



Muslim Tourists' Perceptions of Religious Tourism in Serang and Pandeglang

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Abstract

Banten Province has the potential to become a religious tourism destination; consequently, service management must be enhanced. Tourism activities will be safer and more comfortable for tourists who receive superior service. This study aims to determine and analyze the perceptions of Muslim tourists regarding the services provided by religious tourism officers in Banten Province, as well as to determine which service indicators should be the top priority in order to provide Muslim tourists with the best possible service. This research employs quantitative analysis as its method of inquiry. To answer the first research question, the Importance and Performance Analysis (IPA) method was applied to the Likert Scale responses of respondents. Based on the results of the analysis of the level of conformity between the level of perception and preference of Muslim tourists on religious tourism services, this study demonstrates an average level of conformity of 90 percent, indicating that the level of satisfaction with the quality of religious tourism services felt by Muslim tourists is quite high or that the quality of religious tourism is good. In addition, based on the results of the analysis using a Cartesian diagram, it was determined that several indicators were included in quadrant A, where the indicator had a low level of performance. These indicators included (a) officers who were able to perform their duties well, (b) clean and fragrant toilets, (c) safe and adequate parking space, and (d) the friendliness and courtesy of the staff at religious tourism sites.

Keywords: *Perception, Tourism, Services*

Introduction

In general, a tourist is someone who travels from one location to another with the intention of not settling in that location. The term "*traveler*" may also apply to those who participate in various routine activities on a daily basis. To be classified as a tourist, a person must go from their home to a location to go on an adventure and not stay or settle in that location for a long period of time. According to Article 1 paragraph 3 of Law Number 9 of 1990 concerning Tourism, tourism is defined as "*Everything related to tourism, including the sale of goods and operation of tourist attractions, as well as businesses associated with this industry.*".

Halal tourism, also known as religious tourism, is a sector of the tourism industry that is currently receiving considerable attention. Religious tourism, on the other hand, is a form of tourism that caters to all the needs of Muslims on vacation. Moreover, the presence of Islamic tourism provides tourist activities related to the norms of Muslim life, with travel procedures, tourist locations, lodging, and food consumed always referring to sharia regulations. A Muslim traveler must pay close attention to places of worship, halal food, and avoiding toxicity and sacredness while on the road.

On its official website, the Ministry of Tourism and Creative Economy explains that Indonesia has enormous potential in the development of halal tourism. This potential has been recognized internationally, as Indonesia was ranked first in 2019 by the Global Muslim Travel Index as having the Best Halal Tourism in the World (GMTI). According to data regarding foreign tourist visits to Indonesia, up to 20 percent, or 14.92 million foreign tourists, are Muslim tourists. A few years earlier, Indonesia also won an international award at the 2016 World Halal Tourism Award in Abu Dhabi, where *it* won 12 awards out of 16 categories.

Banten Province is one of the provinces with a history of Islamic kingdoms in Indonesia. Banten is a region containing numerous relics from former kingdoms / sultanates that are still guarded and frequented by numerous tourists. Banten Province is immediately adjacent to the capital city of Jakarta, making it easily accessible. Banten has a tourism attraction that is welcoming to Muslim tourists, and it also offers natural tourism, cultural tourism, and religious tourism, among others.

According to data published by the Central Statistics Agency (BPS) of Banten Province, tens of millions of tourists visit Banten Province annually. Additionally, the annual number of tourists visiting Banten Province has increased, from 18,595,912 tourists in 2016 to 22,892,455 tourists in 2017.

Table 1
Number of Tourists in Banten Province in 2014-2020
(As of January 21, 2021)

Year	Domestic	Foreign	Sum
2014	171 821	17 432 652	17 604 473
2015	187 951	20 596 642	20 784 593
2016	176 928	18 418 984	18 595 912
2017	405 198	22 487 256	22 892 454
2018	327 003	17 982 140	18 309 143
2019	311 131	19 353 727	19 664 858
2020	37 926	18 507 170	18 545 096

Source : Banten Province in 2021 Figures

To boost its tourism sector and attract tourists to Banten Province, the provincial government of Banten launched its tourism branding, Exciting Banten, in 2017 through its tourism office. In Banten Province, in addition to the Seven Wonders of Banten, there are numerous religious tourism destinations that can attract tourists from various regions. In 2011, the Banten Provincial Tourism Office reported that there were 215 tombs in Banten Province that were considered sacred and were frequently visited by tourists for religious purposes. These tombs were dispersed across numerous regencies/cities. 12 tombs are located in Lebak Regency, 98 tombs are located in Pandeglang Regency, 6 tombs are located in Serang Regency, 41 tombs are located in Tangerang Regency, 2 tombs are located in Tangerang City, 13 tombs are located in Cilegon City, and 43 tombs are located in Serang City.

In its research, the Regional Development Planning Agency (BAPPEDA) of Banten Province determined that Tourism in Banten Province still requires significant development and improvement, including the updating of information regarding tourist destinations. With the advancement of information technology, it is undeniable that tourists today require up-to-date information about tourist destinations in order to make informed decisions. In addition, the most recent images depicting the condition of tourist destinations in the province of Banten must be updated. BAPPEDA of Banten Province also recommends the creation of a tourism information portal at both the provincial and district/city levels, with the goal of providing more detailed information about tourism in Banten Province so that tourists can engage in tourism activities in a safe and comfortable manner.

The Banten Lama area is one of the most famous religious tourism destinations in Banten even in Indonesia, with visitors and pilgrims flocking to the site. Banten Lama area is located in Kasemen District, Serang City. Sultan Maulana Hasanudin, Sultan Ageng Tirtayasa, and Sultan Abu Nasir Abdul Qohar are among the sultans whose tombs can be seen in the Banten Lama complex. In the holiday season commemorating Islamic holidays, such as Eid al-Fitr and Eid al-Adha, Kawasasn Banten Lama is crowded with pilgrims and visitors.

In 2018, the Banten Provincial Government started the first phase of the project of structuring the old Banten area through the Public Housing and Settlements Office (PERKIM). The arrangement of the mosque area, the construction of the mosque square, the museum square (the front area of the museum), the Amphitheater, and the Surosowan Bull Park are all included in this plan. The Banten Provincial Government hopes that the arrangement will attract tourists to visit the Banten Lama tourist area to feel comfortable. For the renovation work of the Banten Lama ancient tourist area, the Banten Provincial Government budgeted RP 220 billion. One of the efforts to rehabilitate the icon of Banten as a sacred location is the layout of Banten Lama. Pilgrims flock to the Banten Lama district, which is one of the busiest religious tourist attractions in the country. Before the reconfiguration, the historical area of Banten was overgrown with grass and slums, far from the expectations of tourists.

From the results of an interview conducted with Tb. Hidayatullah who served as Secretary of the Banten Sultanate Kenadziran Agency, it is known that, every day Kawasan Banten Lama is never empty of visitors, where in a day tourists visiting the Banten Lama Area can reach hundreds to thousands of tourists. Even at certain moments including on Friday night and Permemory of Hari Besar Islam (PHBI), especially on Eid al-Fitr and Eid al-Adha holidays, tourists who visit in a day can reach tens of thousands. Until now, the management of the Banten Lama Area itself is still not in one manager but is still divided into three managers, namely the Kenadziran Agency, PERKIM Banten Province and DISPARPORA Serang City.

In Banten Province, in addition to the Old Banten Area, there are numerous religious tourist attractions, including the tomb of Syeh Asnawi, which is located in Caringin village, Caringin village, Labuan District, Pandeglang Regency. Syeh Asnawi is one of the figures who spread Islam in Banten, which is why so many pilgrims visit his tomb. In addition, the tomb's proximity to the beach allows visitors to not only make pilgrimages but also play in the water on the beach.

According to an interview with one of the administrators, Khairul Umam, it is estimated that tens to hundreds of people visit the site of Sheikh Asnawi Caringin's tomb every day. At certain times, especially during the Eid al-Fitr or Eid al-Adha holidays, the number of tourists can reach tens of thousands per day. As for the management itself, the surrounding community continues to manage it independently.

With the province of Banten's diverse religious tourism potentials, it is necessary to develop in multiple sectors, particularly those that support the comfort of tourists, particularly Muslim tourists. In addition, persuading tourists to visit religious tourism sites in Banten Province is made more difficult by the aforementioned developments and changes. It will be difficult for Banten Province to compete with other regions, particularly in the tourism industry, if it is not supported by the availability of tourist-desired facilities and services, especially for Muslim tourists, who make up the majority of tourists who visit religious tourism objects in Banten Province.

Literture Review

According to Walgito (2005), perception is preceded by sensing, that is, the process of an individual receiving a stimulus through his senses, or what could be called a sensory process. However, the stimulation lasts for a long time, and the subsequent phase is known as the perceptual process. The process consists of sensing after the senses have gathered information, which is then processed and translated into perfect perception.

Sedarmayanti (2004) explained that the fundamental components of the quality of public services are as follows: (a) Human resource aspects, such as skills, knowledge, and attitudes. Utilizing qualified human resources and executing tasks in a more professional manner as a result of these factors can result in an improvement in the quality of services. b) Aspects of the administration of suitable facilities and infrastructure. A higher level of service quality is achieved if the facilities and infrastructure are managed appropriately, effectively, and in accordance with tourist expectations. (c) Aspects of the implementation procedure, each activity must be carried out with precision, speed, and procedure simplicity in order to enhance the service quality to a higher level than before. And (d) Aspects of information accessibility and service speed, increasing customer satisfaction will be possible by increasing information accessibility and service speed.

According to Murti and Sujali in Matulesy et al (2020), tourism development must consider what tourists want to ensure that they are satisfied with what is provided, extend their stay, and express a desire to return. Understanding all of the needs and desires of visiting tourists necessitates the adaptability of numerous parties. This is necessary because understanding tourists' perceptions of religious tourism destinations will reveal a variety of factors that can attract tourists to these destinations.

Considering the significance of tourist perceptions in enhancing tourist services, the problem is: What is the perception of Muslim tourists toward religious tourism services in the Banten Lama area, and which service indicators should be prioritized in order to enhance their quality? Based on the problem, the purpose of this study is to determine and analyze the perceptions of Muslim tourists toward the services provided by religious tourism managers in the Banten Lama area, as well as to determine which service indicators should be the top priority in providing excellent service to Muslim tourists..

Method

Research Design

Tourism in Banten Province continues to develop each year, resulting in an increase in the number of tourists, particularly Muslim tourists, who visit religious tourism sites in Banten Province. Banten Province has a high attraction and potential for halal tourism, which includes the Banten Lama Area, the pilgrimage site of the Tomb of Sheikh Asnawi Caringin, and the pilgrimage site of the Tomb of Sheikh Mansyur, which is located in Cikaduen.

Tourists have a preconceived notion of the tourist destination's appeal. They will visit tourist attractions if they are of interest to them. Similarly, if the tourist attraction matches the parameters of the desired location, they will choose to visit that tourist attraction. Those who have visited tourist attractions that offer beauty and interesting experiences will be motivated to return. Additionally, the perception that arises from the

results of tourist activities performed by tourists will influence how these tourists evaluate the services offered by the manager of the tourist attraction.

Participant/Selection of Samples and Data Sources

The population of this study is Muslim tourists who visit the Banten Lama Area, the place of pilgrimage of the Tomb of Sheikh Asnawi Caringin, and the place of pilgrimage of the Tomb of Sheikh Mansyur Cikaduen who have visited Islamic tourist attractions whose number has not been determined, which may be arguably unlimited.

To determine the number of samples used in this research is by the Lemeshow formula. The Lemeshow formula is used because the existing population is infinite or unknown in number. From the determination of samples using the Lemeshow formula, the results of 96.04 samples were obtained. To make it easier, the researchers rounded it to 100 samples per location, where the sample locations used in this study were the Banten Lama Area, the place of pilgrimage of the Tomb of Sheikh Asnawi Caringin, and the place of pilgrimage of the Tomb of Sheikh Mansyur Cikaduen so that the total samples used in this study were 300 samples. This study will use a random sampling approach, meaning that all members of the population will have an equal chance of being sampled.

Data Analysis/Model Estimation/Measurement Variables

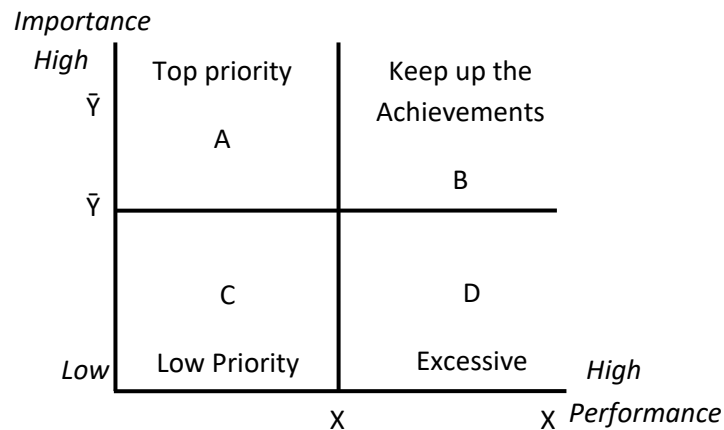
The evaluation of collected data is performed using statistical methods. The value obtained by comparing the performance score (preference) to the importance score (perception) is referred to as the degree of conformity. The value that emerges as the level of conformity will be used as a reference to determine the priority of increasing the attributes of religious tourism service preferences that influence the evaluation of Muslim tourists visiting religious tourism objects in Banten Province based on their preferences of experienced religious tourism services. This level of conformity is determined by the variables X (preferences for religious tourism) and Y (perceptions of Muslim tourists visiting religious tourism sites in Banten Province).

Importance and Performance Analysis (IPA)

Using the IPA method, respondents were asked to evaluate the degree of perception and preference for each religious tourism indicator. SPSS version 25 is utilized to conduct IPA analysis, which employs graphical scatter/dot *analysis* to generate cartesian diagrams. A Cartesian diagram is a square divided into four parts by two lines that cross perpendicular to a point (X and Y), where X represents the average preference assessment level score and Y represents the average perception level score. The objective of this IPA analysis is to identify indicators of religious tourism attributes in cartesian quadrants A, B, C, and D.

The Journal of Marketing published an article titled " Importance Performance Analysis" by Martilla and James in 1977. In this survey, respondents are asked to rank companies based on their significance and performance, and cartesian diagrams are generated using the average of these scores. The data will then be divided into four sections, as depicted in the following diagram.

Figure 3.
Cartesian diagram



The interpretation of the quadrant is as follows:

- a. Concentrate Here
There are aspects in this quadrant that are deemed essential and/or anticipated by Muslim visitors, but religious tourism services are deemed insufficient; therefore, religious tourism managers should prioritize allocating resources to improve performance in this quadrant.
- b. Keep Up The Good Work
There are variables in this quadrant that are considered vital and are expected to increase the satisfaction of Muslim visitors, so sharia tourism managers are obliged to maintain the performance of these services.
- c. Low Priority
There are characteristics in this quadrant that sharia tourism managers do not need to prioritize or pay more attention to because they are believed to have a low level of perception or actual performance, are not overly significant, and are not anticipated by Muslim visitors.
- d. Possibly Overkill
In this quadrant, there are characteristics that are not essential or as expected by Muslim tourists; therefore, sharia tourism managers can allocate their resources more effectively to other variables with a higher level of importance..

Results

Banten Province is an area with a destination that has considerable religious tourism potential, and is able to attract thousands of Muslim tourists to come. With this huge potential, it requires attention and good management from various aspects and various parties involved in the tourism industry, both from managers of religious tourism objects, surrounding communities, to local governments. Synergy between various parties is needed so that they are able to provide maximum service to tourists who come to religious tourism objects in Banten Province.

The facilities and infrastructure of religious tourism objects, the supporting infrastructure for tourists, the ease of access to the location of religious tourism objects, and the management of religious tourism objects all require significant improvement in Banten Province. From the analysis of the questionnaire distributed to 300 Muslim tourists who visited religious tourism sites in Banten Province, researchers discovered a number of findings, including:

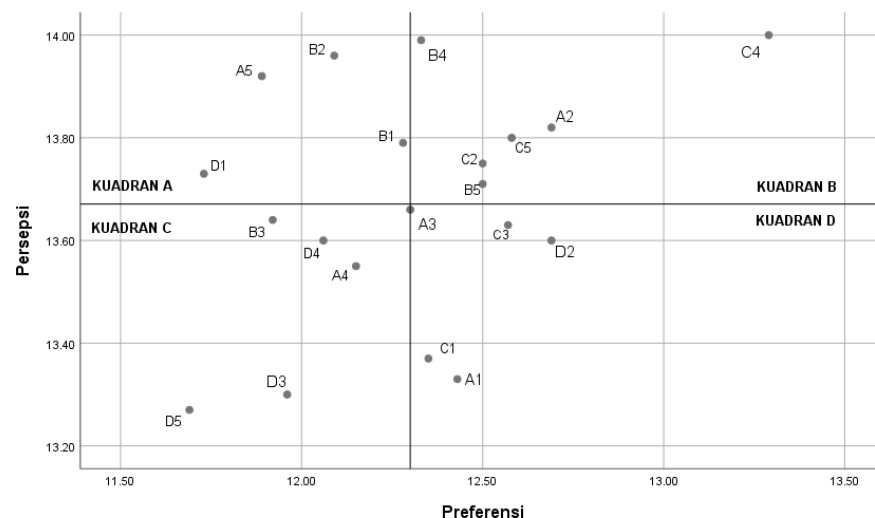
Conformity Level

By calculating the level of conformity between the level of perception and the level of preference, an average conformity rate of 90 percent was obtained, indicating that Muslim tourists perceive the quality of religious tourism services. These findings indicate that the services provided by religious tourism managers in Banten Province are consistent with the expectations of Muslim tourists..

Cartesian Diagram Analysis

At the perception level, a cartesian analysis is required for each attribute to determine the most important attributes and to divide the various attributes into four dimensions: Human Resources, Management of Facilities and Infrastructure, Service Procedures, and Ease of Information and Speed of Service. This provides an overview of the attributes whose improvement priorities must be prioritized in order to achieve Muslim tourist satisfaction.

Figure 4.
Cartesian diagram



Each quadrant describes its own situation. By matching according to their importance and performance, religious tourist attractions are expected to immediately improve the attributes considered important by Muslim tourists in a relatively short time.

The priority level is based on a comparison between the perception value of each attribute and the average perception value of 4.49. The lower the perceived value of each attribute, the higher the priority for the improvement of that attribute. This value is based on the level of perception rather than the expected level, since perception is a consumer assessment of the product or service provided by the tourist attraction. The lower the value, the lower the tourist satisfaction, on the other hand, the higher the value, the higher the tourist satisfaction. Each of these quadrants can be explained by the following explanation:

a) Quadrant A (Top Priority)

Quadrant A has a low level of customer satisfaction, making it a top priority for improvement. The characteristics of quadrant A are that the officer on duty is able to carry out his duties effectively, that there are clean and fragrant restrooms, that parking is safe and adequate, and that religious tourist attraction officers are friendly and courteous.

b) Quadrant B (Maintain Achievements)

Quadrant B is the quadrant that Muslim tourists anticipate, and this attribute corresponds to what they perceive. The attributes in Quadrant B are that officers of religious tourist attractions have good ethics, that the environmental sustainability of pilgrimage sites is maintained, that adequate places of worship are available, that the safety of tourist goods is guaranteed, that the pilgrimage process is conducted in accordance with Shari'a, and that officers always ensure the comfort and safety of tourists. Similar to Quadrant A, Quadrant B can also be sorted according to the desired priority, as shown in the table below.

c) Quadrant C (Low Priority)

Quadrant C is a low priority quadrant. In other words, the quadrant contains some attributes that are deemed less important by Muslim tourists, even if the performance is not as expected, it is not the top priority for improvement.

Officers of religious tourist attractions are responsive to the needs of tourists, the number of officers on duty is sufficient, the pilgrimage site is clean, well-organized, and comfortable, complete information instructions are available, officers provide helpful information to tourists, and officers can communicate effectively with tourists.

d) Quadrant D (Redundant)

Quadrant D's characteristics are unimportant, but its performance is superior. Officers of religious tourist attractions have a high level of competence in carrying out their duties, Officers wear neat uniforms when carrying out their duties, there are courteous pilgrimage guides, and officers of religious tourist attractions deal with tourist requests and complaints.

Discussion

Banten Province is an area that has considerable religious tourism potential and is spread in every regency/city, and is able to attract millions of Muslim tourists to come.

With this huge potential, it requires attention and good management from various aspects and various parties involved in the tourism industry, both from managers of religious tourism objects, surrounding communities, to local governments. Synergy between various parties is needed so that they are able to provide maximum service to tourists who come to religious objects in Banten Province.

The facilities and infrastructure of religious tourism objects in Banten Province, as well as the supporting infrastructure for tourists, the ease of access to the location of religious tourism objects, and the management of religious tourism objects, must be vastly improved. In the study, three religious tourism objects in Banten Province, namely the Old Banten Area, the Pilgrimage Place of the Tomb of Sheikh Asnawi Caringin, and the Pilgrimage Place of the Tomb of Sheikh Mansur Cikadueun, were used as samples to determine how Muslim tourists perceive service during tours of religious tourism objects in Banten Province.

According to the results of the gap test and Importance Performance Analysis (IPA), the performance / performance of religious tourism services does not yet meet the community's expectations. The result of the gap between the perception of Muslim tourists towards religious tourism services and their preference for religious tourism services as a whole is -9.14 (negative), indicating that there is a difference between the attributes of religious tourism services felt by Muslim tourists and the attributes of religious tourism services expected by Muslim tourists.

In the following analysis (performance importance analysis), the service attributes are located in the Cartesian Diagram of Quadrant A. It is strongly recommended to use which quadrant attribute to improve quality, as this factor is regarded as essential by Muslim tourists despite the fact that, in practice, the attribute falls short of visitor expectations? This research demonstrates that the primary focus of improving the quality of religious tourism services for Muslim tourists is the management of human resources, facilities, and infrastructure, as well as the accessibility of information and speed of service. When the three aspects in the cartesian diagram are located in Quadrant A, religious tourism managers can take the following actions to improve each attribute:

a) Human Resources Aspects

In terms of human resources, the indicators that must be prioritized are "Officers on duty are able to perform their duties properly" with a gap analysis value of -2.03. Improvements can be made by providing briefings on the management of religious tourism and evaluating the performance of human resources owned by religious tourism objects on a regular basis.

b) Aspects of Facilities and Infrastructure Management

In terms of managing facilities and infrastructure, there are two metrics that must take precedence: First, there is a clean and fragrant toilet with a gap analysis value of -1.51; the next step for improvement is to check the cleanliness and scent of the toilet on a regular basis so that they are maintained. In addition, the manager of religious tourism attractions must establish cooperative relationships with toilet providers who are not accountable for the constant cleanliness of the restrooms. Second, there is safe and

adequate parking space with a gap analysis value of -1.87; to improve, the manager of religious tourism objects must collaborate with various parties, including the communities surrounding religious tourism objects and other parties, to acquire adequate parking space. In addition, religious tourism object managers must provide qualified and sufficient personnel to maintain parking lot security and comfort..

c) Aspects of Ease of Information and Speed of Service

In the aspect of ease of information and speed of service, the indicator that must be prioritized is "the friendliness and courtesy of religious tourism place officers" with a *gap* analysis value of -2.00, the step that can be taken for improvement is to periodically evaluate human resources owned by religious tourism object managers so that they can continue to be monitored the process of implementing standard operating procedures carried out by permanent officers. going well and as it should.

Conclusion

- a. Based on the results of the analysis of the level of conformity between the level of perception and preference of Muslim tourists toward religious tourism services, the average level of conformity is 90%, indicating that the level of satisfaction with the quality of religious tourism services felt by Muslim tourists is quite high, or that the quality of halal tourism is good.
- b. Based on the results of the analysis using a cartesian diagram, it was determined that a number of indicators fall within quadrant A, indicating that they have a low level of performance. The following indicators should receive more attention in order to further enhance the service::
 - a) Human Resources Aspects; Indicator "Officers on duty are able to carry out their duties properly"
 - b) Aspects of Facilities and Infrastructure Management; Indicator " Clean and fragrant toilets available", and Indicator "Safe and adequate parking space available"
 - c) Aspects of Ease of Information and Speed of Service; Indicator "Friendliness and courtesy of officers of religious attractions"

Suggestion

In the implementation of religious tourism services, there is still a need to improve performance quality. According to this study, there are three aspects that must be optimized and developed in order to provide optimal religious tourism services: human resources, aspects of managing facilities and infrastructure, and ease of information and speed of service. Therefore, religious tourism managers must pay more attention to these three factors, which are meant to provide tourists with comfort and security.

The development of religious tourism attractions necessitates the participation of multiple parties in order to provide the highest level of service to tourists. Therefore, all parties, including the government, makom bodies, kenadziran bodies, and other interested parties, must sit down together to solve problems found in religious tourism destinations in Banten Province.

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