

## HALAL TOURISM: AN EMPIRICAL EXAMINATION OF TOURIST MOTIVATION IN ACEH

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**Abstract:** *Tourism industries are always searching for a new customer segment. Over the last decade, one relatively unexplored segment in tourism industries is the 'Religiously conscious' tourist. Evidence indicates that some tourists feel they have no other choice but to compromise their religious beliefs in order to enjoy tourism. The objectives of this study are to determine the dominant factors of the push and pull factors and attributes of religion to the motivation of Muslim tourists to visit Aceh. The variable 'Islamic Atribut' is represented by the availability of Islamic norms and practices relevant to tourism at the destination. A conceptual model is developed and tested in 378 samples of domestic and foreign tourists in Aceh. Data that used in this study is primary data in form of questioner with Likert scale. SPSS 22.0 was used to analyze demographic characteristics of the respondents and hypothesis testing. The result of the research is that from 30 items statement of push factor, there are eight dominant new factors. Furthermore, of the 32 items of pull factor statements were nine new and dominant factors and from 18 items of Islamic attribute statements found three dominant new factors. The new factor formed is the grouping of the initial items on each variable. With this research, it is expected that stakeholder of halal tourism in Aceh can pay attention to dominant factors in the variable of push factor, pull factor and attribute of Islam as a means of identification of desire and requirement of Muslim traveler. So that Aceh tourism has a good competitive competitiveness and able to realize the vision of Aceh as a leading tourist destination of halal in Southeast Asia 2020.*

**Keywords:** *Halal Tourism, Push Factor, Pull Factors, Satisfaction, Islamic Atribut*

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### Introduction

Tourism is one of the important and potential sectors in economic development. Therefore, it is important for a region or country to build competitive competitiveness so as to increase tourist visits in large numbers which will have a positive impact on regional and state revenues. Building competitive competitiveness can be done by encouraging new tourist segments in the tourism industry. According to Weidenfeld (2006), the tourism industry has had many attempts to satisfy the special needs of tourists, such as the elderly or people with special needs. Thus, Muslim tourists should be regarded as an important segment of the tourism industry by meeting the religious needs to the appropriate Islamic halal pleasure.

Targeting Muslim tourists is an important decision as global Muslim spending on tourism reaches \$ 137 billion by 2012 (excluding hajj and umrah), while the total global spending over the same period is estimated at \$ 1,095 billion. This means that the global Muslim tourism market is equivalent to 12.5% of total global expenditure. In the future, Muslim tourist spending is expected to grow to US \$ 181 billion by 2018 (State of the Global Islamic Economy 2013 Report).

The phenomenon is a lucrative opportunity for the actors of the tourism industry. Therefore, various countries respond by targeting Muslims as potential tourists by introducing a new tourism model commonly called Islamic Tourism, Halal Tourism or Halal tourism. Countries such as Turkey, United Arab Emirates, Malaysia, Thailand, Brunei Darussalam, Singapore, Hongkong, Japan, China, Australia, New Zealand, Russia, France, England, Germany and Switzerland (Sofyan, 2012; Sucipto and Andayani, 2014). Indonesia has also conducted soft launching of syariah tourism program in December 2012. However, this program has not been maximized in its implementation.

On the other hand, it turns out there are areas in Indonesia that have implemented a comprehensive halal tourism namely the province of Aceh. This province in the western tip of Indonesia is able to apply all components of halal tourism, halal hotels, halal restaurants, Muslim / Muslimah special spas and salon, halal travel services, and Muslim / Muslimah fashion into a very comprehensive package of halal tourism. Thus, the application of halal tourism in Aceh is not limited to only one or two components of halal tourism, but all components of halal tourism have been applied in Aceh. This totality is what makes halal tourism in Aceh very special, compared with some regions or even some other countries that only apply some components of syariah tourism only.

Aceh is able to implement comprehensive halal tourism because of the support of the Regional Government through the instruments of the Regional Regulation (Perda) or Qanun (Regional Regulation as the implementation of the law in the province of Aceh in the context of special autonomy). This matter is possible because Aceh is a province that implements Islamic law as stipulated in the Regional Regulation No. 5 of 2000 on the implementation of Islamic Halal.

The real step of the Aceh government to promote halal tourism is seen from the Department of Culture and Tourism (Disbudpar) of Aceh which proclaimed the vision of "Aceh as a leading Halal tourist destination in Southeast Asia 2017." The vision is hope and dream of Aceh which is possible to be realized given the tourism potential of Aceh which is so great.

In order to enhance the competitive competitiveness of tourism, Aceh is steadily targeting Muslim tourist markets from around the world. Consequently, various halal tourism stakeholders should focus on meeting the needs of Muslim tourists who travel to Aceh. Therefore, it takes a deep study to find out the factors that encourage and attract tourists to visit Aceh. This is very important to identify because by knowing these factors, will be able to know also the wants and needs of Muslim tourists. Identification of drivers and pull factors can also assist local governments in developing various halal tourism development strategies.

There is a lot of research about the factors push and attracting tourists to visit the tourist attraction. The majority of tourist objects in question is a common tourist attraction. Therefore, this study was conducted on the object of halal tourism in Aceh, which has never been studied before. The purpose of this research is to know the dominant factor of the push factor variable, pull factor and attribute of Islam to the motivation of Muslim tourists to visit Aceh Province.

### **Theoretical framework and development of the hypothesis**

#### ***Motivation Theory in Islamic Perspective***

In the teachings of Islam affirmed that the purpose of human life is to worship Allah S.W.T. Meanwhile, motivation is the key to interpreting and giving birth to human actions. In the Islamic concept, the role of motivation is called intention and worship. Intention is the main driver of human beings to do or charity, while worship is the goal of human do or do charity (Baharuddin, 2007). Therefore, it can be explained that the keyword in understanding motivation is intention or encouragement. The thrust caused by that need can be physical, psychic, and even spiritual. This is in line with Shihab in Hasbi (2014) which states that the motivation of a human being behaves is to satisfy the needs of his physical-biological instincts and or to meet his spiritual needs.

All theories of motivation in Islam are bound by maqashid shari'ah (shari'a goals) as the concept of the foundation as well as the purpose of its attainment. Maqashid shari'a is the goals or wisdom set by syar'i on every law of his laws for the benefit of man. Maqashid shari'a is the objectives set syar'i (Allah) to ensure the benefit of His servants (Rahman, 2011; Raysuni, 1995 in Ismail, 2014).

According to Imam Ghazali, maqsud al-syar'i from man is 5 (five), namely maintaining religion, self, reason, descendant and his property, which is a benefit for man (Al-Ghazali in Ismail, 2014). While al-'Iz ibn Abdul Salam divide the world's maslahat into 3 (three) categories, namely dharuriyat, hajiyat, and takmiliyat (Misri in Ismail, 2014).

#### ***Tourist Motivation***

Battour (2010) shows that the motivation of tourism differs from one person to another; everyone can have different reasons to travel. To predict tourist behavior, tourism marketers should concentrate on their behavior consisting of their needs, motivations and benefits.

In the study of travel motivation, demand refers to motives (push factors) that sustain tourists' desires, while supply is related to objective characteristics (pull factors) (Zamani and Anderson,

2010). In line with this, Crompton (1979) and McIntosh & Goeldner (1990), argue that the motivation of tourists in choosing a tourist destination can be classified into push and pull factors.

Dann (1977) and Tolman (1959) were the first to propose the theory of drivers and motivational factors in tourism research (Battour, 2010). Motivational motivating factors relate to the internal and emotional feelings of people, where they want to get change, escape from their routines and explore new places. While the pull factor refers to the attributes of destination (tourist objects) such as visiting historical places, natural beauty or even cheap fares that can attract tourists to visit the attraction (Battour, 2010; Yoon and Uysal 2005; Yuan and McDonald, 1990; Uysal and Jurowski, 1994).

There has been a lot of research and literature in the field of tourist motivation, especially on pull factors and drivers. The result is that people's wants and needs can encourage them to travel, such as wanting to have a break, seeing different cultures and places or visiting relatives / friends and wanting to get excited (Crompton, 1979; Yoon and Uysal, 2005; Klenosky , 2002; Uysal and Jurowski, 1994). Klenosky (2002) argues that what drives a person to travel is to satisfy their needs and desires. Battour (2010) believes that if the state wants to improve the competitiveness of tourism, it should emphasize the factors push individual motivation.

On the other hand, the pull factor refers to people and environmental elements that can attract tourists to tourist attractions (Uysal and Jurowski, 1994). Some pull factors such as the quality of destination resources, the quality of the beach, the tranquility of nature and the historic places. Hu and Ritchie (1993) suggest that various resources and facilities can be tailored and made to encourage more tourists to visit a tourist attraction, this can be considered as a towing factor. According to Uysal and Hangan (1993) towing factors can be considered and seen as destination attributes (attraction attractions) and towing forces that will attract tourists and can be regarded as a satisfactory element for the push factors.

Understanding travel motivation is an important issue for tourism market segmentation. By understanding travel motivation, factors and reasons for choosing destination, the government can try to increase capacity in terms of resources and infrastructure with targeted tourists and segmented markets (Uysal et al., 2008). Uysal and Hangan (1993) argue that knowing the motivation of travelers in choosing a destination will help tourism marketers to make informed decisions about activities and facilities that can largely satisfy the psychological needs of tourists.

### ***Relationship between Push Factor and Pull Factor***

Based on Battour (2010), the relationship between push factors and pull factors can be considered as a factor of demand and supply on market mechanisms in terms of tourist behavior. Push factors can be regarded as the demand of tourist behavior, which consists of the internal temptation of individuals to communicate and gain experience in the new tourist attraction that becomes the base of the reason for traveling. The pull factor is the supply section in this relationship, where they are designed to meet and encourage more people to visit certain attractions.

### ***Islamic Attributes***

The Islamic attributes are factors that must be met to meet the needs of Muslim tourists such as the provision of halal food, the availability of prayer venues (Battour, 2010, Syed, 2001), clothing covering aurat (Zamani -Farahani and Henderson, 2010), and banning alcoholic beverages and gambling (Din, 1989). The Islamic attributes available in Muslim countries can also be applied in non-Muslim countries to attract Muslim tourists. Until now, there is no study about the influence of Islamic attributes on tourist visits to Aceh. In this study, the author tries to do the study.

Halal tourism is a tourist demand based on the lifestyle of Muslim tourists during the holidays. In addition, halal tourism is a flexible, rational, simple and balanced tourism. This tourism aims to motivate tourists to get happiness and berkah from God (Munirah, 2012). Furthermore, in the Regulation of Minister of Tourism and Creative Economy No.2 Year 2014 stated that "syariah tourism is a concept that integrates syariah values into tourism activities by providing facilities and services in accordance with the provisions of halal."

According to Sucipto (2014), halal tourism is a journey or recreation effort to find happiness that is not contradictory and violate the principles of Islamic teachings, and from the beginning intended to admire the greatness of God's creation. In addition, travel with a specific purpose is also intended as a travel syiar, at least by reciting the holy verses, or glorify admiring the beauty of the surrounding nature, and other positive practices in accordance with the teachings of Islam and provide benefits to human life and the environment.

In its application, currently the Ministry of Tourism and BPH DSN-MUI has formulated the general criteria of Islamic tourism, which is oriented to the benefit of the ummah; oriented to enlightenment, refreshment and calm; avoid idolatry and kurafat; avoiding immoral such as adultery, pornography, porno-action, liquor, drugs and gambling; maintaining the behavior, ethics, and noble values of humanity such as avoiding hedonic and immoral behavior; maintaining safety, security and comfort; universal and inclusive; preserving the environment; and respect for socio-cultural values and local wisdom (Sucipto and Andayani, 2014).

### **Research Methods**

In this study, the distributed questionnaires were structured questionnaires using five Likert-scale points. Then do descriptive data analysis, validity and reliability test, and exploratory factor analysis analysis (EFA) to classify items of push factor, pull factor and Islamic attribute with general characteristic. Software used to perform data analysis is SPSS 22.0.

### **Data Analysis and Results**

#### ***Profile of Muslim Tourist Respondents***

The data used in this study is primary data obtained directly from *378 samples of domestic and foreign tourists in Aceh*. The majority of respondents of Muslim tourists who have visited Aceh between 2017 are male, 53% and female are 47%, with age range between 21 - 25 years old 59% and age 15-20 years with percentage 18%. In addition, Muslim tourists who have unmarried status as much as 35% and who are married amounted to 65%.

Based on the domicile area, Muslim tourists who visit Aceh come from various regions in Indonesia and abroad. The majority of Muslim tourists who visited Aceh came from North Sumatra with a percentage of 24%. Muslim tourists from DKI Jakarta and East Java also contributed a substantial percentage of visits, 21% and 14%, respectively. Muslim tourists from other provinces also contribute with varying percentages ranging from 1% to 8%. In addition, there are 2% Muslim tourists from Kuala Lumpur, Malaysia.

### ***Measurement Model***

Test of this research instrument use validity test and reliability test which done with Statistical Product and Service Solution 22.0 (SPSS 22.0), as follows:

### ***Validity Test Results***

Validity test is done after the data of pre-test questionnaire collected. Pre-test questionnaire involves 30 respondents of Muslim tourists who have visited Aceh in 2017. The validity test is used to test whether each question in the questionnaire has been valid. The validity of an instrument item can be determined by comparing the correlation index with significant 0.05 or 5%. If the probability of the questionnaire result is less than 0.05 or 5% then it is declared valid and vice versa is not valid.

From the result of the validity test, it is known that all items of the push factor variable are valid, because the sig value  $<0,05$  or 5%. With the sum of  $n = 30$ , the resulting  $r$  value of each item is greater than the  $r$  table is 0.361. Another variable that is tested for validity is a pull factor that has 32 items, with the result of each item being valid. The last variable tested for validity is an Islamic attribute that has 18 items, with the result of each item being valid.

### ***Reliability Test Results***

Reliability test is done after pre-test data of questioner which involves 30 respondents collected and together with validity test. The reliability test is used to test whether the questionnaire is reliable enough to be a data collection tool. To test it can be used alpha cronbach. When the value of alpha cronbach smaller than 0.6 then declared not reliable and otherwise stated reliable.

From the results of reliability test, it is known that all variables have been reliable because it has an alpha cronbach value greater than 0.6. The push factor (X1) has an alpha cronbach value of 0.917, the pull factor (X2) has an alpha cronbach value of 0.941, and the Islamic attribute (X3) has an alpha cronbach value of 0.937.

### ***Analysis of the structural model and testing of hypotheses***

In this section will be presented the results of factor analysis of factors push factors, pull factors and attributes of Islamic tourism halal in the province of Aceh. Factor analysis is used by researcher to know the dominant factors from each variable.

### ***Analysis of Push Factors Motivation of Muslim Tourists Visiting Aceh***

Factor analysis of the push factor (X1) is the reduction of the factors of the push factor statement consisting of 30 statements. Measurement of factor analysis is done by measuring the existence of intercorrelation level between statement items by looking at KMO-MSA (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's test. From the test results, obtained the value of KMO-MSA of 0.745 which means it has met the above requirements 0.050 and Bartlett's test significance value of 0.000 which has met the requirements under 0.050 so it can be concluded that factor analysis on the push factor (X1) can be used.

Next, a factor extraction of 30 item statements was obtained and Total Variance Explained resulted on the push factor (X1). Of the 30 items of the push factor statement (X1), there are 8 components with an eigenvalue greater than one (1), resulting in 8 new factors that are the reduction of the original statement item. Contribution of factor that is formed equal to 69.492% indicates that new factor formed able to explain equal to 69.492% from item of initial statement.

The next stage is to rotate factors to see the results of grouping each item statement into a new factor. Grouping items on a factor is done by performing a large correlation comparison and seeing the highest factor loading values on each line item in the table. Naming factors are formed by giving the name of factors that can represent the items that make up the factor.

So, the result of the analysis obtained is factor 1 (F1) is a factor consisting of eight statement items, that is looking for something new and interesting (e.g.: festival, events, etc.); have dreams to visit Aceh; visiting places that have never been visited; visit popular tourist attractions in Aceh (e.g.: Tsunami Museum, Monument Zero Kilometer, etc.); visiting historical places; want to see "Tsunami Attraction"; Want to buy a typical souvenir of Aceh. This suggests that factor 1 (F1) is a factor of "Exploration and Fulfillment of Dreams."

Furthermore, factor 2 (F2) is a factor consisting of six statement items, that is meeting a new person; see the way of life of the Acehnese; feel different lifestyles; share travel experience to Aceh to others; recognize the culture of Aceh; deepening knowledge about Aceh history. This shows that factor 2 (F2) is a factor of "Adding Relationships and Knowledge."

Factor 3 (F3) is a factor consisting of six statement items, having fun in Aceh; enhance travel experience; seeking adventure in Aceh; enjoying the landscape in Aceh (e.g. Weh Island, Lok Nga Beach, etc.); trying new foods especially Aceh food (e.g.: Mie Aceh, etc.); spending time with partner, family, and / or friends. This shows that factor 3 (F3) is a factor of "Pleasure and Adventure."

Factor 4 (F4) is a factor consisting of three statement items, that is fulfilling the spiritual needs (tourism as a means of getting closer to Allah SWT); learn and deepen the religion of Islam; thankful for all the blessings and gifts from Allah SWT. This suggests that factor 4 (F4) is a factor of "Fulfillment of Spiritual Needs."

The next factor is factor 5 (F5), a factor consisting of two statement items, which are visiting families in Aceh and returning to their homes (homecoming) in Aceh. This shows that factor 5 (F5) is a factor of "Visiting Family."

Furthermore, factor 6 (F6) is a factor consisting of two item statements, namely a break away moment of stress and daily routine; relax and pamper yourself. This shows that factor 6 (F6) is a factor of "Relaxation."

Factor 7 (F7) is a factor consisting of two statement items, namely raising self-esteem by visiting Aceh and enjoying luxury in Aceh. This suggests that factor 7 (F7) is a factor of "Raising Honor."

Lastly, factor 8 (F8) is a factor consisting of two statement items, which are enjoying marine sports (diving, snorkeling, swimming etc.) in Aceh and traveling on a trip to Aceh. This shows that factor 8 (F8) is a factor of "Sports and Business."

Of the eight factors that formed, there are two factors with the average value of the highest answer worth 4.21 ie factor 1 (Exploration and Fulfillment of Dreams) and factor 3 (Fun and Adventure). Thus, the majority of respondents assigned a high value to each item of statement contained in factor 1 and factor 2.

In addition, from the eight factors formed, we will find the equation of the Push Factor component (X1) by analyzing the table of component score coefficient matrix below.

By looking at the component score coefficient matrix in the table above, it appears that all variables are strongly correlated with component 1 (pushing factor). So, it can be concluded the equation factor X1 in accordance with the general model of factor analysis as follows:

$$X1 = 0,240 X1.1 + 0,232 X1.2 + 0,224 X1.3 + 0,203 X1.4 + 0,141 X1.5 + 0,190 X1.6 + 0,154 X1.7 + 0,181 X1.8$$

So, it can be concluded that there is the most significant indicator on the characteristics of push factors is the exploration and fulfillment of dreams of 0.240 or 24% and on the indicator has eigenvalues value of 3.168 and variance of 39.597% to the motivation of Muslim tourists visiting the province of Aceh.

Based on the analysis, it is found that there is a correlation between the characteristics of drivers to the motivation of Muslim tourists to visit Aceh Province. It is known by factor analysis that proves that the factor loading value of eight variable indicators correlates strongly in one factor.

In the push factor, the most significant factors are exploration and fulfillment of dreams. So, it can be concluded that the motivation that drives the majority of Muslim tourists to visit aceh is to find something new and interesting (e.g.: festivals, events, etc.); have dreams to visit Aceh; want to visit places that have never been visited; visit popular tourist attractions in Aceh (e.g.: Tsunami

Museum, Zero Kilometer monument, etc.); visiting historical places; want to see "Tsunami Attraction"; and Want to buy a typical souvenir of Aceh.

By knowing the dominant factors that encourage Muslim tourists to visit Aceh, the stakeholders of Aceh's halal tourism will be able to identify the wants and needs of Muslim tourists. This identification is done as the basis for making a syariah tourism master plan in Aceh.

#### ***Analysis of Pull Factors Motivation of Muslim Tourists Visiting Aceh***

Factor analysis on the pull factor (X2) is the reduction of items of pull factor statements consisting of 32 statements. The measurement of factor analysis begins with measuring the degree of intercorrelation between item statements by looking at the KMO-MSA (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's test. From the test results, obtained the value of KMO-MSA of 0.827 which means it has met the above requirements 0.050 and Bartlett's test significance value of 0.000 which has met the requirements under 0.050 so it can be concluded that factor analysis on the pull factor (X2) can be used.

Furthermore, a factor extraction of 32 statement items was obtained and Total Variance Explained resulted on the pull factor (X2). Of the 32 items of the pull factor statement (X2), there are 9 components with eigenvalues greater than one (1), resulting in 9 new factors constituting the reduction of the initial statement item. Contribution of factor that formed equal to 71,027% indicate that new factor which formed can explain equal to 71.027% from item of initial statement.

The next stage is to rotate factors to see the results of grouping each item statement into a new factor. So from the analysis results found that factor 1 (F1) is a factor consisting of seven statement items, namely a clean and regular tourist attraction; Aceh has tourist destinations that offer luxury (eg luxury hotels and luxury resorts); Aceh has a quality tourist spot with good facilities; the distance of tourist destinations in Aceh is not too far away; a regular and accessible tourist information system; the object of halal tourism in Aceh has supporting facilities and infrastructure for family activities; cleanliness and comfort of transport and accommodation. This indicates that factor 1 (F1) is a factor of "Quality of Syariah Travel Destinations."

Factor 2 (F2) is a factor consisting of four statement items, namely the locals are attractive and friendly; Aceh is a unique and exciting area because of the acculturation of various tribes and cultures; Aceh is a safe tourist destination; Aceh has a positive tourism image. This shows that factor 2 (F2) is a factor of "Brand Image and Tradition."

The next factor is factor 3 (F3), a factor consisting of three statement items, namely Aceh has historic buildings scattered almost throughout the region; Aceh has special souvenirs that are interesting and easy to find shops; Aceh has a very good traditional / traditional food. This shows that factor 3 (F3) is a factor of "History and Culture."

The next factor formed is factor 4 (F4), a factor consisting of three statement items, namely Aceh has an interesting culture and tradition; Aceh has an interesting history to learn; Aceh has several

"Tsunami attractions" (e.g.: Tsunami Museum and Apung PLTD). This shows that factor 4 (F4) is a factor of "Tourism Variation."

Next is factor 5 (F5), a factor consisting of three statement items, which include Aceh as an area that has an Islamic atmosphere; Aceh has beautiful and historical mosques; Aceh is an area that implements Islamic law. This shows that factor 5 (F5) is a factor of "Islamic Province."

Factor 6 (F6) is a factor consisting of four statement items; Aceh has interesting festivals and events; Aceh has a variety of shopping places; Aceh is a city full of memories; tour and travel companies have an interesting variety of tour packages. This suggests that factor 6 (F6) is a factor of "Fascinating Festivals and Activities."

Furthermore, factor 7 (F7) is a factor consisting of two statement items, namely Aceh has beautiful natural attractions (e.g. Weh Island, Lok Nga Beach, etc.) and Aceh has a very marine sports location (swimming, snorkeling, diving etc.) beautiful. This shows that factor 7 (F7) is a factor of "Nature Tour."

Factor 8 (F8) is a factor consisting of three statement items, namely the prices of affordable needs; supporting facilities for outdoor activities (e.g. outbound, rafting, hiking, etc.); Aceh is an area with economic / business potential. This indicates that factor 8 (F8) is a factor of "Economic Potential."

Finally, factor 9 (F9) is a factor consisting of three statement items: having family / relatives / relatives in Aceh; Aceh is the birthplace; Aceh is an affordable tourist destination from domicile / region of origin. This indicates that factor 9 (F9) is a factor of "Family and Accessibility."

Of the nine new factors formed, there is one factor with the highest average answer value of 4.36 ie factor 5 (Islamic Province). Thus, the majority of respondents gave a high value to each item statement contained in factor 5.

Furthermore, from the nine factors formed, we will find the equations of pull factor (X2) by analyzing the component score coefficient matrix table below. By looking at the component score coefficient matrix in the table above shows that all variables are strongly correlated to component 1 (pull factor). So, it can be concluded the equation factor X2 in accordance with the general model of factor analysis as follows:

$$X2 = 0,185 X2.1 + 0,180 X2.2 + 0,173 X2.3 + 0,156 X2.4 + 0,148 X2.5 + 0,184 X2.6 + 0,137 X2.7 + 0,173 X2.8 + 0,109 X2.9$$

It can be concluded that there is the most significant indicator on the characteristics of towing factor is the indicator of the quality of halal tourism destination (X2.1) of 0.185 or 18.5% and on the indicator has eige values of 4.212 and the variance of 46.801% against the motivation of Muslim tourists visiting Aceh.

Based on the analysis, it is found that there is a correlation between the characteristics of attraction factor on the motivation of Muslim tourists to visit Aceh Province. It is known by factor analysis that proves that the loading factor value of the nine indicator variables correlates strongly in one factor.

In the pull factor found the most meaningful factor that is on the indicator of the quality of halal tourist destination. So it can be concluded that the motivation that attracts the majority of Muslim tourists to visit Aceh is because Aceh has a clean and regular tourist attractions; Aceh has tourist destinations that offer luxury (e.g. luxury hotels and luxury resorts); Aceh has a quality tourist spot with good facilities; the distance of tourist destinations in Aceh is not too far away; a regular and accessible tourist information system; the object of halal tourism in Aceh has supporting facilities and infrastructure for family activities; as well as the cleanliness and comfort of transportation and accommodation.

Therefore, by knowing the pull factors of Muslim tourists visiting Aceh as mentioned above, the stakeholders of Aceh's halal tourism will be able to identify the wants and needs of Muslim tourists. This identification is done as the basis for making master plan to increase competitive competitiveness of halal tourism in Aceh.

#### ***Analysis of Islamic Attributes to the Motivation of Muslim Tourists Visiting Aceh***

The Islamic attributes referred to in this study are the attributes of Islam in Aceh, where each item is an element of halal tourism. Factor analysis on Islamic attributes (X3) is the reduction of Islamic attribute statement items consisting of 18 statements. Measurement of factor analysis is done by measuring the existence of intercorrelation level between statement items by looking at KMO-MSA (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) and Bartlett's test. From the test results, obtained KMO-MSA value of 0.874 which means it has met the above requirements 0.050 and Bartlett's test significance value of 0.000 which has met the requirement that is below 0.050 so it can be concluded that factor analysis on Islamic attributes (X3) can be used.

Furthermore, the extraction factor of 18 items statement and obtained the result of Total Variance Explained on Islamic attribute factor (X3). Of the 18 items of Islamic attribute statements (X3), there are 3 components with an eigenvalue greater than one (1), so that 3 new factors are formed which are the reduction of the original statement item. Contribution of factors that formed 67,201% indicate that new factor that formed can explain equal to 67.201% from item of initial statement.

The next stage is to rotate factors to see the results of grouping each item statement into a new factor. So from the analysis results obtained the result that factor 1 (F1) is a factor consisting of eight items statement, namely the Government of Aceh prohibits channels that contain elements of pornography; The Government of Aceh prohibits alcoholic drinks (khamar); The Government of Aceh prohibits gambling activities (maisir); the wearing of Islamic Shari'a attire for hotel and restaurant staff; Muslims are required to wear clothing that covers aurat (eg hijab) in public places; non-Muslims are required to wear polite attire in public places; The Government of Aceh prohibits

prostitution; The Government of Aceh prohibits nasty deeds (khalwat). This indicates that factor 1 (F1) is a factor of "Qanun Aceh."

The "Qanun Aceh and Syariat Islam" factors are related to the enforcement of Islamic Shari'a in Aceh through qanun instruments. Besides the spiritual dimension of Islam, the items on these factors are also social norms known by the Indonesian people in particular and the "east" society in general. So, these items are common and can be understood and accepted by the public.

Furthermore, factor 2 (F2) is a factor consisting of seven statement items, namely the existence of a mosque that is easy to find and clean in Aceh; the existence of praying room (prayer facility / room for prayer) at tourist location, airport, shopping center, hotel, conference room, garden, etc. .; the sound of the call to prayer to indicate the time of prayer; placement of Qibla directions in hotel rooms; availability of clean and holy water in toilets tourist sites, airports, shopping centers, hotels, parks, etc. .; availability of halal food at tourist sites, airports, shopping centers, hotels, parks, etc. .; availability of separate halal kitchens with non-halal kitchens in hotels and restaurants. This shows that factor 2 (F2) is a factor of "Facilities of Prayer and Halal Food."

Finally, factor 3 (F3) is a factor consisting of three statement items, namely the provision of the Qur'an in every hotel room; a separate area for women on the beach; a hotel that has a separate swimming pool and gym for men and women. This suggests that factor 3 (F3) is a factor of "Availability of the Qur'an and Islamic Entertainment."

Of the three new factors formed, there is one factor with the highest average score of 4.32 ie Factor 2 (Prayer and Halal Food Facilities.) So, the majority of respondents give high value to each item of statement contained in factor 2.

Furthermore, from three factors that formed, will get equation component of Islam attribute (X3) by analyzing component score coefficient matrix table below. Based on the component score coefficient matrix table above, it is seen that all variables are strongly correlated to component 1 (Islamic attributes). So, it can be concluded the equation of factor X3 according to general model of factor analysis as follows:

$$X3 = 0,405 X3.1 + 0,394 X3.2 + 0,392 X3.3$$

So, it can be concluded that there is the most meaningful indicator on Islamic attribute characteristic that is qanun Aceh (X3.1) indicator is 0,405 or 40,5% and in that indicator has eigenvalues value 2,116 and variance value 70,531% to motivation of Muslim tourist visit Aceh Province.

Based on the analysis, it is found that there is a relationship between the characteristics of Islamic attributes to the motivation of Muslim tourists to visit Aceh Province. It is known by factor analysis that proves that the factor loading values of the three variable indicators are strongly correlated in one factor.

On the other hand, in the variable attributes of Islam in this study, found the most significant factor that is on Aceh qanun indicators. So, it can be concluded that qanun Aceh positively influence the motivation of the majority of Muslim tourists who visit Aceh. The Aceh Qanun is limited to a number of things related to halal tourism, for example the Aceh Government prohibits channels containing elements of pornography; The Government of Aceh prohibits alcoholic drinks (khamar); The Government of Aceh prohibits gambling activities (maisir); the wearing of Islamic Shari'a attire for hotel and restaurant staff; Muslims are required to wear clothing that covers aurat (eg hijab) in public places; non-Muslims are required to wear polite attire in public places; The Government of Aceh prohibits prostitution; and the Government of Aceh prohibits nasty deeds (khalwat).

## **Conclusion and Suggestion**

### ***Conclusion***

Based on the results of the study, there are 8 (eight) dominant factors in the push factors, namely Exploration and Fulfillment of Dreams, Adding Relationships and Knowledge, Fun and Adventure, Fulfilling Spiritual Needs, Visiting Family, Relaxation, Increasing Honor, and Sports and Business. Furthermore, there are 9 (nine) dominant factors in pull factor variable, namely Quality of Halal Travel Destination, Brand Image and Tradition, History and Culture, Variation of Tourism, Province of Islami, Festivals and Activities, Nature, Economic and Family Potential and Accessibility. Finally, the attribute variable of Islam found 3 (three) dominant factors, namely Qanun Aceh, Halal Food and Shalat Facilities, and Availability of Al-Qur'an and Islamic Entertainment. By knowing the dominant factors in each of these variables, the stakeholder of Aceh's halal tourism will be able to identify the wants and needs of Muslim tourists. This identification is carried out as the basis for making master plan to improve competitiveness competitiveness of Aceh tourism so that the vision of Aceh as a leading tourist destination of halal in Southeast Asia in 2020 can be realized.

### ***Suggestion***

In this study, the authors would like to suggest:

1. For the next researcher to add a more complete indicator especially on the variable attribute of Islam in order to be able to analyze halal tourism more factual. In addition, a further analysis of the relationship of the three variables studied to Muslim traveler satisfaction in order for the research could have a broader positive impact.
2. For halal tourism businessmen to pay attention to the dominant factors of each variable of motivation, so that the business can accommodate the wants and needs of Muslim tourists who want to travel halal
3. For the Government of Aceh to pay attention to the dominant factors in the variable push factors, pull factors and attributes of Islam as the basis of policy making in the field of halal tourism. Furthermore, improving the supporting facilities to further improve the quality of halal tourism destination and create and legalize a special qanun about syariah tourism.

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