

# Halal Tourism Model Based On Local Wisdom In Bukit Lawang As One Of The Branding Efforts Towards Excellent Primadona North Sumatra

Pantun Harianja<sup>1</sup>, Fuji Rahmadi<sup>2\*</sup>, Rusiadi<sup>3</sup>, Ade Novalina<sup>4</sup>, Lia Nazliana Nasution<sup>5</sup>,  
Suhendi<sup>6</sup>, Diwayana Putri Nasution<sup>7</sup>

<sup>1</sup> Student of the Master of Management Study Program, Universitas Pembangunan Panca Budi, Indonesia  
<sup>2,3,4,5,6,7</sup> Lecturers of the Master of Management Study Program, Universitas Pembangunan Panca Budi, Indonesia

\*Corresponding Author:

Email: [fujirahmadi@dosen.pancabudi.ac.id](mailto:fujirahmadi@dosen.pancabudi.ac.id)

## Abstract.

The purpose of this research is to find a model of amenity formulation, word of mouth and halal knowledge on halal tourism brand image and tourist satisfaction. The method of analysis in the first year in this study used the approach SEM (Structural Equation Modeling) in building the concept of attractiveness, accessibility and tourism awareness in increasing tourist loyalty through out-of-school education. While in the second year, namely the application of a youth-based out-of-school education model in creating a Tangkahan brand image to be excellent in North Sumatra. The results of the study show that 1) Direct amenity has a positive influence and significant to the brand image in Bukit Lawang. 2) Directly the word of Mouth has a positive and insignificant effect on the brand image of Bukit Lawang. 3) Halal knowledge has a positive influence and significant effect on tourist satisfaction in Bukit Lawang. 4) A mentality directly has a positive influence and significant effect on tourist satisfaction in Bukit Lawang. 5) Directly the word of Mouth has a positive and insignificant effect on tourist satisfaction in Bukit Lawang. 6) Halal knowledge directly has a positive and positive effect significant effect on tourist satisfaction in Bukit Lawang. 7) Indirectly brand image has a significant role in mediating amenity to tourist satisfaction in Bukit Lawang. 8) Indirectly brand image has a significant role in mediating the word of mouth on tourist satisfaction in Bukit Lawang. 9) Indirectly brand image has a significant role in mediating halal knowledge on tourist satisfaction in Bukit Lawang.

**Keywords:** Image, Satisfaction, Halal Tourism and SEM.

## I. INTRODUCTION

North Sumatra is one of the provinces in Indonesia that has a lot of potential for world-class tourism objects. The high contribution of the tourism sector can be seen in the indicator that there is an increase in tourist destination visits. The following is data on tourist visits in North Sumatra Province:

**Tabel 2. Total Kunjungan Wisata di Provinsi Sumatera Utara**

No	Tahun	Wisata Mancanegara	Wisata Domestik	Jumlah
1	2015	375.166	31.432.080	31.807.246
2	2016	375.166	36.899.776	37.478.700
3	2017	781.107	40.118.470	40.899.577
4	2018	781.107	48.943.607	49.620.775
5	2019	691.699	57.900.863	58.592.562
	Total	3.104.064	215.294.796	218.398.860

Sumber : Badan Pusat Statistika Provinsi Sumatera Utara, 2019

Based on the table above, it is shown that in 2015 up to In 2019, the level of tourist visits in North Sumatra Province experienced quite a noticeable improvement. The increase in the number of visitors makes people around the tourist area get a lot of opportunities to increase their income through business activities carried out or opened in tourist areas such as cafes , restaurants, and stalls that provide food and drinks. This condition is part of the community's efforts to improve the economy in the form of small businesses by utilizing government tourism development. The impact of the development of tourism which has social impacts such as increasing community abilities, community creativity, changes in daily work and changes in norms or habits that occur in the surrounding community. The economic impact that occurs is the absorption of labor, encouraging entrepreneurial activity and increasing the income of local communities. The development of sustainable tourism is not only the responsibility of the government, but the community

takes an active role in creating tourism places that are attractive to visit. Things that must be done by the community to reach tourist areas are by preserving nature, promoting the characteristics of each region in order to attract the attention of tourists to visit. The development of sustainable tourism can have both positive and negative impacts and have an impact on the surrounding environment, especially for the community around the tourism area.

Bukit Lawang is one of the mainstay tourist attractions in Langkat Regency, North Sumatra Province. Tangkahan is known for its natural beauty in the form of rivers and elephant conservation. To get the number of tourists there is of course not only focused on natural beauty and elephant conservation. Many things need to be addressed in creating the impression of halal tourism in Bukit Lawang to become the prima donna of tourist attraction destinations in North Sumatra. The main problem in this research is the lack of public awareness of Bukit Lawang friends to create halal tourism. Provision of worship facilities such as prayer rooms and typical Muslim restaurants as well as syar'i services. Given that the Bukit Lawang area is predominantly non-Muslim. The next problem is the perception of the existing community that they do not understand the meaning of halal tourism. The next problem is that many SMEs in Bukit Lawang feel confused about how to provide halal products and services while they themselves are non-Muslims. The purpose of the study was to find a model of amenity formulation, word of mouth and halal knowledge on the brand image of halal tourism and tourist satisfaction. The urgency of this research is very important, where prediction models/formulas and leading indicators are found in predicting the model to increase the brand image of halal tourism and tourist satisfaction with the SEM model approach.

## II. THEORETICAL BASIS

### **Brand Image**

Brands attached to products or services must of course be built sustainably [1] . It takes the right strategy in building a product or brand image [2] . Building a strong destination image is a goal that all tourism developers or managers in Indonesia want to achieve [3] . The image of a destination that offers exotic views and feelings is very natural, starting from the beautiful scenery, warm climate to the people who have a culture that is friendly to tourists or visitors [4] . Often managers create special artificial scenery locations to take pictures for visitors [5] . The image of the existing destination is closely related to the trust of a visitor [6] . The results of previous studies stated that a good brand image can increase the interest of visitors to come for tours [7] [8] [9] .

### **Satisfaction**

Tourist satisfaction is important in destination marketing because it affects destination choice, consumption of goods and services, number of repeat visits, word of mouth publicity, and destination loyalty [10] . Tourist satisfaction can be determined by the comparison of tourists about their expectations of a destination and the perceived evaluative experience at the destination [11] . An understanding of tourist satisfaction is a basic tool for evaluating the performance of destination products and services [12] . Therefore, monitoring tourist satisfaction is an important task for the authorities/destination planners to obtain feedback and detect problems that cause tourist dissatisfaction which may have a negative impact on future visits [13] . Therefore, an assessment of tourist satisfaction with respect to island destinations can help destination managers adjust their efforts to improve tourists' travel experiences and develop effective destination marketing strategies [14]. [15] .

### **Amenity**

Visitors expect the destination manager to provide supporting facilities such as convenient parking, musollah toilets [16] . In addition, the existence of lodging, children's play locations are very supportive for visitors to choose tourist locations [17] . It aims to make visitors feel comfortable [18] . Especially for restaurants or restaurants in certain areas, it is very difficult to find halal food [19] . This is because the people in the area are predominantly non-Muslim. So that providing halal restaurants is not a major concern [20] . The results of previous studies stated that amenities had a positive and significant effect on visitor interest [21] [22] .

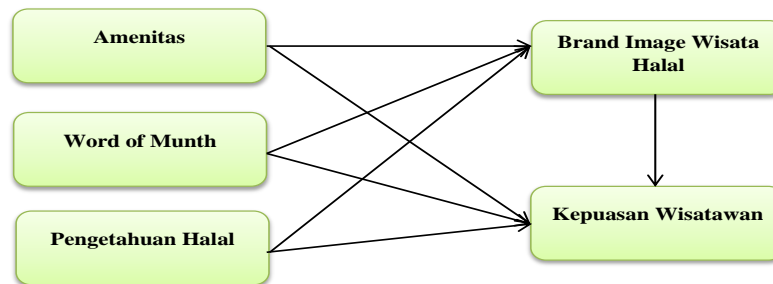
### Word of Mout

Marketing through the word of mouth method or word of mouth marketing begins when an individual begins to talk about an idea about a product or service that he has used to other people [23] . Word of mouth is a marketing effort that triggers consumers to talk about, promote, recommend, and sell products or brands to others. Word of mouth is communication from person to person about a particular product, service, or company [24] . Word of mouth is information about products that are distributed by individuals to other individuals. Word of mouth communication refers to the exchange of comments, thoughts or ideas between two or more consumers, neither of which is a source of marketing [25] .

### Halal Knowledge

Knowledge of a product is very important for consumers in making decisions. Knowledge contributes to buying behavior, seeking information on products consumed, and evaluating a product [26] . Consumers have their own perception of the halal and haram of a product. Consumers who have broad knowledge will evaluate the brand better when in presenting information or brand attributes they have clear product information [27] . Muslim consumers will distinguish the halal logo before making a purchase because of the availability of a variety of halal logos and this underlies this research to focus on Muslim consumers [28] . Knowledge of halal products is important for Muslim consumers because it determines the possibility of acceptance or rejection of a product during the buying decision process [29].

The conceptual framework for research using the SEM model is as follows:



Gambar 1. Kerangka Konseptual Model SEM

The first year hypothesis in this study is that there is a positive influence of amenities, word of mount and halal knowledge on halal tourism brand image and tourist satisfaction.

### III. METHODS

This research approach is quantitative with the *Structural model Equation* and path analysis on employee performance . The research approach is able to predict the improvement of the employee performance application model [30] . The population in this study is every visitor who comes to Bukit Lawang. The sampling technique used was accidental sampling. So the researchers set 250 visitors who come and vacation in terms of organizational activities. Data collection techniques used are:

1. List of questions ( *Questioner* ), is a method of collecting data by making a list of questions in the form of a questionnaire addressed to respondents.
2. Documentation study is studying the existing data in the company and related to this research.

Data analysis using *Structural model Equation Modeling (SEM)* year 1 is as follows:

$$\text{Equation I : } Y_1 = PY_1 X_1 + PY_1 X_2 + Y_1 X_3 + \epsilon_1$$

$$\text{Equation II : } Y_2 = PY_2 X_1 + PY_2 X_2 + PY_2 X_3 + PY_2 Y_1 + \epsilon_2$$

Information:

$X_1$  = Amenity ( *Exogenous Variable* )

$X_2$  = Word of Munth ( *Exogenous Variable* )

$X_3$  = Halal Knowledge ( *Exogenous Variable* )

$Y_1$  = Brand Image of Halal Tourism ( *Intervening Variable* )

$Y_2$  = Tourist Satisfaction ( *Endogenous Variable* )

P = Path Regression Coefficient

$\epsilon$  = Number of variants ( $\epsilon = 1 - R^2$ )

## IV. RESULTS AND DISCUSSION

### RESULTS

#### 4.1.1 Descriptive Statistical Analysis

Descriptive statistical analysis is used to provide an overview or description in terms of the frequency of data from each variable. Descriptive statistics provide an image of the variables in the study seen from the average value ( *mean* ), standard deviation, maximum and minimum values (Ghozali, 2011) . The results of descriptive statistical analysis data can be seen in the table below:

**Table 3.** Descriptive Statistical Analysis Test

	<i>Descriptive Statistics</i>				
	<i>N</i>	<i>Min</i>	<i>Max</i>	<i>mean</i>	<i>Std. Deviation</i>
AM1	140	1,000	5,000	4.085	0.951
AM2	140	1,000	5,000	4.156	0.838
AM3	140	1,000	5,000	3.806	0.868
AM4	140	1,000	5,000	3.813	0.974
AM5	140	1,000	5,000	3,670	1.064
WM1	140	1,000	5,000	4.129	0.801
WM2	140	1,000	5,000	4.093	0.852
WM3	140	1,000	5,000	3,621	0.914
WM4	140	1,000	5,000	3,613	0.845
PH1	140	2,000	5,000	4.769	0.959
PH2	140	2,000	5,000	3.428	0.960
PH3	140	2,000	5,000	3.616	0.942
PH4	140	2,000	5,000	3.219	0.927
BI1	140	2,000	5,000	3.850	0.871
BI2	140	1,000	5,000	3.264	1.052
BI3	140	1,000	5,000	3,793	0.966
BI4	140	1,000	5,000	3.125	0.941
KW1	140	2,000	5,000	3.821	0.839
KW2	140	1,000	5,000	3.850	0.852
KW3	140	2,000	5,000	4.150	0.811
KW4	140	2,000	5,000	3.929	0.926
KW5	140	1,000	5,000	3.879	1.011

*Source: Research Data Processed 2021*

#### Analysis of the Measurement Model (*Outer Model*)

##### *Convergent Validity*

To test *convergent validity* , the *outer loading* or *loading factor values* are used . An indicator is declared to meet *convergent validity* in a good category if the value of the *outer loading* or *loading factor* > 0.7. *Convergent validity* results can be seen in the table below:

**Table 3.** *Convergent Validity*

Variable	Indicator	<i>Outer Loading</i>
Amenity (X1)	AM1	0.720
	AM2	0.832
	AM3	0.850
	AM4	0.723
	AM5	0.756
Word of Mount (X2)	WM1	0.838
	WM2	0.884
	WM3	0.872

	WM4	0.786
	PH1	0.871
Halal Knowledge (X3)	PH2	0.925
	PH3	0.913
	PH4	0.878
	BI1	0.967
Brand Image (Y1)	BI2	0.969
	BI3	0.882
	BI4	0.982
	KW1	0.888
Tourist Satisfaction (Y2)	KW2	0.810
	KW3	0.917
	KW4	0.804
	KW5	0.923

Source: Research Data Processed 2021

Based on the table above, it is known that each of the research variable indicators has a value of *outer loading* or *loading factor*  $> 0.7$ . However, it appears that there are still some indicators that have an *outer loading* or *loading factor* value of  $< 0.7$ . The value of the *outer loading* or *loading factor* between 0.5 - 0.6 is considered sufficient for meet the *convergent validity* requirements (Ghozali, 2011) . This means that all indicators are feasible or *valid* to be used in research.

#### **Construct Reliability**

*Construct reliability and validity* is a test to measure the reliability of a construct. The reliability score of the construct should be high enough. *Good construct reliability and validity* criteria can be seen from the *Average Variance Extracted (AVE)* value. If the AVE value is  $> 0.5$ , then a construct has good validity (Juliandi, 2018, p. 74) . The results of the *Average Variance Extracted (AVE)* can be seen in the table below:

**Table 4.** Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Amenity (X1)	0.604
Word of Mount (X2)	0.789
Halal Knowledge (X3)	0.713
Brand Image (Y1)	0.533
Tourist Satisfaction (Y2)	0.658

Source: Research Data Processed 2021

Based on the table above, the *Average Variance Extracted (AVE)* values obtained in the study are as follows:

1. Based on the obtained value of the equation above, it shows that the *Average Variance Extracted (AVE)* value of the Amenity variable ( $X_1$ ) is  $0.604 > 0.5$ , thus it can be concluded that the variables have good validity.
2. Based on the value obtained from the equation above, it shows that the value of the *Average Variance Extracted (AVE)* of the Word of Mount ( $X_2$ ) variable is  $0.789 > 0.5$ , thus it can be concluded that the variables have good validity.
3. Based on the obtained value of the equation above, it shows that the value of the *Average Variance Extracted (AVE)* of the Halal Knowledge variable ( $X_3$ ) is  $0.713 > 0.5$ , thus it can be concluded that the variables have good validity.
4. Based on the value of the equation above, it shows that the value of the *Average Variance Extracted (AVE)* of the *Brand Image* variable (Y1) is  $0.533 > 0.5$ , thus it can be concluded that the variables have good validity.

5. Based on the value of the equation above, it shows that the value of the *Average Variance Extracted* (AVE) of the Tourist Satisfaction variable (Y) is  $0.658 > 0.5$ , thus it can be concluded that the variables have good validity.

In addition to observing the *Average Variance Extracted* (AVE) value, *construct reliability and validity* can also be known through another method, namely by looking at the *Composite Reliability value*. An indicator is declared to meet *construct reliability and validity* if the *Composite Reliability value* is  $> 0.6$  (Juliandi, 2018, p. 74). The results of the *Composite Reliability value* can be seen in the table below:

**Table 5. Composite Reliability**

Variable	Composite Reliability
Amenity (X1)	0.882
Word of Mount (X2)	0.873
Halal Knowledge (X3)	0.846
Brand Image (Y1)	0.827
Tourist Satisfaction (Y2)	0.872

*Source: Research Data Processed 2021*

Based on the table above, the *Composite Reliability values* obtained in the study are as follows:

1. Based on the obtained value of the equation above, it shows that the *Composite Reliability value* of the Amenity variable ( $X_1$ ) is  $0.882 > 0.6$ , thus it can be concluded that the variables have good validity.
2. Based on the value of the equation above, it shows that the *Composite Reliability value* of the Word of Mount ( $X_2$ ) variable is  $0.873 > 0.6$ , thus it can be concluded that the variables have good validity.
3. Based on the obtained value of the equation above, it shows that the *Composite Reliability value* of the Halal Knowledge variable ( $X_3$ ) is  $0.846 > 0.6$ , thus it can be concluded that the variables have good validity.
4. Based on the value of the equation above, it shows that the *Composite Reliability value of the Brand Image* variable (Y1) is  $0.827 > 0.6$ , thus it can be concluded that the variables have good validity.
5. Based on the value of the equation above, it shows that the *Composite Reliability value* of the Tourist Satisfaction variable (Y2) is  $0.872 > 0.6$ , thus it can be concluded that the variables have good validity.

In addition to observing the value of *Composite Reliability*, *construct reliability and validity* can also be known through another method, namely by looking at the *Cronbach Alpha value*. An indicator is declared to meet *construct reliability and validity* if the *Cronbach Alpha value* is  $> 0.7$  (Juliandi, 2018, p. 74). The results of the *Cronbach Alpha value* can be seen in the table below:

**Table 6. Cronbach Alpha**

Variable	Composite Reliability
Amenity (X1)	0.936
Word of Mount (X2)	0.889
Halal Knowledge (X3)	0.836
Brand Image (Y1)	0.810
Tourist Satisfaction (Y2)	0.846

*Source: Research Data Processed 2021*

Based on the table above, the *Cronbach Alpha values* obtained in the study are as follows:

1. Based on the obtained value of the equation above, it shows that the *Cronbach Alpha value* of the Amenity variable ( $X_1$ ) is  $0.936 > 0.7$ , thus it can be concluded that the variables have good validity.
2. Based on the value obtained from the equation above, it shows that the *Cronbach Alpha value* of the Word of Mount variable ( $X_2$ ) is  $0.889 > 0.7$ , thus it can be concluded that the variables have good validity.

3. Based on the obtained value of the equation above, it shows that the value of *Cronbach Alpha* of the Halal Knowledge variable ( $X_3$ ) is  $0.836 > 0.7$ , thus it can be concluded that the variables have good validity.
4. Based on the value of the equation above, it shows that the *Cronbach Alpha value of the Brand Image* variable ( $Y_1$ ) is  $0.810 > 0.7$ , thus it can be concluded that the variables have good validity.
5. Based on the value obtained from the equation above, it shows that the *Cronbach Alpha value of the Tourist Satisfaction* variable ( $Y_2$ ) is  $0.846 > 0.7$ , thus it can be concluded that the variables have good validity.

### Structural Model Analysis (*Inner Model*)

#### *R-Square*

*R-Square* is a measure of the proportion of variation in the value of the affected variable (endogenous) which can be explained by the variable that affects (exogenous) (Juliandi, 2018, p. 79). This is useful for predicting whether the model is good or bad. The criteria are as follows:

1. If the value of  $R^2 = 0.75$  -> model is substance (strong)
2. If the value of  $R^2 = 0.50$  -> the model is moderate (medium)
3. If the value of  $R^2 = 0.25$  -> the model is weak (bad)

The results of the *R-Square values* can be seen in the table below:

**Table 7. R-Square**

	<i>R Square</i>	<i>R Square Adjusted</i>
Brand Image ( $Y_1$ )	0.733	0.726
Tourist Satisfaction ( $Y_2$ )	0.630	0.615

Source: Research Data Processed 2021

Based on the data from the table above, it is known that the *R Square Adjusted* value for the brand image variable is 0.726 or 72.6% while the remaining 27.4% is influenced by other variables that are not variables in this study. As for the tourist satisfaction variable, the value of *R Square Adjusted* is 0.615 or 61.5%, while the remaining 38.5% is influenced by other variables not included in this study.

#### Predictive Relevance (Q2)

The value of Q2 has the same meaning as the coefficient of determination (*R-Square*). Q- Large value of Square (Q2) 0 indicates the model has Predictive relevance, otherwise if a value (Q2) is less than 0, this indicates the model has less Predictive relevance; or in other words, where all the values of Q2 are higher, the model can be considered more suitable to the data. Consideration of the value of Q2 can be done as follows

$$Q_2 = 1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_n^2)$$

$$Q_2 = 1 - (1 - 0.726)(1 - 0.615)$$

$$Q_2 = 1 - (0.274)(0.385)$$

$$Q_2 = 1 - 0.105$$

$$Q_2 = 0.894$$

Based on these results, the value of Q2 is 0.894. So it can be concluded that all the variables in this study business experience, venture capital, partnership and SME performance contributed to the authenticity of data in the existing structural model of 0.894 or 89.4%. Then the remaining 10.6% need to be developed apart from the research variables.

#### Direct Effect (Direct Effect)

*Direct effect* analysis is useful for testing the hypothesis of the direct effect of a variable that affects (exogenous) on the variable that is influenced (endogenous) (Juliandi, 2018, p. 85). The criteria are:

1. (*path coefficient*):

- If the *path coefficient value* is positive, then the influence of a variable on other variables is unidirectional, if the values of a variable increase/increase, then the value of other variables also increases/increases.
- If the *path coefficient value* is negative, then the influence of a variable on other variables is in the opposite direction, if the value of a variable increases/increases, then the value of other variables

will decrease/lower .

2. Probability/Significant Value (P-Value):

- If the *P-Values* < 0.05, then significant.
- If the *P-Values* > 0.05, then no significant

The results of the *direct effect value* can be seen in the table below:

**Table 8. Direct Effect**

	<i>Original Sample (O)</i>	<i>Sample Mean (M)</i>	<i>Standard Deviation (STDEV)</i>	<i>T Statistics ( O/STDEV )</i>	<i>P Values</i>	<i>Conclusion</i>
Amenity (X <sub>1</sub> ) Towards Brand Image (Y <sub>1</sub> )	0.431	0.441	0.138	3.091	0.003	Significant
Word of Mount (X <sub>2</sub> ) Against Brand Image (Y <sub>1</sub> )	0.153	0.149	0.109	1,405	0.162	Not significant
Halal Knowledge (X <sub>3</sub> ) Against Brand Image (Y <sub>1</sub> )	0.219	0.204	0.213	2,126	0.001	Significant
Amenity (X <sub>1</sub> ) Towards Tourist Satisfaction (Y <sub>2</sub> )	0.382	0.386	0.149	2,576	0.000	Significant
Word of Mount (X <sub>2</sub> ) Towards Tourist Satisfaction (Y <sub>2</sub> )	0.244	0.245	0.117	2.105	0.001	Significant
Halal Knowledge (X <sub>3</sub> ) Towards Tourist Satisfaction (Y <sub>2</sub> )	0.264	0.259	0.114	2,178	0.000	Significant
Against Brand Image (Y <sub>1</sub> ) Against Tourist Satisfaction (Y <sub>2</sub> )	0.367	0.362	0.117	3.181	0.005	Significant

*Source: Research Data Processed 2021*

Based on the table above, the *direct effect values* obtained in the study are as follows:

- a. The Influence of Amenity (X<sub>1</sub>) on Brand Image (Y<sub>1</sub>)  
Based on the results of data analysis, the tcount value is 3.091 > 1.96 and the significance value is 0.003 < 0.05. It can be stated that amenity has a significant effect on brand image. It can be stated that when the amenities are getting better, it will have an impact on increasing the brand image.
- b. Effect of Word of Mount (X<sub>2</sub>) on brand image  
Based on the results of data analysis, the tcount value is 1.404 < 1.96 and the significance value is 0.162 > 0.05. It can be stated that the word of mounth is not significant to the brand image. It can be stated that when the word of mount is getting better, it will not have an impact on increasing brand image.
- c. Effect of Halal Knowledge (X<sub>3</sub>) on Brand Image (Y<sub>1</sub>)  
Based on the results of data analysis, the tcount value is 2.126 > 1.96 and the significance value is 0.001 < 0.05. It can be stated that halal knowledge has a significant effect on brand image. It can be stated that when knowledge of halal is getting better, it will have an impact on increasing brand image.
- d. The Effect of Amenity (X<sub>1</sub>) on Tourist Satisfaction (Y<sub>2</sub>)  
Based on the results of data analysis shows the tcount value of 2.576 > 1.96 and a significance value of 0.000 < 0.05. It can be stated that amenities have a significant effect on tourist satisfaction. It can be stated that when the amenities are getting better, it will have an impact on increasing tourist satisfaction.
- e. Effect of Word of Mount (X<sub>2</sub>) on Tourist Satisfaction (Y<sub>2</sub>)  
Based on the results of data analysis, the tcount value is 2.105 > 1.96 and the significance value is 0.001 < 0.05. It can be stated that the word of mounth has a positive and significant effect on tourist satisfaction. It can be stated that when the word of mountain gets better, it will not have an impact on increasing tourist satisfaction.
- f. The Effect of Halal Knowledge (X<sub>3</sub>) on Tourist Satisfaction (Y<sub>2</sub>)  
Based on the results of data analysis, the tcount value is 2.178 > 1.96 and the significance value is 0.000 < 0.05. It can be stated that halal knowledge has a significant effect on tourist satisfaction. It



can be stated that when knowledge of halal is getting better, it will have an impact on increasing tourist satisfaction.

g. The Effect of Brand Image ( $Y_1$ ) on Tourist Satisfaction ( $Y_2$ )

Based on the results of data analysis, the tcount value is  $3.181 > 1.96$  and the significance value is  $0.005 < 0.05$ . It can be stated that brand image has a significant effect on tourist satisfaction. It can be stated that when the brand image is getting better, it will have an impact on increasing tourist satisfaction.

**Indirect Effect**

*Direct effect* analysis (indirect effect) is useful for testing the hypothesis of the indirect effect of a variable that affects (exogenous) on the influenced variable (endogenous) which is mediated/mediated by an intervening variable (Juliandi, 2018, p. 88) . The criteria are:

- If the P-Values  $< 0.05$ , it is significant, meaning that the mediator variable mediates the effect of an exogenous variable on an endogenous variable. In other words, the effect is indirect.
- If the P-Values  $> 0.05$ , it is not significant, meaning that the mediator variable does not mediate the effect of an exogenous variable on an endogenous variable. In other words, the effect is immediate.

The results of the *indirect effect value* can be seen in the table below:

**Table 9. Indirect Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (/O/STDEV/)	P Values
Amenity ( $X_1$ ) Against Tourist Satisfaction ( $Y_2$ ) through Brand Image ( $Y_1$ )	0.138	0.134	0.060	2,287	0.022
Word of Mount ( $X_2$ ) Towards Tourist Satisfaction ( $Y_2$ ) through Brand Image ( $Y_1$ )	0.087	0.090	0.057	2,511	0.001
Halal Knowledge ( $X_3$ ) Towards Tourist Satisfaction ( $Y_2$ ) through Brand Image ( $Y_1$ )	0.179	0.182	0.159	2,513	0.005

Source: Research Data Processed 2021

Based on the table above, the *indirect effect values* obtained in the study are as follows:

1. The Influence of Amenity ( $X_1$ ) on Tourist Satisfaction ( $Y_2$ ) through *Brand Image* ( $Y_1$ )  
Based on the results of data analysis, the tcount value is  $2.287 > 1.96$  and the significance value is  $0.022 < 0.05$ . It can be stated that brand image has a significant role in mediating amenities to tourist satisfaction.
2. The Effect of Word of Mount ( $X_2$ ) on Tourist Satisfaction ( $Y_2$ ) through *Brand Image* ( $Y_1$ )  
Based on the results of data analysis, the tcount value is  $2.511 > 1.96$  and the significance value is  $0.001 < 0.05$ . It can be stated that brand image has a significant role in mediating the word of mountain on tourist satisfaction.
3. The Effect of Halal Knowledge ( $X_3$ ) on Tourist Satisfaction ( $Y_2$ ) through *Brand Image* ( $Y_1$ )  
Based on the results of data analysis, the tcount value is  $2.513 > 1.96$  and the significance value is  $0.005 < 0.05$ . It can be stated that brand image has a significant role in mediating halal knowledge on tourist satisfaction.

**DISCUSSION**

The discussion in this study is explained based on the results of the hypotheses from the study. Based on the data analysis that has been done previously, the results of the analysis and testing can be explained as follows:

**The Influence of Amenity on Brand Image in Bukit Lawang**

Based on the results of data analysis, amenities have a significant effect on the Bukit Lawang brand image. The results of this study support the results of previous studies which state that amenities have a significant effect on brand image (Abdulhaji, 2016) . Tourist areas that have tourist facilities are able to make tourists have a positive perception (Hidayatullah, 2021) . The existence of these good amenities is a consideration for a tourist in making a decision to visit the tourist attraction (Rini, 2021) (Yacob, 2021) .

### **The Influence of Word of Mout on Brand Image in Bukit Lawang**

Based on the results of the data analysis that has been carried out, it shows that the word of mount is not significant to the brand image. The results of this study are not in line with the results of previous studies which state that word of mount has a significant effect on brand image (Gunawan, 2021) . Furthermore, the word of mounth is able to make a tourist judge that the destination in this tourist attraction will be illustrated by how much tourists tell stories about interesting things (Lukito, 2022) . Under certain conditions, it is often difficult for tourists to accept the good things that will be in a tourist attraction, even though tourists feel comfortable (Susanti, 2021) .

### **The Effect of Halal Knowledge on Brand Image in Bukit Lawang**

The results of data analysis show that halal knowledge directly has a significant effect on brand image. The results of this study are in line with the results of previous studies which state that halal knowledge has a significant effect on brand image (Tresnati, 2020) (Chan, 2020) (Sari, 2021) . Halal knowledge of this product is an important element for a tourist in deciding to visit and vacation with his family (Nurlatifah, 2020) (Fikriyah, 2021) .

### **The Effect of Amenity on Tourist Satisfaction in Bukit Lawang**

Directly based on the results of data analysis that has been done that amenities have a significant effect on tourist satisfaction in Bukit Lawang. The results of this study are in line with the results of research (Roejinandari, 2021) which states that amenities have a significant effect on tourist satisfaction. Furthermore, according to (Muslim, 2021) reinforces that tourist attractions that offer various children's play facilities are one of the considerations for tourists to choose a vacation to that place. The findings in this study indicate that the existing amenities in Bukit Lawang are still managed by professional management. So many tourist facilities are not well maintained.

### **The Effect of Word of Mount on Tourist Satisfaction in Bukit Lawang**

The results of data analysis carried out directly indicate that the word of mounth has a significant effect on tourist satisfaction. The results of this study are in line with the results of previous studies which stated that the word of mounth had a significant effect on tourist satisfaction (Anggraini et al., 2020) . Furthermore, tourists who feel the value of more benefits when they feel that tourist destinations are able to provide their expectations tend to make tourists unconsciously share their experiences with others. The implications of the findings in this study indicate that the stories of most tourists about the beauty of Bukit Lawang are not as imagined. The current condition of Bukit Lawang has undergone many modern changes. So that the impression of tourists about Bukit Lawang is considered not beautiful because there are many semi-parmenen developments.

### **The Effect of Halal Knowledge on Tourist Satisfaction in Bukit Lawang**

The results of data analysis directly show that halal knowledge has a significant effect on tourist satisfaction in Bukit Lawang. The results of this study are in line with the results of previous research which states that halal knowledge has a significant effect on satisfaction (Burhanudin, 2021) . Furthermore, tourists who have good knowledge of halal will specifically consider the area or tourist attraction before deciding to take a vacation (Sitompul, 2021) . Halal knowledge for a tourist can be increased through sharing sources of information either from friends or family who have visited the tourist attraction or the tourist attraction has information sources that have been promoted that products in certain areas have halal certification (Mu' tamar, 2019) .

### **The Effect of Amenity on Tourist Satisfaction in Bukit Lawang Through Brand Image**

Based on the results of data analysis, it shows that indirectly brand image has a significant role in mediating amenities to tourist satisfaction in Bukit Lawang. The results of this study support the results of previous studies which state that amenities have a significant effect on brand image and have an impact on tourist satisfaction (Muslims, 2021) (Roejinandari, 2021) (Hidayatullah, 2021) . The implications of the findings in the study show that Bukit Lawang is known to have undergone many major changes. Where from these changes make tourists judge that the beauty of the environment becomes less natural. So this makes tourists feel less satisfied with the existing environmental changes.

### **The Effect of Word of Mouth on Tourist Satisfaction in Bukit Lawang Through Brand Image**

The results of data analysis indicate that indirectly brand image has a significant role in mediating the word of mouth on tourist satisfaction. The results of this study are in accordance with the results of previous studies which state that the word of mouth has a significant effect on brand image and has an impact on tourist satisfaction (Komang et al., 2020) (Pranata, 2021) (Fathoni, 2021) .

### **The Effect of Halal Knowledge on Tourist Satisfaction in Bukit Lawang Through Brand Image**

The results of data analysis indicate that indirectly brand image has a significant role in mediating halal knowledge on tourist satisfaction. The results of this study are in accordance with the results of previous studies which state that halal knowledge has a significant effect on brand image and has an impact on tourist satisfaction (Tresnati, 2020) (Burhanudin, 2021) (Firdausy, 2021) .

## **V. CONCLUSION**

Based on the analysis that has been done, the conclusions that can be drawn are as follows:

1. In nine automotive companies on the Indonesian stock exchange , namely; PT. Astra International, Tbk; PT. Astra Otoparts, Tbk; PT. Indo Kordsa, Tbk ; PT. Goodyear Indonesia, Tbk ; PT. Gajah Tunggal, Tbk; PT. Multi Prima Sejahtera, Tbk; PT. Multistrada Directions Sarana, Tbk; PT. Nipres, Tbk; PT. Prima Alloy Steel Universal, Tbk , variable *Economic Value Added* and Profitability have a significant influence on stock price. While d i two companies, namely PT. Indomobil Sukses Internasional, Tbk and PT. Congratulations Perfect, Tbk , only the *Economic Value Added* variable has a significant effect on stock prices. And in one company, namely PT. Indospring, Tbk only the profitability variable significantly affects stock prices.
2. In general *Economic Value Added* and Profitability is *leading indicator* for stock price control . However, on a panel basis, neither of the two has been able to become a *leading indicator* for controlling share prices in automotive companies and their components on the Indonesian stock exchange . This is because these two variables have not provided a stable influence on a panel basis for all companies studied as automotive companies and their components on the Indonesian stock exchange .
3. *Leading indicator* of variable effectiveness in controlling share prices of automotive companies and their components on the Indonesian stock exchange Have n't gone through *Economic Value Added* yet and Profitability. This is because the variable *Economic Value Added* and Profitability has not had a stable effect in the *short run* and *long run* , which only has a significant effect in the long term but not in the short term in controlling stock prices .

Based on the discussion in the previous chapter, the suggestions that the author can convey are as follows:

1. For further research with the same discussion topic, it is better to add more other financial performance variables as independent variables , so as to be able to find the right *leading indicator* for stock price variables.
2. For investors to be more careful in considering information on *economic value added* and company profitability, especially more carefully in the influence of these two variables in the long term.
3. For companies to strengthen the company's immunity to be more resistant to internal and external shocks by continuing to innovate and come up with new strategies, so that the *economic value added* and profitability of the company are able to be in a stable number and able to have a positive impact on stock prices both in the short term as well as long term.

## **REFERENCES**

- [1] Abdulhaji, S. (2016). The Effect of Attractions, Accessibility, and Facilities on the Image of Tolire Besar Lake Tourism Objects in Ternate City. *Journal of Humano Research* , 2 (November), 134–148.
- [2] Anggraini, M., Fitriani, & Sanjaya, VF (2020). The Influence of Reference Groups, Social Media, Word of Mouth on Purchase Decisions in Millennial Generation. *Journal of Economists* , 6 (3), 1–8.
- [3] Burhanudin, AM (2021). Muslim Consumers: Knowledge of Halal Products in Food Purchase Decisions. *El-*

- Jizya: Journal of Islamic Economics Volume* , 9 (1), 81–97.
- [4] Chan, NAFS (2020). The Effect of Destination Image and Tourist Experience on Revisit Intention Mediated by Perceived Value in Halal Tourism Destinations in Banda Aceh City. *Journal of Innovation Management* , 10 (2), 1–23.
- [5] Fathoni, AFFAENRAM (2021). The Influence Of Marketing Communications On Loyalty Through Satisfaction. *Journal of Business and Management Review* , 2 (12), 850–860. <https://doi.org/10.47153/jbmr212.2982021>
- [6] Fikriyah, ADAK (2021). The Influence of Religiosity and Halal Knowledge on Interest in Visiting Tourist Attractions in Malang Raya. *Journal of Islamic Economics and Business* , 4 (2), 179–187. <https://doi.org/10.26740/jekobi.v4n2.p179-187>
- [7] Firdausy, IBPPST (2021). The Effect of Audio Visual Education on Halal Food Knowledge at Hang Tuah 2 High School Sidoarjo. *Halal Research Journal* , 1 (2), 96–102. <https://doi.org/10.12962/j22759970.v1i2.115>
- [8] Ghozali, I. (2011). *Application of Multivariate Analysis With SPSS Program* . Diponegoro University Publishing Agency.
- [9] Gunawan, EDLC (2021). The Effect of E-Wom on Tiktok Social Media on Brand Image and Its Impact on Buying Interest. *Available Journal of Economics, Management, Business And Social* , 1 (2), 75–82.
- [10] Hidayatullah, WVSSAEALS (2021). Impact of Attractions, Amenities and Accessibility of the White Sand Beach of Manokwari Regency on Visiting Tourist Satisfaction. *Cultural Tourism: Scientific Journal of Religion and Culture* , 6 (1), 1–8. <https://doi.org/10.25078/pba.v6i1.1937>
- [11] Juliandi, A. (2018). *Structural Equation Model Partial Least Square (SEM-PLS) Using SmartPLS* .
- [12] Komang, N., Wahyuni, T., & Nurcaya, IN (2020). Open Access The Role of Brand Image Mediated the Effect of Word of Mouth on Purchase Intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)* , 3 , 406–417.
- [13] Lukito, TARSH (2022). Effect of Social Media Marketing and Electronic Word of Mouth on Purchase Intention through Brand Image on Scarlett-Whitening in Surabaya. *Scientific Journal of Management Students: JUMMA* , 11 (1), 21–29. <https://doi.org/10.33508/jumma.v11i1.3947>
- [14] Mu'tamar, MMKHMFMFF (2019). The Effect Of Halal Knowledge, Halal Awareness And Halal Labels On The Purchase Decision Of Jamu Madura Products. *Agroindustrial Technology Journal* , 03 (02), 95–109.
- [15] Muslim, MBC (2021). The Effect of Attractions, Activities, Amenities and Accessibility on Tourist Satisfaction in Taman Nusa Bali. *Journal of Travel Echo* , 17 (1), 957–971.
- [16] Nurlatifah, ASH (2020). The Effect of Knowledge, Religiosity, and Halal on Decisions to Choose Through Attitude and Brand Trust in Modern Bakeries (Case Study of 3 Top Brand Bakeries. *Journal of Al Azhar Indonesia Social Science Series* , 1 (1), 11–18. <https://doi.org/10.36722/jaiss.v1i1.456>
- [17] Pranata, ENSP (2021). The Role of Brand Trust in Mediating Brand Image Towards Loyalty of Visitors in Lake Toba. *Journal of Social Science* , 2 (5), 610–615. <https://doi.org/10.46799/jss.v2i5.208>
- [18] Rini, SARHS (2021). Analysis of the Effect of Tourist Attractions and Ancillary Service on Revisit Interests in Siguntang Hill Tourism Objects. *Journal of Applied Economics, Management and Business* , 1 (3), 124–133.
- [19] Roejinandari, EADSDHSARN (2021). The Effect of Attractions and Amenities on Millennial Generation Tourist Satisfaction Visiting Batu Cermin Cave Tourism Labuan Bajo. *Journal of Tourism* , 1 (2), 1–9.
- [20] Sari, AHN (2021). The effect of halal awareness and halal certificate on interest in buying kentucky fried chicken (KFC) products. *Al-Buhuts* , 17 (2), 198–212. <https://doi.org/10.30603/ab.v17i2.2305>
- [21] Sitompul, S. (2021). The Effect of Halal Label Knowledge and Brand Awareness on Cosmetic Purchase Decisions Through Group Recommendations as Moderating Variables. *Shar-E: Journal of Islamic Law Economic Studies* , 7 (1), 50–64.
- [22] Susanti, ATDN (2021). The Influence of Word of Mouth, Healthy Lifestyle, and Brand Image on Purchase Decisions for Polygon Brand Bikes in Kebumen Regency. *Scientific Journal of Management, Business and Accounting Students (JIMMBA)* , 3 (3), 484–494. <https://doi.org/10.32639/jimmba.v3i3.866>
- [23] Tresnati, NSR (2020). The Influence of Halal Awareness and Knowledge of Halal Products on Purchase Decisions on Halal Tourism in Bali. *Management Proceedings* , 6 (1), 47–49. <http://karyailmiah.unisba.ac.id/index.php/manajemen/article/view/19580/pdf>
- [24] Yacob, BSJJS (2021). The Influence of Tourist Attractions and Amenities on Tourist Visiting Decisions at the Tourism Village of Kerinci Regency. *Journal of Applied Management Sciences* , 3 (5), 100–114.