vanel, 2022)	Likert

2.	Service Quality (X ₂)	Service quality involves striving to fulfill consumer needs and desires, as well as ensuring the precise delivery of services that align with their expectation (Putro, 2014).	<ol style="list-style-type: none"> 1. Tangibles 2. Reliability 3. Responsiveness 4. Assurance 5. Empathy (Tjiptono, 2019) 	Likert
3.	Tourist Interest (Y)	Tourist interest is a person's behavioral tendency to visit (Sudjana et al., 2021).	<ol style="list-style-type: none"> 1. Awareness 2. Knowledge 3. Like 4. Preferences 5. Confidence (Novitaningtyas et al., 2022) 	Likert

Research Results and Discussion

Descriptive Test

Descriptive statistics offer a summary of research findings in the field. The purpose of this test is to give a clear picture of the variables involved, making the data more meaningful, readable, and comprehensible for users (Ghozali, 2016). The average value of digital promotion at Tan Kayo Syariah Eco Park Tourist Destinations is equal to 11.99, service quality is 20.11, and interest of 17.23. As of the standard deviation of digital promotion its value is 1.54. The quality of service has a standard deviation of 2.27 and interest has of 1.56. As for the maximum value of digital promotion is 15.00, service quality is 25.00 and interest is 20.00. And the minimum value of digital promotion is 8.00, service quality is 15.00 and interest is 13.00.

Instrument Research Test

In the research instrument test used is the validity and reliability test. If the instrument is valid, it means that the data used is valid (Sugiyono, 2013). The validity test shows that the *R hitung* value is greater than the *R table*. *R hitung* of digital promotion (0.413, 0.549, 0.447), service quality (0.417, 0.411, 0.449, 0.481, 0.513), and interest (0.376, 0.352, 0.451, 0.443) while *R table* the calculations amounted to 0.1966. So, the variable indicators X₁, X₂, and Y are valid. Therefore, each statement item is reliable and can be used.

The research instruments are considered reliable when they can measure the same object multiple times and consistently produce the same results (Sugiyono, 2013). The reliability test results indicated Cronbach's Alpha values of

0.657 for digital promotion, 0.689 for service quality, and 0.622 for tourist interest. In this case, all variables are declared reliable (> 0.60).

Classical Assumption Test

The statistical requirement that must be met in multiple linear regression analysis is the classical assumption test. This study has fulfilled classical assumptions through normality test, multicollinearity test and heteroscedasticity test. The purpose of the normality test is to determine whether the data distribution is normal or not. The normality test uses One Sample Kolmogorov-Smirnov. If $\text{sig} > 0.05$ then the data distribution is normal (Ghozali, 2016). The results of the normality test that the researchers conducted obtained a significance value of $0.200 > 0.05$. then the data is normally distributed.

To check for multicollinearity in the regression model, the tolerance value must be over 0.10. Or, it must equal a VIF of less than 10. This test serves to see the relationship between variables. The SPSS results are the tolerance value for all variables > 0.10 and the VIF value < 10 . The digital promotion variable has a tolerance value of 0.930, and a VIF value of (1.076). service quality variables have the same tolerance and VIF values. Then there is no multicollinearity.

The heteroscedasticity test is performed to verify that the data exhibits homoscedasticity. Homoscedasticity refers to a condition where the variance of the residuals or errors in a regression model remains constant across all values of the independent variable. In contrast, when the residuals are variable, heteroscedasticity is defined. After testing, there is no heteroscedasticity in the data used because it does not show a certain pattern in the distribution of residual points when plotted against the predicted value or independent variable.

Multiple Linear Regression

Multiple linear regression analysis is employed to examine the impact of digital promotion and service quality on the tourist interest variable. The results of this analysis are summarized as follows:

Table 2. Multiple Linear Regression

Variable	Coefficients	T	Sig.
(Constant)	11,129***	7,153	0,000
Digital Promotion	0,179**	1,802	0,075
Service Quality	0,196**	2,920	0,004

Source: Processed Data of SPSS 26.00

Based on the results of analysis, the equation in this study is as follow:

$$Y = 11,129 + 0.179X_1 + 0.196X_2.$$

The constant value of 11.129, meaning that when the digital promotion (X_1) and service quality (X_2) is 0, the value of tourist interest (Y) is 11.129. The regression coefficient value of the digital promotion is 0.179 meaning that if other independent variables are constant and digital promotion is increased for 1%, the dependent variable tourist interest (Y) will increase for 17.9%. The positive coefficient shows that there is a positive influence between digital promotion and tourist interest. The regression coefficient value for the service quality variable (X_2) is 0.196. This means that if other independent variables are constant and the effect of service quality increases for 1%, the dependent variable of tourist interest (Y) will increase for 19.6%. Like digital promotion, the positive coefficient indicates a positive influence between service quality and tourist interest.

Hypothesis Test

Partial Test (t-test)

The t-test is used to determine the partial effect of digital promotion and service quality on tourist interest. The test criteria are as follows:

1. If the value $t_{hitung} > t_{tabel}$, then the null hypothesis (H_0) is rejected and the alternative hypothesis (H_a) is accepted. This means that partially there is a positive and significant influence between the independent variable and dependent variable.
2. If the value $t_{hitung} < t_{tabel}$, then the null hypothesis (H_0) is accepted and the alternative hypothesis (H_a) is rejected. This means that partially there is no positive and significant influence between the independent variable and dependent variable.

T test results digital promotion variable (X_1) is the value of t_{hitung} (1,802) > t_{tabel} (1,661). Therefore, H_0 is rejected and H_a is accepted. This means that digital promotion has a partial significant effect on the interest of Generation Z tourists to visit Tan Kayo Syariah Eco Park tourist destinations.

T test results service quality variable (X_2) is the value of t_{hitung} (2,920) > t_{tabel} (1,661) and the significance $0,004 < 0,05$, then H_0 is rejected and H_a is accepted. This means that the service quality has a significant effect partially on

the interest of Generation Z tourists to visit the Eco Park Syariah Tan Kayo tourist destination.

Simultaneous Test (F-test)

The F-test aims to determine the significant of the influence of the digital promotion and service quality simultaneously on the Generation Z tourist interest. Applying a significant level (α) = 0,05; degrees of freedom $Df_1 = k-1$ ($2-1=1$) and $df_2 = n-k$ ($100-2=98$) obtained the value of F table = 3,94. The F-test criteria are as follows:

1. H_0 accepted when $F_{hitung} < 3,94$
2. H_0 rejected when $F_{hitung} > 3,94$

Table 3. Simultaneous Test (F-test)

Sum of Squares	Df	Mean Square	F	Sig.
33,881	2	16,940	7,831	0,001***

Source: Processed Data of SPSS 26.00

The results of the F-test value is $F_{hitung} (7,831) > F_{tabel} (3,94)$. Therefore, H_0 is rejected and H_a is accepted. This means that simultaneously there is a significant influence of the digital promotion and service quality to the tourist interest.

R Square Test (R^2)

The proportion of the independent variable's influence on the dependent variable, as explained by the regression model, is determined using the coefficient of determination (R^2).

The greater the coefficient of determination (R^2), the more variation in the dependent variable is explained by the independent variables in the regression model. The remaining variation is explained by other variables not included in the model.

Table 4. Coefficient of Determination (R^2)

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0,373 ^a	0,139	0,121	1,47078	2,337

Source: Processed Data of SPSS 26.00

The R^2 value of 0.139 indicates that the digital promotion and service quality can explain the Generation Z tourist interest by 13.9%, while the remaining 86.1% is explained by other variable not included in this study.

Discussion

The Effect of Digital Promotion and Service Quality on the Interest of Gen Z Tourists to visit Tan Kayo Sharia Eco Park Destination

The results of a t-test of the digital promotion (X_1), obtained value of t_{hitung} (1,802) > t_{tabel} (1,661), so H_0 was rejected and H_a was accepted. This means that digital promotion has a partial significant effect on the interest of Generation Z tourists to visit the Eco Park Sharia Tan Kayo Jorong Padang Laweh Nagari Malalo tourist destination.

This research supports the theory stated by Kotler that promotional activities involve a sequence of steps undertaken by a business to emphasize product advantages and invite consumers to buy the products. Promotion plays a role in creating a product image or impression. The more effective the promotion, the greater the interest of tourists to visit these destinations (Kotler, 2002).

The findings of this study align with the research carried out by Lestyaningsih & Pramudyo (2023), Pertiwi & Lusianingrum (2022), Budi & Sukmalengkawati (2023) and Satria Nugraha & Adialita (2021). However, there are differences with the finding of study carried out by Syahrul Hidayat et al in 2021, which found that the promotion variable partially did not affect the interest of tourists visiting (Hidayat et al., 2021). The analysis confirms that digital promotion significantly influences the interest of Generation Z tourists in visiting the Tan Kayo Sharia Eco Park tourist destination.

Digital promotion encompasses marketing efforts, including branding, through various online platforms such as blogs, websites, email, AdWords, and social networks (Sanjaya & Tarigan, 2009). Eco Park Sharia Tan Kayo utilizes social media in promotions that are in great demand among various groups today, especially among Generation Z such as using content on youtube, facebook, instgram and the tik Tok application. The findings of this study show that effective digital promotion strategies can boost tourists interest, particularly among Generation Z, in visiting these tourist destinations. Therefore, the manager of the Tan Kayo Sharia Eco Park Jorong Padang Laweh Nagari Malalo is recommended to keep

enhancing the quality and intensity of digital promotions to attract more visitors from Generation Z.

The results of t-test of service quality (X_2), the results obtained t_{hitung} (2,920) > t_{tabel} (1,661) with Sig. 0.004 < 0.05, so H_0 was rejected and H_a was accepted. So that the service quality has a significant effect partially on Generation Z tourists to visit the Eco Park Sharia Tan Kayo Jorong Padang Laweh Nagari Malalo tourist destination.

Quality of service according to Tjiptono, includes proper delivery and efforts to meet the needs and desires of customers. Tourists perception of the services they receive will affect their behavior. The more satisfied tourists are with the service they receive, the more likely they will return (Tjiptono, 2008).

This study aligns with the research conducted by Budi & Sukmalengkawati (2023), Prihatnawan & Sumiyarsih (2024), Hidayat et al., (2021) dan Hanafia et al., (2020). The analysis confirms the conclusion that the service quality has a positive and significant effect on the interest of Generation Z tourists to visit the Tan Kayo Sharia Eco Park tourist destination. These findings indicate that service quality is an important factor that can increase the interest of tourists, particularly Generation Z. Therefore, the manager of the Syariah Eco Park Tan Kayo Jorong Padang Laweh Nagari Malalo should continue to enhance the service quality to attract more visitors from Generation Z.

The digital promotion and service quality simultaneously have a significant effect on the interest of Generation Z tourists to visit Tan Kayo Sharia Eco Park tourist destinations. This was based on the value of sig F (0,001) < α = 0.05 dan F_{hitung} (7,831) > F_{tabel} (3,94). The R-square value indicates that digital promotion and service quality can explain the interest of Generation Z tourists by 0.139 (13.9%) and the remaining is explained by other variable not included in this study.

This study agrees with research by Budi and Sukmalengkawati. Their research found that social media and service quality both affect tourists' interest in visiting TWA Gunung Papandayan (Budi & Sukmalengkawati, 2023). Hanafia conducted another study explained that promotions and service quality have a big effect. They encourage make Gen Z want to visit West Java. It is a halal tourist destination. (Hanafia et al., 2020). This also concurs of research by Hidayat et al shows that promotion and service quality have a positive effect on tourist interest. (Hidayat et al., 2021).

The above analysis confirms that online ads and service quality have a great effect. Both can increase Gen Z tourists' interest in visiting Tan Kayo Sharia Eco Park. This is consistent with earlier research that shows these elements are

important to attract tourists. This has an impact on Generation Z visits at tourist attractions. Therefore an important recommendation for the management of Tan Kayo Sharia Eco Park tourist destinations is effective digital promotion and improved services. However, these are essential steps as it will help in gaining the support and interest of Generation Z tourist.

Islamic economy has different characteristics from capitalist and socialist economy. Allah Swt derives the economic characteristics of Islamic. In the Islamic economy, we've got to emphasize justice for everyone. Also, principles such as Tawheed, falah, caliph, and al amwal are also part of the Islamic economy (Purnamasari et al., 2023). Digital marketing is the activity of offering products to consumers using digital media. In Islam marketing should be halal and with the aim of achieving falah. In Islam, digital marketing must avoid riba, gharar, maisyr, and haram (Hartini et al., 2022). Eco Park Sharia Tan Kayo's digital marketing has followed Islamic principles. It has been honest in advertising and has not made false promises. The word of Allah SWT in Surat An-Nahl verse 91 reflects this principle.

وَأَوْفُوا بِعَهْدِ اللَّهِ إِذَا عَاهَدْتُمْ وَلَا تَنْفُضُوا الْأَيْمَانَ بَعْدَ تَوْكِيدِهَا وَقَدْ جَعَلْتُمُ اللَّهَ عَلَيْكُمْ كَفِيلًا إِنَّ اللَّهَ يَعْلَمُ مَا تَفْعَلُونَ

Keep your promise to Allah when you make one. Do not break your oaths after you confirm them, with Allah as your witness. *Indeed, Allah knows what you do*" (Qur'an Surah An-Nahl:91)

Marketing is conducted through social media digital media such as youtube, instagram, facebook and tik tok. The content displayed in social media is in accordance with the reality in the field, such as serving sharia lodging, separate swimming pools for men and women, halal food.

Quality of Service is the company's efforts in realizing customer needs. (Daryanto & Setyabudi, 2018) In Islam, services must be high quality. Service in Islam must follow Islamic morals. It must also follow Islamic marketing ethics. In Islam, ministry refers to the Quran's Surah Ali Imran, verse 159. It explains the importance of being gentle with people, so they don't stay away.

Tan Kayo Sharia Eco Park tourist destination provides quality services in accordance with Islamic ethics. This tourist attraction presents comfortable and clean sharia lodging, halal food, prayer facilities, comfortable and spacious parking, separate swimming pools for male and female tourists. Services are provided with honesty, trustworthiness, keeping promises to tourists, providing services in a friendly, humble and polite manner.

Overall, the manager of Tan Kayo Sharia Eco Park has successfully integrated Islamic principles and Minangkabau culture in their digital promotional activities and the quality of services provided. Following Islamic ethics in every aspect of business, they not only maintain the trust and satisfaction of visitors but also maintain and respect the traditional values of West Sumatra culture which is very strong in promoting harmony between culture and syarak. This implementation shows that the business is not only oriented towards material benefits, but also towards blessings and social responsibility in accordance with 'Adat basandi syarak, syarak basandi Kitabullah.'

Conclusion

Digital promotion and service quality partially and simultaneously affect the interest of Generation Z tourists. This means that generation z tourists are interested in visiting Tan Kayo Sharia Eco Park because of the digital promotion and quality of service provided by these tourist destinations. Digital promotion and service quality of Tan Kayo Sharia Eco Park fulfil the principles of digital promotion and Islamic services, as Minang culture and tradition are very strong with Islamic values. The results are expected to be input and consideration in making decisions on digital promotion and services for Islamic tourist destinations which ultimately encourage the improvement of local to national sharia economies.

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