



The Influence of Serambi Mekkah City and Halal Tourism on Visiting Decisions in Banda Aceh City

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ABSTRACT

City Branding is one of the urban marketing strategies that plays an important role in attracting tourists, especially in the context of developing halal tourism Banda Aceh City, known as the Veranda of Mecca (Serambi Mekkah), has great potential as a halal tourism destination aligned with Islamic values. This study aims to analyze the influence of Serambi Mekkah City Branding and Halal Tourism on tourists' visiting decisions to Province Aceh. This research employs a quantitative approach using multiple linear regression analysis. Data were collected from 100 respondents 40 through direct questionnaire distribution and 60 through online surveys using purposive sampling techniques. The results show that City Branding has a positive and significant effect on visiting decisions. Halal Tourism also has a positive and significant effect on visiting decisions. Simultaneously, both variables significantly influence visiting decisions with a contribution of 50.2%, while the remaining percentage is influenced by other factors outside the scope of this research model.

Keywords: City Branding, Halal Tourism, Visiting Decision.

Introduction

The tourism industry has been recognized as an important economic sector in driving national economic development in various countries, including Indonesia. Its contribution to the gross domestic product (GDP) and foreign exchange earnings makes it a key focus in economic development initiatives. Recent data show that the contribution of tourism to Indonesia's economy has experienced fluctuations over the past five years, as presented in Table 1.1.

Table 1
The Contribution of Tourism to the Economy

Year	PDB (%)	Source	Foreign Exchange Earnings (USD Miliar)	Source
2018	4,91 %	BPS TSA 2018-2022	16,43	BPS Devisa 2018-2022
2019	4,97 %	BPS TSA 2018-2022	16,91	BPS Devisa 2018-2022
2020	2,23 %	BPS TSA 2018-2022	3,31	BPS Devisa 2018-2022



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2021	2,30 %	BPS TSA 2018–2022	0,54	BPS Devisa 2018–2022
2022	3,72 %	BPS TSA 2018–2022	7,03	BPS Devisa 2018–2022
2023	-		14,00	Kemenparekraf
2024	-		12,63	Kompas – Kemenparekraf 2024

Sumber data: BPS (2018-2022) dan Kemenparekraf (2024)

Data from BPS and the Ministry of Tourism and Creative Economy (Kemenparekraf) indicate that the contribution of the tourism sector to Indonesia’s economy has fluctuated over the past five years. In 2018 and 2019, the tourism sector contributed 4.91% and 4.97% to the national GDP, respectively, with high foreign exchange earnings exceeding USD 16 billion. However, the situation changed drastically during the Covid-19 pandemic. In 2020, the GDP contribution dropped to 2.23%, while foreign exchange earnings fell to USD 3.31 billion. The year 2021 did not show significant recovery, with foreign exchange earnings amounting to only USD 0.54 billion and a GDP contribution of 2.30%.

In today’s global tourism industry, efforts to build and maintain a positive destination image—such as promoting and strengthening a city’s brand (City Branding) and developing attractive tourism offerings—have become a primary focus for achieving sustainability in the tourism sector. One of the fastest-growing segments globally is halal tourism.

The City Branding strategy is a form of city marketing aimed at building a distinctive image and identity for a specific region. This initiative is designed to enhance the region’s attractiveness, thereby drawing the attention of both tourists and investors (Alvianna et al., 2022). The concept involves efforts to highlight a city’s positive values, culture, history, and uniqueness, which ultimately can increase its appeal and influence visitors’ decisions (Anwar, 2021).

Alongside the growth of global tourism, halal tourism has emerged as an important segment focusing on meeting the needs of Muslim travelers. Halal Tourism is defined as a form of tourism that provides services and facilities in accordance with Sharia principles, such as halal food, accessible prayer facilities, Muslim-friendly services, and Sharia-compliant accommodations (Battour & Ismail, 2016).

Literature Review

The literature review should give a brief but critical summary of major papers relevant to the study issue. Rather than just recounting past work, this section should examine and synthesize existing findings, highlighting trends, contradictions, and areas of disagreement in the literature. Authors are urged to identify theoretical viewpoints and methodological techniques employed in previous research, as well as any limits or gaps that remain unresolved. The discussion should



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show how the present study fits into the larger academic field and how it adds to the advancement of knowledge, theory, or practice in the subject being investigated.

The Province of Aceh possesses great potential, with its special authority in implementing Islamic law, to enhance the development of halal tourism. The title *Serambi Mekkah* (*Veranda of Mecca*) given to Aceh reflects its strategic role in the early spread of Islam in the Indonesian archipelago and serves as a strong identity that distinguishes it from other provinces in Indonesia. This identity is not merely symbolic but is integrated into various aspects of daily life (Dhuhri, 2017).

The implementation of Islamic law in Banda Aceh is supported by strong regulations, such as Aceh Qanun No. 8 of 2013 concerning Tourism and the Mayor of Banda Aceh Decree No. 17 of 2016 on the Implementation of Halal Tourism. These regulations govern ethical considerations related to modest clothing, the prohibition of illicit relationships (*khalwat*), and the supervision of entertainment venues to ensure compliance with Sharia principles. Specifically, the City Branding “*Serambi Mekkah*” is reinforced through the enforcement of these Qanun, creating an Islamic image and social environment rich in Islamic values and Acehnese customs, thus fostering a comfortable and conducive atmosphere for Muslim tourists.

Data from the Banda Aceh City Tourism Office in 2024, indicate a change in the number of tourists. In 2018, there were 372,503 domestic tourists and 20,897 international tourists; however, due to the Covid-19 pandemic, these numbers dropped drastically to 140,557 domestic tourists and 3,244 international tourists in 2020. Although signs of recovery appeared—with an increase in 2021 to 251,636 domestic tourists and 200 international tourists, followed by continued growth each year—the rise was still not significant enough to restore the pre-pandemic figures. In 2023, the numbers further increased to 355,251 domestic tourists and 26,778 international tourists. This trend indicates fluctuations in the number of tourists visiting Banda Aceh over the past six years (Dinas Pariwisata, 2024).

The phenomenon observed in this study shows that although Indonesia ranks among the top global halal tourism destinations—as evidenced by the 2024 Global Muslim Travel Index (GMTI)—the realization of tourist visits to Banda Aceh City has not fully recovered since the pandemic. Based on data from the Banda Aceh City Tourism Office in 2024, fluctuations in tourist arrivals have occurred over the past six years, with the 2024 figures still below pre-pandemic levels, despite showing annual growth (Dinas Pariwisata, 2024). This condition indicates the need for a more effective “*Serambi Mekkah*” City Branding strategy and strengthening of the Halal Tourism concept to encourage increased tourist visits to Banda Aceh City.



Methods

This study used a quantitative survey method with a structured questionnaire. The study population was domestic tourists who had visited or were currently visiting Banda Aceh City within the past two years. A sample of 100 respondents was selected through purposive sampling, taking into account adult age, minimum high school education, and travel experience. The validity and reliability of the instrument were statistically tested ($r_{count} > r_{table}$, Cronbach's Alpha > 0.8 for all variables). Classical assumptions (normality, multicollinearity, heteroscedasticity) were met.

Data analysis was conducted using multiple linear regression. The model used to determine the significant effect of City Branding (X_1) and Halal Tourism (X_2) on the decision to visit (Y), both partially (t-test) and simultaneously (F-test). The coefficient of determination (R^2) measures the model's contribution to the variability of tourists' decision to visit.

Result and Discussion

This study analyzes the influence of Serambi Mekkah City Branding and Halal Tourism on tourist visit decisions in Banda Aceh using a quantitative approach. Data were obtained from 100 respondents, the majority of whom were aged 17–25 years (68%), female (54%), had a high school education (75%), and had visited more than five times (58%). The population was taken from the average number of tourists to Banda Aceh in the past six years. The sampling technique used purposive sampling with the criteria being adults, at least a high school education, and having visited before.

1. Data validity test

All indicators in the research variables have undergone data validity testing, and the results show that each question item in each variable is declared valid, as shown in Table 2.

Table 2.
Data Validity Test

Pertanyaan	r hitung	r tabel	Keterangan
X _{1.1}	.673	.196	Valid
X _{1.2}	.661	.196	Valid
X _{1.3}	.713	.196	Valid
X _{1.4}	.595	.196	Valid
X _{1.5}	.700	.196	Valid
X _{1.6}	.783	.196	Valid
X _{1.7}	.780	.196	Valid
X _{1.8}	.787	.196	Valid
X _{1.9}	.726	.196	Valid
X _{1.10}	.710	.196	Valid
X _{2.1}	.677	.196	Valid



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X _{2.2}	.705	.196	Valid
X _{2.3}	.818	.196	Valid
X _{2.4}	.827	.196	Valid
X _{2.5}	.880	.196	Valid
X _{2.6}	.857	.196	Valid
X _{2.7}	.791	.196	Valid
X _{2.8}	.772	.196	Valid
Y1	.814	.196	Valid
Y2	.878	.196	Valid
Y3	.870	.196	Valid
Y4	.837	.196	Valid
Y5	.846	.196	Valid
Y6	.867	.196	Valid

Sumber: Data primer (diolah SPSS,24)

Based on the results presented in Table 2, all questions have a correlation coefficient value (calculated r) greater than the critical table r value of 0.196. This indicates that each question item correlates significantly with the total score of its respective variable, confirming that all questions are valid and worthy of further analysis.

2. Reliability Test

Reliability testing in this study aims to assess the extent to which measurement consistency can produce the same or stable results when carried out repeatedly on the same subject, as shown in Table 3.

Table 3.
 Data Reliability Test

Variabel	Cronbach Alpha	Keterangan
City Branding (X ₁)	.893	Reliabel
Halal Tourism (X ₂)	.915	Reliabel
Keputusan Berkunjung (Y)	.922	Reliabel

Sumber: Data primer (diolah SPSS,24)

Based on the results presented in Table 3, all variables have Cronbach's Alpha values greater than 0.70, which indicates that the instruments used in this study are reliable. This means that the items measuring each variable consistently produce stable results when tested multiple times, confirming the internal consistency of the measurement indicators.

3. Partial Hypothesis Test

The partial hypothesis test, or t-test, is used to examine the effect of each independent variable individually on the dependent variable. This test aims to determine whether each

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independent variable significantly influences the dependent variable in the research model, as seen in Table 4.

Table 4.
Partial Hypothesis Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.304	2.364		0.975	.332
	City Branding (X1)	.203	.062	.278	3.286	.001
	Halal Tourism (X2)	.414	.067	.520	6.145	.000

Sumber: Data primer (diolah SPSS,24)

The data can be interpreted as indicating that:

- a. City Branding (X1) influences tourists' visit decisions. The calculated t-value is greater than the t-table, namely $3.286 > 1.660$ with a significance value of $0.001 < 0.05$. This means that the null hypothesis (Ho) is rejected and the alternative hypothesis (H1) is accepted. Therefore, it can be concluded that City Branding has a significant influence on the decision to visit Banda Aceh City.
- b. Halal Tourism (X2) influences tourists' visit decisions. The calculated t-value is greater than the t-table, namely $6.145 > 1.660$ with a significance value of $0.000 < 0.05$. Therefore, Ho is rejected and H1 is accepted, indicating that Halal Tourism has a significant influence on the decision to visit Banda Aceh City.

This explanation strengthens the interpretation that both independent variables partially have a significant influence on tourists' visit decisions, in accordance with the standard t-test in quantitative research.

4. Simultaneous Hypothesis Test

This study has conducted a simultaneous test with the aim of seeing the influence of the two independent variables on the dependent variable simultaneously as can be seen in Table 5.

Table 5.
Simultaneous Hypothesis Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	887.967	2	443,984	48.900	.000 ^b
	Residual	870.783	97	8,977		
	Total	1748.750	99			

a. Dependent Variable: Y



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b. Predictors: (Constant), X₂, X₁

Sumber: Data primer (diolah SPSS,24)

The significance (Sig.) is 0.000, which is smaller than 0.05. This indicates that simultaneously the City Branding (X₁) and Halal Tourism (X₂) variables have a significant effect on the visiting decision variable (Y). In other words, both independent variables together have a significant influence in influencing tourists' visiting decisions in Banda Aceh City. Therefore, the null hypothesis (H₀) which states that there is no simultaneous influence between the independent variables on the dependent variable is rejected, and the alternative hypothesis (H₁) is accepted.

5. Hypothesis Test of Determination Coefficient (R²)

The purpose of testing the coefficient of determination in this study is to determine how much influence the independent variable has on the dependent variable. This can be seen in Table 6.

Table 6.
 Simultaneous Hypothesis Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709 ^a	.502	.492	2.996

a. Predictors: (Constant), x₂, x₁

Sumber: Data primer (diolah SPSS,24)

The R Square value of 0.502 or 50.2% means that the two independent variables in this study, City Branding and Halal Tourism, together have a 50.2% influence on the dependent variable, the decision to visit. In other words, this regression model is able to explain approximately 50.2% of the variation in the observed decision to visit. Meanwhile, the remaining 49.8% is influenced by other factors outside these two variables, which can be other variables or conditions not included in this research model. This indicates that although the influence of City Branding and Halal Tourism is quite significant, there are still other influences that need further research to understand the overall factors that influence the decision to visit

Discussion

1. Pengaruh *City Branding* Serambi Mekkah Terhadap Keputusan Berkunjung di Kota Banda Aceh

Based on the findings of the statistical test results conducted in this study, it was found that the influence of City Branding Serambi Mekkah on multiple linear regression testing as the X₁ coefficient was 0.203, if the City Branding variable increases, while other variables are fixed, then the Visiting Decision variable (Y) will increase by 0.203 or 20.3%. So the better City Branding is, the more it influences the tourist's visiting decision. Based on the t-test and

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simultaneous test (f), in the Partial test (t) it can be seen that the calculated t value $>$ t table ($3.286 > 1.660$), while the significant value is $0.001 > 0.05$. So H_0 is rejected and H_1 is accepted with the conclusion that City Branding has a significant influence on the Visiting Decision in Banda Aceh City.

The results of this study also align with research conducted by Pratama et al. (2021), which showed a direct and significant influence of city branding on city image. They also found that the city's brand name had a direct and significant influence on the decision to visit. This contrasts with the research by Ramadhan et al. (2015), which found that city branding had an insignificant influence on the decision to visit. Previous research findings reinforce the findings of this study, which show that city branding has a significant influence on the decision to visit. This study, in accordance with the theory, demonstrates that the marketing of Serambi Mekkah City Branding as a tourism promotion for Banda Aceh City influences the decision to visit Banda Aceh City.

2. The Influence of Halal Tourism on Visit Decisions in Banda Aceh City

The results of statistical testing in this study found that Halal Tourism in the multiple linear regression test coefficient X_2 was 0.414, if the Halal Tourism variable increased, while other variables remained constant, then the visiting decision variable (Y) would increase by 0.414 or 41.4%. So the better Halal Tourism is, the more it influences tourists' visiting decisions. Based on the t-test and simultaneous test (f), in the Partial test (t) found the calculated t value $>$ t table ($6.145 > 1.660$) and a significant value of $0.000 < 0.05$. So H_0 is rejected and H_1 is accepted with the conclusion that Halal Tourism has a significant influence on visiting decisions in Banda Aceh City.

The findings are similar to those of Nasution et al. (2023), who found that halal tourism has a positive and significant influence on tourists' decision to visit. This means that previous research is similar to this study, namely that halal tourism, as an existing tourism trend, influences tourists' decisions to visit Banda Aceh City.

3. The Influence of Serambi Mekkah City Branding and Halal Tourism on Visit Decisions in Banda Aceh City

To examine the simultaneous influence of City Branding and Halal Tourism, a simultaneous hypothesis (F) test is required to determine the extent of the influence of both variables simultaneously or jointly. The simultaneous F test results yielded a value of 0.502, or 50.2%. This indicates that both variables, City Branding and Halal Tourism, simultaneously influence the dependent variable, the decision to visit (Y).



This study found that both independent variables simultaneously influence the dependent variable, the decision to visit. This finding represents an update to the research, as previous research has not examined both variables together.

Conclusion

This study concludes that City Branding based on cultural, religious, and historical values through the concept of Serambi Mekkah and Halal Tourism supported by the implementation of Qanun and the Islamic culture of Acehese society, has a significant influence on tourists' decisions to visit Banda Aceh City. Simultaneously, these two variables contributed 50.2% with a significance value of $0.00 < 0.05$, which indicates that branding and development of halal tourism play an important role in attracting tourists to visit this city.

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