POSTER PENELITIAN

THE IMPACT OF DIGITAL MARKETING ON FINANCIAL PERFORMANCE
(STUDY OF HALAL TOURISM DESTINATIONS ON MADURA ISLAND)

Nurul Kompyurini

Bambang Haryadi

Habi Bullah

15th – 16th December 2023

INTRODUCTION

The current strategic segment of the tourism sector is targeting halal tourism. Halal tourism is based on Islamic economics which is an important part of the global economy today.

Interest in halal tourism are for:
- Experiencing increasing growth (Battour and Ismail, 2016).
- Increase in Muslim tourists from year to year (Bhuiyan et al. 2011; Yusof and Shutto, 2014; El-Gohary, 2016; Henderson, 2016).
- Muslim tourists are expected to increase by 30 percent in 2020 and also increase spending value to 200 billion USD (Master Card and Crescent Rating, 2016).

Digital marketing is a variant of digitalization in the tourism sector to support tourism promotion. Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, web sites, e-mail, Adwords, or social networks, but not only talking about internet marketing (Sanjaya and Tarigan, 2009) .

15th – 16th December 2023

LITERATURE REVIEW

Halal Tourism Concept

According to the Global Muslim Travel Index (GMTI, 2018) halal tourism is tourism carried out in accordance with Islamic principles which includes Muslim-friendly facilities and services.

Halal tourism does not only emphasize tourism in the sense of travel, but more than that. It is stated that there are four main components in sharia tourism agreed upon by the Ministry of Tourism and Creative Economy and the MUI (in Sucipto and Andayani, 2014: 12), namely: culinary, Muslim fashion, cosmetics-spa and hospitality.

15th – 16th December 2023

RESEARCH METHODOLODY

This research uses a quantitative approach with the research location being selected halal tourist destinations in 4 districts in Madura (Bangkalan, Sampang, Pamekasan and Sumenep).

15th – 16th December 2023

DISCUSSION

Validity and Reliability Test

Convergent Validity Test Results

Variable	Indicator	AVE	Loading Factor	Result

Discriminant Validity Test Results

Reliability Test Results

Number	Variable	Cronbach Alpha	Composite Reliability	Result
1	Digital Marketing	0.681	0.824	Reliable
2	Financial Performance	0.832	0.882	Reliable

15th – 16th December 2023

DISCUSSION

Hypothesis Testing

Inner Model Test Results

No.	Structural Model	I Square Financial Performance
1	Digital Marketing	0.142

Stage Hypothesis Test Results

Description	Koefisien	ρ	Result
DM-9TP	0.195	<0.001	Accepted

15th – 16th December 2023

CONCLUSION

Based on the results of the research discussion above, the conclusion of this research is that digital marketing has an influence on financial performance, this means that by implementing good digital marketing, the financial performance of halal tourism will be better.

15th – 16th December 2023