

Peran involvement in halal destination terhadap halal destination brand equity: Studi kasus Lombok = The role of involvement in halal destination on halal destination brand equity: Case study of Lombok

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Abstrak

Seiring dengan meningkatnya populasi umat Islam, semakin besar peluang untuk mengembangkan konsep pariwisata halal. Indonesia mulai menerapkan konsep pariwisata halal sejak tahun 2012 di mana Lombok merupakan salah satu wilayah yang dipilih Kementerian Pariwisata Republik Indonesia untuk dikembangkan pariwisata halalnya. Penelitian ini dilakukan untuk mengetahui hubungan antara keterlibatan wisatawan Muslim di Lombok terhadap halal destination brand equity Lombok yang terdiri dari brand awareness, brand image, brand quality, brand value, dan brand loyalty dengan menggunakan konsep customer-based brand equity. Peneliti mengolah data dengan metode Structural Equation Model pada SmartPLS 3.0 di mana pengambilan datanya menggunakan teknik self-administrated questionnaire kepada responden dengan kriteria WNI beragama Islam dan pernah mengunjungi Lombok dalam 5 tahun terakhir. Hasil dari penelitian ini menunjukkan bahwa keterlibatan wisatawan Muslim di Lombok memiliki pengaruh positif terhadap halal destination brand equity Lombok sehingga hasil tersebut dapat dijadikan referensi bagi pelaku industri pariwisata agar dapat mengembangkan Lombok sebagai destinasi wisata halal unggulan di Indonesia.

.....Along with the increasing Muslim population, the greater the opportunity to develop the concept of halal tourism. Indonesia began to apply the concept of halal tourism since 2012 in which Lombok is one of the regions chosen by the Ministry of Tourism of the Republic of Indonesia to develop halal tourism. This study was conducted to determine the relationship between the involvement of Muslim tourists in Lombok to Lombok's halal destination brand equity consisting of brand awareness, brand image, brand quality, brand value, and brand loyalty by using the concept of customer-based brand equity. The researcher processed the data using the Structural Equation Model method in Smart PLS 3.0 where the data was collected using a self-administrated questionnaire technique to respondents with criteria of Indonesian citizen, Muslim, and had visited Lombok in the last 5 years. The results of this study indicate that the involvement of Muslim tourists in Lombok has a positive influence on halal destination brand equity in Lombok so that these results can be used as a reference for tourism industry players to develop Lombok as a leading halal tourism destination in Indonesia.</p>