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The Effect Of Halal Labelization And Brand Image On Tourism Decisions In Demak District

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ABSTRACT

This study aims to determine the effect of halal labeling on travel decisions in Demak Regency and to determine the effect of brand image on decision making traveling in Demak Regency. This type of research is qualitative and the research design aims to test hypotheses or explain the influence between variables (Indriantoro, et al., 2002:89). The population of this research is all consumers who travel in Demak Regency. Sampling was done by convenience sampling technique, namely collecting information from members of the population who are happy to provide information. Based on the results of research and hypothesis testing, it can be concluded that Brand Labeling has a positive contribution to Tourism Decisions in Demak Regency. Brand Image contributes positively to tourism decisions in Demak district.

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INTRODUCTION

The development of the Indonesian economy today has given birth to various kinds of industries that produce consumer products, both those produced by domestic companies or domestic companies, as well as foreign companies. Consumption products circulating in the market or in the community do not all have guaranteed and clear health production guarantees [1]. Meanwhile, in cases like this, the public or consumers should have the right to require guarantees from consumption products circulating in the market to ensure mutual safety. As Larassita said, the community really needs correct information about the products they consume, be it quantity, content, quality or other important things [2].

To meet the needs of his life, a consumer must choose the goods and services he will consume. The number of options available, the conditions faced, as well as the underlying considerations that then make the decision making of one individual different from another individual. Decision is a choice of action from two or more alternative choices. In other words, the person making the decision must have one choice from several available alternatives. Ramadhan (2021) [3] argues that if a person is faced with two choices, namely buying and not buying, and then he chooses to buy, then he is in a position to make a decision.

The purchase decision is a process in a real purchase, whether to buy or not. Of the various factors that influence consumers in purchasing a product or service, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then

determine the attitude to be taken. The purchase decision is a process in a real purchase, whether to buy or not. Of the various factors that influence consumers in purchasing a product or service, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then determine the attitude to be taken next [4], [5].

The opinion of Miauw (2016) [6] that in the evaluation stage, consumers will form preferences for brands that are in the choice set, although consumers form a brand evaluation there are two factors that are between purchase intentions and purchase decisions, the first factor is attitude. In other words, the extent to which another person's attitude reduces a person's preferred alternative will depend on two things : (1) the intensity of the person's negative attitude towards the consumer's preferred alternative and (2) the consumer's motivation to comply with the wishes of others. The more intense the negative attitude of others and the closer the other person is to the consumer, the more consumers will change their purchase intention, the opposite is also true. The buyer's preference for a particular brand will increase if other people also really like the same brand. The second factor is unanticipated situational factors, situations that can arise and change purchase intentions. The consumer's decision to postpone or avoid a purchase decision is strongly influenced by the perceived risk, there are several kinds of risks that consumers can feel in buying and consuming a product including: the product does not perform as expected, the product poses a threat to the welfare or physical health of the

user or other people, the product is not worth the price paid and so on [7][8].

Consumer purchasing decisions, especially among Muslims, are influenced by the halal label. This halal label serves as a control for the emergence of decisions to buy in consumers. This halal label triggers behavioral control in consumers who are influenced by supporting factors and barriers to decision making. The supporting factors are based on the security guaranteed with the halal label by LPPOM MUI and the experience and information obtained by consumers. Information is obtained from knowledge within the individual and others around him. Halal labels include individual knowledge of information which is a supporting factor for strong behavioral control felt by individuals, plus consumer confidence with guaranteed security with the halal label. Strong control will make consumers to make purchasing decisions [9], [10].

Purchasing decision making is an individual activity that is directly involved in obtaining and using the products offered. A buying decision process is not just knowing some of the factors that influence the buyer, but based on the role in the purchase and the decision to buy. This process is a problem solving process in buying products and services to meet consumer needs [11].

The products available in Demak Regency are not directly proportional to the effort to give halal labels to loyal products or places in Demak Regency. Not a few consumer products that do not have halal certification or labels by the government. This was conveyed directly by Mr. Heru Ismawang, chairman of the Indonesian Hotel and

Restaurant Association (PHRI), saying that it is still very understandable that less than 50 percent of restaurants and food in Demak Regency have halal certificates because this rule has just been socialized. In the near future, it will make the procurement of halal certificates for restaurants and each of these food products a main program priority, this is also to support Demak Regency as a city guardian [12].

Based on this explanation, it can be described that the use of halal labels on products in Demak Regency is still very minimal, so that it is one of the efforts of the local government to make this as one of the main programs so that in the future, Demak Regency can be known as a tourist destination. halal in Indonesia.

The problem of procuring halal labels on products is a separate test for the residents of Demak in choosing and consuming a product, because without paying attention to the halal label or the quality of goods which in this case is referred to as preference, it will have a dangerous impact on the body condition for those who consume it. This is a concern in itself, not a few residents of Demak who consume products only based on the benefits listed through advertisements or consume products only following trends without considering the halalness of the products they consume [13].

Brand image is the perception and belief made by consumers, as reflected in the associations that occur in the memory of consumers. A good brand image will form a purchasing decision on products and services, with a good brand image will have an impact on consumer perceptions, where consumers will have a positive impression of the brand.

If a brand is able to meet consumer expectations and provide product quality assurance at every opportunity for its users, consumers will be more confident in their choices and consumers will have confidence in the brand, like the brand, and consider the brand as part of themselves. Quality brands can easily create consumers in purchasing decisions for the products offered. Thus, the brand will influence consumer purchasing decisions [14].

Based on the research results of Dewi et al (2016) [2], the brand of a product is one of the concerns in consumer considerations in deciding to buy company products. The selection of a product brand depends on the image attached to the product. Companies must be able to provide the best according to the needs and desires of consumers. Consumers view brand image as the most important part of a product. In other words, brand image is one of the most important elements that can encourage consumers to buy products. The better the brand image attached to the product, the more interested consumers will be to buy the product. Based on this description, it can be concluded that the halal label and brand image are very important especially for Muslims because they influence consumers in making purchasing decisions for a product.

Halal labeling and brand image on purchasing decisions are related as explained in the background above. Therefore, researchers are interested in conducting research related to halal labeling and brand image on the decision to travel in Demak Regency. This study aims to determine the effect of halal labeling on travel decisions in Demak Regency and to determine the effect of brand image on decision making traveling in Demak Regency.

METHODS

This type of research is qualitative and the research design aims to test hypotheses or explain the influence between variables [15]. The type of research you're describing sounds like it leans more towards quantitative research rather than qualitative. In quantitative research, the aim is often to test hypotheses or establish relationships between variables through statistical analysis. This involves collecting numerical data and analyzing it using various statistical methods to draw conclusions about the relationships between variables [16].

Qualitative research, on the other hand, typically focuses on exploring phenomena in depth, often using methods like interviews, observations, or content analysis to gather rich, descriptive data. While qualitative research can certainly contribute to explaining influences between variables, it tends to prioritize understanding the nuances and complexities of a situation rather than testing specific hypotheses or establishing statistical relationships [17].

The population of this research is all consumers who travel in Demak Regency. Sampling was done by convenience sampling technique, namely collecting information from members of the population who are happy to provide information. Convenience sampling is a method of non-probability sampling where researchers select participants based on their easy availability and accessibility. It's commonly used when it's challenging or impractical to gather a random or representative sample from the entire population [18].

RESULTS AND DISCUSSION

A. Validity and Reliability Test

1. Validity Test

Test the validity and reliability of the data items with the corrected item total correlation (rcount) between each item and the total item can be seen in the [table 1](#) as follows:

Table 1. Data Validity and Reliability Test Results Question Items

Travel Decision (Y ₁)	Corrected Item Total Correlation	Information
Y _{1.1.1}	.776	Valid
Y _{1.1.2}	.812	Valid
Y _{1.1.3}	.770	Valid
Y _{1.1.4}	.761	Valid
Y _{1.2.1}	.660	Valid
Y _{1.2.2}	.847	Valid
Y _{1.3.1}	.829	Valid
Y _{1.3.2}	.686	Valid
Y _{1.3.3}	.803	Valid
Y _{1.4.1}	.803	Valid
Y _{1.4.2}	.775	Valid
Y _{1.4.3}	.761	Valid
Y _{1.4.4}	.748	Valid
X _{1.1.1}	.610	Valid
X _{1.1.2}	.575	Valid
X _{1.1.3}	.678	Valid
X _{1.2.1}	.727	Valid
X _{1.2.2}	.821	Valid
X _{1.3.1}	.788	Valid
X _{1.3.2}	.758	Valid
X _{1.4.1}	.708	Valid
Brand Image (X ₂)		Information
X _{2.1.1}	.802	Valid
X _{2.1.2}	.737	Valid
X _{2.1.3}	.797	Valid
X _{2.2.1}	.696	Valid
X _{2.3.1}	.872	Valid
X _{2.3.2}	.838	Valid
X _{2.4.1}	.821	Valid
X _{2.4.2}	.776	Valid

Note: * = Significance at = 0.05 Sugiyono (2004:140)
r Pearson moment product with *n* = 100 at = 0.05 = 0.1145

1. Reliability Test

The reliability test of item data can be seen in the following [table 2](#).

Table 2. Reliability Test

Variable	Corrected Item Total Correlation Travel Decision (Y ₁)	Information
Alpha Y ₁	.9540	Reliable
	Halal Labeling (X ₁)	
Alpha X ₁	.9450	Reliable
	Brand Image (X ₂)	
Alpha X ₂	.9810	Reliable

Based on the above data item reliability results, by comparing the Alpha values above 0.80, all items are said to be reliable.

Description of Respondents Response

In this sub-chapter, a description of the data regarding the dimensions of factors and research variables is presented. Research Variables are Travel Decisions (Y₁), Halal Labeling (X₂), and Brand Image (X₂)

The Travel Decision Variable (Y₁) is measured by several dimensions, namely Cultural Factors (Y_{1.1}), Social Factors (Y_{1.2}), Personal Factors (Y_{1.3}), and Psychological Factors (Y_{1.4}). The description of the respondents' responses to the Travel Decision variable will be explained in [table 3](#) below.

1. Description of Travel Decision Variables (Y₁)

Table 3. Description of Respondents' Responses to Travel Decision Variables

Category	Y _{1.1}		Y _{1.2}		Y _{1.3}		Y _{1.4}		Y ₁	
	F	%	F	%	F	%	F	%	F	%
Strongly agree	46	46.0	40	40.0	36	36.0	54	54.0	46	46.0
Agree	54	54.0	58	58.0	58	58.0	43	43.0	53	53.0
Slightly Agree	-	-	2	2.0	6	6.0	2	2.0	1	1.0
Do not agree	-	-	-	-	-	-	1	1.0	-	-
Strongly Disagree	-	-	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

Based on the [table 3](#) above regarding the Travel Decision variable, respondents agreed 53.0%, which means that the decision to travel in Demak Regency

a. Cultural Factors (Y_{1.1})

In accordance with the above regarding the responses of respondents regarding Cultural Factors (Y_{1.1}) stating Agree at 54.0% which means that all tourists visiting Demak Regency tourism agree with the many

benefits of products in Demak Regency tourism, Products in Regency tourism Demak, illness or symptoms cause consumers to have

products in Demak Regency tourism, products in Demak Regency tourism are easy to get anywhere. While based on this Cultural Factor is measured by in [table 4.](#)

Table 4. Indicator Dimensions of Cultural Factors

Catagory	Y _{1.1.1}		Y _{1.1.2}		Y _{1.1.3}		Y _{1.1.4}		Y _{1.1.1}	
	F	%	F	%	F	%	F	%	F	%
Strongly agree	49	49.0	46	46.0	49	49.0	49	49.0	46	46.0
Agree	50	50.0	54	54.0	51	51.0	51	51.0	54	54.0
Slightly Agree	1	1.0	-	-	-	-	-	-	-	-
Do not agree	-	-	-	-	-	-	-	-	-	-
Strongly Disagree	-	-	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

1) The number of benefits of products in Demak Regency tourism that are in accordance with consumer health needs (Y_{1.1.1}), respondents stated Agree there were 50 tourists (50.0%), 49 tourists (49.0%) stated strongly agree, there was 1 tourist (1.0%) expressed somewhat agree and no tourists expressed disagree and strongly disagree.

2) Products in Demak Regency tourism have a good impact on health (Y_{1.1.2}), respondents stated that they agreed there were 50 tourists (50.0%), 46 tourists (46.0%) stated strongly agree, and not one tourist stated somewhat agree , disagree and strongly disagree.

3) Sickness or symptoms cause consumers to choose products in Demak Regency tourism

(Y_{1.1.3}), respondents agree that there are 51 tourists (51.0%), 46 tourists (46.0%) strongly agree.

4) Products in Demak Regency tourism are easy to get anywhere (Y_{1.1.4}), respondents agreed that there were 51 tourists (51.0%), 46 tourists (46.0%) strongly agreed, and there was not one tourist who stated somewhat agree, disagree and strongly disagree.

a. Social Factors (Y_{1.2})

Based on the description above regarding the description of respondents' responses to Social Factors, they agreed 58.0%, which means that tourists in Demak Regency tourism agreed with being recommended by the closest people to buy products in Demak Regency tourism in [table 5.](#)

Table 5. Indicators of the Social Factors Dimension

Category	Y _{1.2.1}		Y _{1.2.2}		Y _{1.2}	
	F	%	F	%	F	%
Strongly agree	39	39.0	41	41.0	40	40.0
Agree	57	57.0	54	54.0	58	58.0
Slightly Agree	4	4.0	3	3.0	2	2.0
Do not agree	-	-	2	2.0	-	-

Category	Y _{1.2.1}		Y _{1.2.2}		Y _{1.2}	
	F	%	F	%	F	%
Strongly Disagree	-	-	-	-	-	-

Source: SPSS Processed Data

1) It was recommended by the closest people to buy products in Demak Regency tourism (Y_{1.2.1}), respondents agreed that there were 57 tourists (57.0%), 39 tourists (39.0%) strongly agreed, 4 tourists (4.0%) stated somewhat agree, and not one traveler expressed disagree and strongly disagree.

2) The presence of the closest people who also travel in Demak Regency (Y_{1.2.2}), respondents stated that they agreed there were 54 tourists (54.0%), 41 tourists (41.0%) stated strongly agree, 3 tourists (3.0%) stated somewhat agree, and 2 tourists (2.0%) stated that they did not agree, and there was not one tourist who stated that they were not very good.

a. Personal Factor (Y_{1.3})

Data on Personal Factors (Y_{1.3}) were obtained by filling out a questionnaire with a measurement scale using the provided Likert model. Based on the data that has been collected and the frequency presented in Table 4.3, it appears that the respondents agreed at 58.0%, which means that Demak Regency tourist tourists agree to buy products in Demak Regency tourism which are used to maintain body health, monthly income that allows them to buy products in Demak Regency. Demak Regency tourism and buy products that are in Demak Regency tourism because the existing products are already labeled halal. Displaying a description of the frequency of the Personal Factor indicator, is as follows in [table 6](#).

Table 6. Indicators of the Personal Factors Dimension

Category	Y _{1.3.1}		Y _{1.3.2}		Y _{1.3.3}		Y _{1.3}	
	F	%	F	%	F	%	F	%
Strongly agree	38	38.0	31	31.0	44	44.0	36	36.0
Agree	55	55.0	65	65.0	53	53.0	58	58.0
Slightly Agree	4	4.0	4	4.0	2	2.0	6	6.0
Do not agree	3	3.0	-	-	1	1.0	-	-
Strongly Disagree	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

1) Buying products at Demak Regency Tourism that are used to maintain body health (Y_{1.3.1}), where 55 tourists (55.0%) agree, 38 tourists (38.0%) strongly agree, 4 tourists (4.0%) say somewhat agree, and 3 tourists (3.0%) disagree and there is not one tourist who strongly disagrees.

2) Monthly income that allows you to buy products in Demak Regency Tourism (Y_{1.3.2}),

where 65 tourists (65.0%) agree, 31 tourists (31.0%) strongly agree, 4 tourists (4.0%) say somewhat agree, and not a single traveler expressed disagree and strongly disagree.

3) Buying products in Demak Regency Tourism because the products are already labeled halal (Y_{1.3.3}), of which 53 tourists (53.0%) agreed, 44 tourists (44.0%) strongly agreed, 2 tourists (2.0%) stated somewhat

agree, and 1 traveler who disagrees and there is not one tourist who strongly disagrees.

a. Psychological Factors (Y1.4)

Based on Table 4.3 above, it shows that 54.0% of respondents who stated strongly agree about the Psychological Factors, which means that tourists strongly agree with the positive experiences that are felt so that there is a desire to buy products in Demak Regency tourism, the existence of halal labels

on product packaging in Demak Regency. Demak Regency tourism guarantees the halalness of the product, and the existence of a halal label on the products in Demak Regency tourism strengthens that the product is not dangerous for consumers, and gives satisfaction to consumers with the benefits of the products in Demak Regency tourism. This psychological factor is measured by several indicators such as those below in [table 7](#).

Table 7. Indicators of the Dimensions of Psychological Factors

Category	Y _{1.4.1}		Y _{1.4.2}		Y _{1.4.3}		Y _{1.4.3}		Y _{1.4}	
	F	%	F	%	F	%	F	%	F	%
Strongly agree	49	49.0	44	44.0	47	47.0	47	47.0	54	54.0
Agree	47	47.0	52	52.0	48	48.0	48	48.0	43	43.0
Slightly Agree	3	3.0	3	3.0	4	4.0	4	4.0	2	2.0
Do not agree	1	1.0	1	1.0	1	1.0	1	1.0	1	1.0
Strongly Disagree	-	-	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

1) Based on positive experiences that are felt so that there is a desire to buy products in Demak Regency Tourism (Y1.4.1), where respondents who strongly agree are 49 tourists (49.0%), 47 tourists (47.0%) agree, 3 tourists (3.0%) stated somewhat agree, 1 tourist (1.0%) stated disagree and no 1 tourist stated strongly disagree.

2) The existence of a halal label on product packaging in Demak Regency Tourism guarantees the halalness of the product (Y1.4.2), the respondents agreed that there were 52 tourists (52.0%), 44 tourists (44.0%) strongly agreed, 3 tourists (3.0%) stated somewhat agree, and 1 tourist (1.0%) stated disagree and there was not one tourist who stated strongly disagree.

3) The existence of a halal label on the product reinforces that the product is not dangerous for consumption (Y1.4.3),

respondents agreed that there were 48 tourists (48.0%), 47 tourists (47.0%) stated strongly agree, 4 tourists (4.0%) stated Slightly agree, 1 traveler (1.0%) disagreed and there was not one traveler who strongly disagreed.

4) Giving satisfaction to consumers on the benefits of the product (Y1.4.4), respondents agreed that there were 48 tourists (48.0%), 47 tourists (47.0%) stated strongly agree, 4 tourists (4.0%) stated somewhat agree, 1 tourist (1.0%) disagreed and there was not one tourist who strongly disagreed.

Description of Halal Labeling Variable (X1)

Halal Labeling Variables were measured by Image (X1.1), Text (X1.2), Combination of Image and Writing (X1.3) and Sticking to Packaging (X1.4). The description of the halal

profit variable will be explained as below in [table 8](#).

Table 8. Description of Respondents' Responses to Halal Labeling Variables

Category	X _{1.1}		X _{1.2}		X _{1.3}		X _{1.4}		X ₁	
	F	%	F	%	F	%	F	%	F	%
Strongly agree	57	57.0	36	36.0	57	57.0	36	36.0	55	55.0
Agree	43	43.0	58	58.0	43	43.0	58	58.0	45	45.0
Slightly Agree	-	-	6	6.0	-	-	6	6.0	-	-
Do not agree	-	-	-	-	-	-	-	-	-	-
Strongly Disagree	-	-	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

Based on the [table 8](#) above, it can be explained that the halal labeling variable according to tourists traveling in Demak Regency who stated strongly agree was 55.0%, this means that strongly agree which means that pictures, writings, combinations of images and writing and sticking to the packaging of tourists who come to the Regency tourism Demak must have halal labeling. This halal labeling variable is measured by in [table 9](#).

a. Image (X_{1.1})

Based on the above, about the responses of respondents about the image, they strongly agree at 57.0% which means that the image of the halal label on the product in Demak Regency tourism, pays attention to the presence or absence of the "Halal" image before making a purchase, and knows the location of the "Halal Label" image on the image. Product packaging in Demak Regency tourism must have a Halal Label image.

Table 9. Description of Respondents' Responses to Image Dimensions

Category	X _{1.1}		X _{1.2}		X _{1.3}		X ₁	
	F	%	F	%	F	%	F	%
Strongly agree	57	57.0	36	36.0	36	36.0	55	55.0
Agree	43	43.0	58	58.0	58	58.0	45	45.0
Slightly Agree	-	-	6	6.0	6	6.0	-	-
Do not agree	-	-	-	-	-	-	-	-
Strongly Disagree	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

1) I know the meaning of the "Halal Label" image on the products in Demak Regency tourism (X_{1.1}), respondents stated strongly agree that there were 55 tourists (55.0%), 43 tourists (43.0%) agreed, and there was not

one tourist which states somewhat agree, disagree and strongly disagree.

2) I always pay attention to the presence or absence of the "Halal" image before making a purchase (X_{1.2}), respondents agree that there are 58 tourists (58.0%), 36 tourists

(36%) strongly agree, 6 tourists (6.0%) say somewhat agree, and there are no tourists who disagree and strongly disagree.

3) I know the location of the "Halal Label" image on the product packaging in Demak Regency tourism (X1.3), respondents agree that there are 58 tourists (58.0%), 36 tourists (36%) strongly agree, 6 tourists (6.0%) expressed somewhat agree, and there were no tourists who expressed disagreement and strongly disagreed.

Table 10. Description of Respondents' Responses to the Dimensions of Writing

Category	X _{2.2.1}		X _{2.2.2}		X _{2.2}	
	F	%	F	%	F	%
Strongly agree	33	26.4	46	36.8	51	40.8
Agree	89	71.2	75	60.0	72	57.6
Slightly Agree	3	2.4	4	3.2	2	1.6
Do not agree	-	-	-	-	-	-
Strongly Disagree	-	-	-	-	-	-

Source: SPSS Processed Data

1) The presence of "Halal" written on the product helped me identify the product before making a purchase (X2.2.1), respondents who agreed there were 89 tourists (71.2%), 33 tourists (26.4%) strongly agreed, 3 tourists (2.4%) stated somewhat agree, and there was not a single tourist who stated disagree and strongly disagree.

2) The words "Halal" on the product are clearly legible (X2.2.2), respondents who agree 75 tourists (60.0%), 46 tourists (36.8%) strongly agree, 4 tourists (3.2%) slightly

a. Writing (X2.2)

Based on [Table 10](#), the respondent's responses to writing agree with 57.6% which means that the "Halal" written on the product helps me identify the product before making a purchase, and the "Halal" text on the product is clearly legible. Writing is supported by several indicators as below:

agree, and not a single traveler disagreed and strongly disagreed.

a. Combination of Image and Text (X1.3)

Based on the [table 11](#), the respondents' responses to the images stated that they strongly agree with 57.0% which means that knowing the combination of images and writings on the product is the official "Halal Label" from the MUI and the existence of a "Halal Label" image is a consideration for having a product in Demak Regency tourism before make a purchase.

Table 11 Description of Respondents' Responses to the Dimensions of Combination of Pictures and Writings

Category	X _{1.1}		X _{1.2}		X _{1.3}		X ₁	
	F	%	F	%	F	%	F	%
Strongly agree	57	57.0	36	36.0	36	36.0	55	55.0
Agree	43	43.0	58	58.0	58	58.0	45	45.0
Slightly Agree	-	-	6	6.0	6	6.0	-	-

Category	X _{1.1}		X _{1.2}		X _{1.3}		X ₁	
	F	%	F	%	F	%	F	%
Do not agree	-	-	-	-	-	-	-	-
Strongly Disagree	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

1) I know the combination of images and writings of the official "Halal Label" product from MUI (X1.3.1), respondents stated strongly agree that there were 55 tourists (55.0%), 43 tourists (43.0%) agreed, and not one tourist stated somewhat agree, disagree and strongly disagree.

2) The existence of pictures and the words "Halal" is a consideration for having products in Demak Regency tourism (X1.3.2), respondents agree that there are 58 tourists (58.0%), 36 tourists (36%) strongly agree, 6

tourists (6.0 %) stated somewhat agree, and there were no tourists who disagreed and strongly disagreed.

a. Sticking to the Packaging (X2.4)

Based on Table 11 above, the respondents' responses regarding sticking to the packaging agreed at 57.6% which means that there is a packaging labeled "Halal" making it easier to provide information and confidence in product quality. Sticking to the packaging is supported by several indicators as [table 12](#).

Table 12 Description of Respondents' Responses to Dimensions Attached to Packaging

Category	X _{2.4.1}		X _{2.4}	
	F	%	F	%
Strongly agree	33	26.4	51	40.8
Agree	89	71.2	72	57.6
Slightly Agree	3	2.4	2	1.6
Do not agree	-	-	-	-
Strongly Disagree	-	-	-	-

Source: SPSS Processed Data

1) Because the "Halal Label" packaging makes it easier to provide information and confidence in product quality (X2.4.1), respondents who agreed there were 89 tourists (71.2%), 33 tourists (26.4%) strongly agreed, 3 tourists (2.4%) stated somewhat agree, and there was not a single tourist who stated disagree and strongly disagree.

1. Description of Brand Image Variable (X2)
Brand Image (X2) as measured by the product is easy to remember (X2.1), great and modern (X2.2), and meaningful (X2.3). Description of Brand Image will be presented as follows in [table 13](#).

Table 13. Description of Respondents' Responses to Brand Image Variables

Category	X _{1.1}		X _{1.2}		X _{1.3}		X _{1.4}		X ₁	
	F	%	F	%	F	%	F	%	F	%
Strongly agree	19	15.2	38	30.4	24	19.2	24	19.2	24	19.2
Agree	92	73.6	66	52.8	89	71.2	89	71.2	97	77.6
Slightly Agree	13	10.4	20	16.0	12	9.6	12	9.6	4	3.2
Do not agree	1	.8	1	.8	-	-	-	-	-	-
Strongly Disagree	-	-	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

Based on the above [table 13](#), related to the description of respondents' responses to the Brand Image variable, respondents agreed 77.6%, meaning that the product is easy to remember, looks great and modern and has the meaning (in a positive sense) to form a tourist brand image in Demak Regency and attract attention. This Brand Image is formed by several dimensions.

The product becomes easy to remember (X2.1), based on the above shows that

respondents agree there are 74.4%, which means that the product brand in Demak Regency tourism is a well-known brand, product brands in Demak Regency tourism are widely marketed in the environment. the community and many people who use product brands in Demak Regency tourism can be easily remembered by tourists visiting Demak Regency tourism. The product becomes easy to remember in the form of a number of indicators in [table 14](#).

Table 14. Description of Respondents' Responses to Product Dimensions Becomes Easy to Remember

Category	X _{2.1.1}		X _{2.1.2}		X _{2.1.3}		X _{2.1}	
	F	%	F	%	F	%	F	%
Strongly agree	27	21.6	18	14.4	27	21.6	23	18.4
Agree	86	68.8	90	72.0	97	77.6	93	74.4
Slightly Agree	12	9.6	11	8.8	1	.8	9	7.2
Do not agree	-	-	6	4.8	-	-	-	-
Strongly Disagree	-	-	-	-	-	-	-	-

Source: SPSS Processed Data

1) The product brand in Demak Regency tourism is a well-known brand (X2.1.1), respondents agreed there were 97 tourists (77.6%), 27 tourists (21.6%) strongly agreed, 1 tourist (0.8%) slightly agreed and there is not a single traveler who disagrees and strongly disagrees.

2) Product brands in Demak Regency Tourism are widely marketed in the community (X2.1.2), respondents stated that they agreed there were 90 tourists (72.0%), 18 tourists (14.4%) stated strongly agree, 11 tourists stated somewhat agree (8.8%), and 6 tourists disagreed (4.8%), and there was not one tourist who strongly disagreed.

3) Many People Use Product Brands in Tourism in Demak Regency (X2.1.3), respondents stated that they agreed there were 86 tourists (68.8%), 27 tourists stated strongly agree (21.6%) and 12 tourists stated somewhat agree (9.6%) and not a single tourist expressed strongly disagree.

which means that the product brands in Demak Regency tourism are widely marketed through print media and mass tourists seem great and modern to support Demak Regency tourism. This Great and Modern Impression is shaped by several indicators, in [table 15](#).

Great and Modern Impression (X2.2), above shows that tourists agree there are 71.2%,

Table 15. Description of Respondents' Responses to the Dimensions of Satisfaction

Category	X _{2.2.1}		Y _{2.2}	
	F	%	F	%
Strongly agree	24	9.6	24	9.6
Agree	89	71.2	89	71.2
Slightly Agree	12	9.6	12	9.6
Do not agree	-	-	-	-
Strongly Disagree	-	-	-	-

Source: SPSS Processed Data

1) Product brands in Demak Regency tourism are widely marketed through print and mass media (Y2.2.1), respondents agreed that there were 84 tourists (71.2%), 24 tourists (9.6%) strongly agreed, 12 tourists (9.6%) expressed somewhat agree, and there was not one traveler who expressed disagreement and strongly disagreed.

73.6% meaning that product brands in Demak Regency tourism are believed to be able to cure various diseases, product brands in Demak Regency tourism are believed to relieve symptoms -symptoms of illness the tourists think of has a good meaning. Having meaning (in a positive sense) is formed by several indicators in [table 16](#).

2) Has a meaning (in a positive sense) (X2.3), based on the above respondents agreed by

Table 16 Description of Respondents' Responses to Meaningful Dimensions (in a Positive sense)

Category	X _{2.3.1}		X _{2.3.2}		X _{2.3}	
	F	%	F	%	F	%
Strongly agree	20	16.0	22	17.6	19	15.2
Agree	94	75.2	78	62.4	92	73.6
Slightly Agree	10	8.0	22	17.6	13	10.4
Do not agree	1	.8	3	2.4	1	.8
Strongly Disagree	-	-	-	-	-	-

Source: SPSS Processed Data

1) Product brands in tourism in Demak Regency are believed to be able to cure various diseases (X2.3.1), respondents agreed that there were 94 tourists (75.2%),

20 tourists (16.0%) strongly agreed, 10 tourists (8.0%) stated Slightly agree, 1 traveler (0.8%) disagreed and not one traveler strongly disagreed.

2) Product brands in tourism in Demak Regency are believed to relieve symptoms of illness (X2.3.2), respondents stated that they agreed there were 85 tourists (68.0%), 23 tourists (18.4%) strongly agreed, 14 tourists

(11.2%) stated Slightly agree, 2 travelers (1.6%) disagreed, and 1 traveler (0.8%) strongly disagree.

Attracting Attention (X2.4), based on the table above respondents agreed 62.4%, meaning that the various health benefits of the products in Demak Regency tourism attracted the attention of the public and the products in Demak Regency tourism could be consumed by all people both children, adults and parents can already attract attention. Attracting attention is supported by several indicators in [table 17](#).

Table 17. Description of Respondents' Responses to Attention Dimensions

Category	X _{2.4.1}		X _{2.4.2}		X _{2.4}	
	F	%	F	%	F	%
Strongly agree	33	26.4	25	20.0	31	24.8
Agree	79	63.2	73	58.6	78	62.4
Slightly Agree	12	9.6	26	20.8	15	12.8
Do not agree	1	.8	1	.8	1	.8
Strongly Disagree	-	-	-	-	-	-

Source: SPSS Processed Data

1) Various health benefits of products in tourism in Demak Regency have attracted public attention (X2.4.1), based on Table 4.15 above, it shows that respondents agreed there were 79 tourists (63.2%), 33 tourists (26.4%) strongly agreed, 12 tourists (9.6%) stated somewhat agree and 1 traveler (0.8%) stated disagree and no tourists stated strongly disagree.

2) Products in Demak Regency tourism can be consumed by all groups, both children, adults and the elderly (X2.4.2), respondents agreed there were 76 tourists (60.8%), 34 tourists (27.2%) strongly agreed, 13 tourists (10.4%) stated somewhat agree, and 2 tourists (1.6%) disagreed and no tourists stated strongly disagree.

Discussion

1. Halal Labeling Affects Tourism Decisions in Demak Regency

This study shows that Halal Labeling has a positive contribution to Tourism Decisions in Demak Regency. The findings of this study found that the Halal Labeling of tourists visiting Demak Regency tourism was good, meaning that the images, writings, combinations of images and writing and sticking to the packaging were good. This Labeling Variable is supported by:

a. Picture

Pictures by tourists agree which means that tourists know the meaning of the "Halal Label" image on the products in Demak

Regency tourism, tourists always pay attention to the presence or absence of the "Halal" image before making a purchase, and tourists know the location of the "Halal Label" image on the product packaging in Demak Regency tourism is good. This image is measured by:

- 1) tourists know the meaning of the "Halal Label" image on the products in Demak Regency tourism
- 2) tourists always pay attention to the presence or absence of the "Halal" image before making a purchase
- 3) tourists know the location of the "Halal Label" image on the product packaging in Demak Regency tourism

b. Writing

The respondent's writing agrees, which means that the writing that includes the words "Halal" contained on the product identifies the product before making a purchase and the words "Halal" on the product are clearly legible. Writing is measured by:

- 1) the presence of "Halal" written on the product identifies the product before making a purchase
- 2) The words "Halal" on the product are clearly legible

c. Combination of Image and Text

The combination of pictures and writings respondents agreed, which means that tourists know that the combination of pictures and writings on the product is the official "Halal Label" from the MUI and the presence of pictures and writing into consideration for choosing existing products has become a consideration for tourists traveling in Demak Regency. The combination of images and text, is as follows:

- 1) tourists know that the combined image and text on the product is the official "Halal Label" from MUI

2) the presence of pictures and writing is a consideration in choosing an existing product

- d. Sticking to the packaging

Sticking to the packaging consisting of because it is contained in the "Halal Label" packaging makes it easier to provide information and confidence that the product quality has gone well.

2. Brand Image Affects Tourism Decisions in Demak Regency

The research findings indicate that Brand Image has a positive contribution to Tourism Decisions in Demak Regency. This brand image can increase if the Tourist Decisions in Demak Regency are good tourists. This can be seen from the statements from tourists about Brand Image that they agree that the product is easy to remember, looks great and modern, has meaning (in a positive sense) and attracts attention, therefore this Brand Image needs to be leveled by:

a. Products Become Easy to Remember

Based on tourists' statements about products being easy to remember, they agree, which means that the product brands in Demak Regency tourism are well-known brands, product brands in Demak Regency tourism are widely marketed in the community, and many people use existing product brands. in Demak Regency tourism, tourists are easy to remember.

b. Impressed Great And Modern

Based on the tourists' questions about being impressed with being great and modern, they agree, which means that the product brands in Demak Regency tourism are widely marketed through print and mass media and have been running well.

c. Has Meaning (in a Positive Meaning)

Based on the response of tourists' statements about having meaning (in a positive sense) is agree, which means that the product brand in Demak Regency tourism is believed to be able

to cure various diseases and product brands in Demak Regency tourism believe it can relieve symptoms of illness, tourists have that belief.

d. Draw attention

Tourists' responses about attracting attention are agree, which means that the various health benefits of the products in Demak Regency tourism attract people's attention and the products in Demak Regency tourism can be consumed for all children, adults and parents trust it.

CONCLUSION

Based on the results of research and hypothesis testing, it can be concluded that Brand Labeling has a positive contribution to Tourism Decisions in Demak Regency. Brand Image contributes positively to tourism decisions in Demak district. The finding suggests that consumers in Demak Regency are influenced positively by both the labeling of brands and the overall image associated with those brands when making tourism decisions. This implies that factors such as brand recognition, reputation, and perceived

quality play a significant role in shaping consumer behavior in the tourism sector within Demak Regency. Such conclusions could have several implications for stakeholders involved in tourism promotion and management in Demak Regency. For instance, they may emphasize efforts to strengthen brand labeling and improve brand image as part of their marketing strategies to attract more tourists. Additionally, they could invest in activities that enhance the positive perception and reputation of brands associated with tourism offerings in the region. However, it's important to consider the limitations of the study, particularly if convenience sampling was used. While these findings provide valuable insights, they may not fully represent the entire population of consumers who travel in Demak Regency. Therefore, further research using more robust sampling methods could help validate and generalize these findings.







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