Gastronomy Tourism Contribution To The Development Of Halal Tourism In Aceh

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Keywords:	Abstract
Gastronomy Tourism; Halal Tourism; Consumption.	*This study aims to analyze the contribution of gastronomic tourism to the development of halal tourism in Aceh by highlighting three main indicators, namely gastronomic products, food culture, and consumption habits. This study uses a descriptive quantitative method. The sampling technique used in this study is non-probability sampling, where 50 local and foreign tourists visiting Aceh City were selected as respondents. The data were analyzed using SPSS version 21 with a T-test to determine the effect of each variable on the development of halal tourism. The results showed that the halal product variable had a positive and significant effect on the development of halal tourism with a T-test value of 4.608 and a significance level of 0.00 (<0.10). This shows that halal gastronomic products play an important role in increasing the attractiveness of halal tourism. In addition, the tourist consumption trend variable also has a significant effect on the development of halal tourism with a T-test value of 4.139 and a significance level of 0.00. Meanwhile, the tourist experience variable has a T-test value of 4.834, which shows that tourists' positive experiences with halal services contribute to the growth of halal tourism in Aceh. Simultaneously, the three variables have been proven to have a significant impact on the development of halal tourism. Thus, strengthening the quality of halal products, understanding tourist consumption trends, and improving tourist experiences can be effective strategies in supporting the growth of halal tourism in Aceh, both in terms of policy, marketing, and improving service quality.*

INTRODUCTION

Tourism is a rapidly growing sector and is a major attraction for many countries in the world. Tourists' motivations for visiting a destination are very diverse, including enjoying the beauty of nature, learning history, enjoying typical cuisine, doing religious tourism, research, cultural tourism, to seeing the sophistication of technology in an area. One form of tourism that is increasingly getting attention is gastronomy tourism, which refers to the exploration of culture through culinary experiences at a destination. Gastronomy itself has a close relationship with the culture and identity of a region, while tourism refers to the activity of visiting a place with the intention of not settling (Razali, R., Syahputra, A., & Ulfah, 2022).

As tourism develops, local gastronomy becomes one of the contributing factors in choosing a tourist destination. Several studies have shown that local gastronomy has developed into a cultural heritage (gastronomic heritage) that can increase the attractiveness of a destination (Damanik, D., & Ancient, 2020). Tourist destinations that have unique culinary potentials have the potential to attract more tourists because food is an important part in shaping the image of a destination. In fact, tourist spending on food contributes up to a quarter to a third of their total travel budget. Therefore, dissatisfaction with food service can have an impact on overall

dissatisfaction with the tourist experience, making a deep understanding of food service very important (Haries, A., Hervina, H., & Hasan, 2023).

Tourism is an economic sector that has a significant impact on various aspects of life, including social, cultural and economic (Farisma, A., Sunariyah, A., & Rohman, 2023). One branch of tourism is gastronomy tourism, which focuses on culinary experiences as the main attraction for tourists. Gastronomy tourism is a form of travel undertaken with the aim of enjoying, exploring and understanding the culinary specialties of a region. Gastronomy tourism does not only include the consumption of food and drinks, but also includes cultural experiences related to the process of producing, distributing, and serving local food. Factors such as unique tastes, local ingredients, and culinary traditions are the main attractions in gastronomy tourism.

Currently, research on gastronomy tourism has been widely conducted in various parts of the world, especially regarding how local food can attract tourists and increase the competitiveness of a destination, such as research (Syafrida, 2022) with the title "Halal Certificates for Food and Beverage Products Provide Protection and Legal Certainty for Muslim Consumer Rights", and research (Hanafiah, P., Mardita, AS, & Safitri, 2019) with the title "Optimizing CSR Funds for Halal Tourism Central Java: Case study Bledug Tourism Brother, The Grob", as well as research (Charity, 2017) with the title "Halal Product Guarantee in Indonesia". However, research that connects gastronomy tourism with halal tourism is still limited, especially in the context of Aceh which has a typical culinary based on spices with Middle Eastern, Indian, and Malay cultural influences.

Although Aceh is known for its unique culinary heritage and rich spices, the issue of halal certification is still a major obstacle in the development of halal tourism in this area. Many food providers in Aceh do not yet have halal certification, which raises concerns for Muslim tourists who prioritize the halal aspect in their food consumption. In the context of halal tourism, the halalness of a food is not only seen from its raw materials, but also from the processing, storage, presentation, and packaging. Therefore, there is a research gap in understanding how gastronomy tourism can contribute to the development of halal tourism in Aceh, especially in the context of widely recognized halal standards.

With this research, it is hoped that it can provide a contribution to understanding more deeply the relationship between gastronomy tourism and halal tourism, as well as offering policy recommendations for the government and culinary industry players in Aceh in increasing the competitiveness of halal-based tourism.

METHODS

This research uses a descriptive quantitative research type, which in practice includes collecting measurable data to answer research questions about the characteristics or properties of a phenomenon. Quantitative research methodology is characterized by the need to be methodical, organized, and carefully structured from the beginning of the design process (Ramdhan, 2021).

In this study, the population taken was local and foreign tourists who visited the city of Aceh. The sampling technique used by the author was non-probability sampling. Non-probability sampling according to (Sutinahal, 2005) is a sampling technique that does not provide the same opportunity or chance to each population to become a sample of 50 people with the following criteria (Samsul, 2017):

1. Have you ever visited Aceh
2. Have you bought typical Acehnese food or tried culinary delights in Aceh

There are two variables in this study which are divided into two main categories, namely:

1. Independent variable, namely the variable that influences or causes the change or emergence of the dependent variable (bound). The independent variable is symbolized by the letter X. The independent variables in this study are Gastronomic Products (X1) Food Culture (X2) and Consumption Habits (X3).

2. Dependent variable, namely the variable that is influenced or caused by the existence of the independent variable. The dependent variable is symbolized by the letter Y. The dependent variable in this study, the development of halal tourism, is (Y).

In this study, the researcher used a questionnaire with questions made from indicators used to be answered by respondents using a Likert scale, namely strongly disagree (score 1), disagree (score 2), quite agree (score 3), agree (score 4) and strongly agree (score 5).

RESULTS AND DISCUSSION
1. Research result

Table 1. Respondent Data

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-25 years	33	66,0	66,0	66,0
	25-35 years	10	20,0	20,0	86,0
	36-46 years	5	10,0	10,0	96,0
	47-57 years	1	2,0	2,0	98,0
	>57 years	1	2,0	2,0	100,0
	Total	50	100,0	100,0	

Source: data processed by SPSS 25

The table shows that the majority of respondents, 33 people or 66% of the total 50 respondents, are aged 15-25 years. In addition, 10 respondents or 20% are in the age range of 25-35 years, while 5 respondents or 10% are aged 36-46 years. Furthermore, there is 1 respondent or 2% who are in the category of 47-57 years and the category >57 years, each representing 2% of the total respondents.

Table 2. Respondents' Gender

Category	Frequency	Persentase
Man	19	38%
Woman	31	62%
Amount	50	100%

Source: data processed by SPSS 25

Table 2 shows the gender distribution of the 50 respondents involved in the study. Of the total respondents, the majority were women, 31 people (62%), while men were 19 people (38%).

Table 3. Last Education

Last education	Frequency	Persentase
SMP-SMA Equal	12	24%
D1, D2 and D3	4	8%
Bachelor	28	56%
Magister (S2)	6	12%
Total	50	100%

Source: data processed by SPSS 25

Table 3 illustrates the last level of education that has been taken by the respondents. The majority of respondents are bachelor's degree graduates (S1) with a total of 28 people (56%). A total of 12 people (24%) have a last education of junior high school-equivalent, 6 people (12%) have completed a master's degree (S2), and 4 people (8%) have a last education of D1, D2, or D3.

Table 4. Respondent Status

Respondent Status	Frequency	Persentase
Marry	19	38%
Not married yet	31	62%
Total	50	100%

Source: data processed by SPSS 25

Table 4 shows the marital status of the respondents. Most of the respondents, namely 31 people (62%), were unmarried, while 19 people (38%) were married.

Table 5. Number of Visitors to Aceh

Number of Visits	Frequency	Persentase
1 time	13	26%
2 time	5	10%
3 times or more	32	64%
Total	50	100%

Source: data processed by SPSS 25

Table 5 illustrates the frequency of respondents' visits to Aceh. A total of 32 people (64%) have visited Aceh three times or more, 13 people (26%) have only visited once, and 5 people (10%) have visited Aceh twice.

Table 6. Tourist Destinations

Tujuan Wisata	Frequency	Persentase
Enjoying Food and Drinks	7	14%
Enjoying Nature	23	46%
Religious Tourism	6	12%
Social and Cultural Tourism	7	14%
Conducting Surveys and Research	7	14%
Total	50	100%

Source: data processed by SPSS 25

Table 6 explains the various tourist destinations of respondents when visiting Aceh. The majority of respondents, namely 23 people (46%), visited to enjoy nature. Meanwhile, as many as 7 people (14%) were interested in social and cultural tourism, 7 people (14%) enjoyed typical Acehnese food and drinks, and 7 people (14%) conducted surveys and research. Religious tourism was the choice for 6 respondents (12%).

Table 7. Tour Duration

Tour Duration	Frequency	Persentase
1 to 2 days	2	4%
2 to 4 days	11	22%
4 to 6 days	14	28%
6 to 8 days	5	10%
8 to 14 days	18	36%

	Total	50	100%

Source: data processed by SPSS 25

Table 7 shows the duration of the respondents' tourist visits in Aceh. Most respondents, as many as 18 people (36%), spent 8 to 14 days. As many as 14 people (28%) traveled for 4 to 6 days, 11 people (22%) for 2 to 4 days, 5 people (10%) for 6 to 8 days, and only 2 people (4%) traveled for 1 to 2 days.

Table 8. Country of Origin

Country of origin	Frequency	Persentase
Indonesia	48	96%
Malaysia	1	2%
Mesir	1	2%
Persentase	50	100%

Source: data processed by SPSS 25

Table 8 shows the distribution of the countries of origin of the respondents in this study. The majority of respondents came from Indonesia, which was 48 people or 96% of the total respondents. Meanwhile, 1 respondent (2%) each came from Malaysia and Egypt. With a total of 50 respondents, this data shows that most participants have a background from Indonesia, with only a small representation from other countries.

a. Validity and Reliability Test

Validity testing assesses the validity of a questionnaire. Research is considered valid if the data obtained is in accordance with the actual data that occurs in the object being studied.

Table 9. Validity Test

Variabel	No item	R_{tabel}	R_{hitung}	Information
Gastronomic Products	(X1.1)	0,2787	0,2787	Valid
	(X1.2)	0,2787	0,4314	Valid
	(X1.3)	0,2787	0,4310	Valid
	(X1.4)	0,2787	0,4365	Valid
	(X1.5)	0,2787	0,5741	Valid
	(X1.6)	0,2787	0,5941	Valid
	(X1.7)	0,2787	0,5941	Valid
Food culture	(X2.1)	0,2787	0,340169	Valid
	(X2.2)	0,2787	0,581646	Valid
	(X2.3)	0,2787	0,668758	Valid
	(X2.4)	0,2787	0,512459	Valid
	(X2.5)	0,2787	0,472266	Valid
	(X2.6)	0,2787	0,424366	Valid
	(X2.7)	0,2787	0,385768	Valid
	(X2.8)	0,2787	0,547103	Valid
	(X2.9)	0,2787	0,402839	Valid
Consumption Habits	(X3.1)	0,2787	0,472602	Valid
	(X3.2)	0,2787	0,371858	Valid
	(X3.3)	0,2787	0,458265	Valid
	(X3.4)	0,2787	0,469734	Valid

	(X3.5)	0,2787	0,44501	Valid
	(X3.6)	0,2787	0,691346	Valid
	(X3.7)	0,2787	0,606475	Valid
Halal Tourism Development	Y.1	0,2787	0,723149	Valid
	Y.2	0,2787	0,741542	Valid
	Y.3	0,2787	0,583014	Valid
	Y.4	0,2787	0,452889	Valid
	Y.5	0,2787	0,6755	Valid
	Y.6	0,2787	0,713585	Valid
	Y.7	0,2787	0,750201	Valid
	Y.8	0,2787	0,697234	Valid
	Y.9	0,2787	0,580079	Valid
	Y.10	0,2787	0,59507	Valid
	Y.11	0,2787	0,648014	Valid
	Y.12	0,2787	0,660057	Valid
	Y.13	0,2787	0,624948	Valid

Source: data processed by SPSS 25

b. Reliability Test

Table 10. Reliability Test Results

Variabel	$C\alpha_{hitung}$	$C\alpha_{min}$	Information
Gastronomic Products in Aceh (X1)	0,8126	0,6	Reliabel
Tourist consumption patterns in Aceh (X2)	0,9286	0,6	Reliabel
Tourists' experiences of food culture in Aceh (X3)	0,928	0,6	Reliabel
The role of government, business actors and society in developing halal tourism in Aceh (Y)	0,926	0,6	Reliabel

Source: data processed by SPSS 25

Based on the results of the reliability test above, it shows that the store atmosphere and product quality on purchasing decisions can be stated as reliable. This can be proven from the $C\alpha$ count which gets a result that is greater than the value $C\alpha_{min}$

Table 11. Reliability Statistics

Cronbach's Alpha	N of Items
,724	35

Source: data processed by SPSS 25

The results table shows that the number of items, or questionnaire questions, is 20, with a Cronbach's Alpha value of 0.724. Given the Cronbach's Alpha value of 0.7624 above 0.60, it can be concluded that all 35 questionnaire items show reliability on "Contribution of Gatronomy Tourism in the Development of Halal Tourism in Aceh" is reliable or consistent.

c. Classical Assumption Test
Normality Test

Table 12. Normality Test

Kolmogorove- Smirnove	Asymp.Sig	Kriteria	Information
0,733	0,656	> 0,05	Berdistribusi Normal

Source: data processed by SPSS 25

Based on Table 4.11, it shows that the value produced in Asym.sig is 0.656, which can be said that the asymp.sig value of 0.656 is greater than 0.05, so it can be said that the data is normally distributed.

Multicollinearity Test

Table 13. Multicollinearity Test

Variabel	*Tolerance*	VIF	Information
Gastronomic Products in Aceh	0,778	1,286	No Multicollinearity Occurs
Tourist Consumption Patterns	0,724	1,381	Not occur
Traveler experience	0,712	1,404	Multicollinearity
Halal tourism development	0.723	1,342	Not occur

Source: data processed by SPSS 25

The table shows that both gastronomic products in Aceh, tourist consumption patterns, tourist experiences, and halal tourism development show tolerance values of less than 1 and VIF values of less than 10, thus indicating the absence of multicollinearity in the data.

Heteroscedasticity Test

Table 14. Heteroscedasticity Test

Variables	T count	Sig.	Information
Gastronomic Products in Aceh	-1,087	0,280	No Heteroscedasticity Occurs
Tourist Consumption Patterns	0,475	0,636	No Heteroscedasticity Occurs
Traveler experience	1,588	0,116	No Heteroscedasticity Occurs
Halal tourism development	0,536	0,543	No Heteroscedasticity Occurs

Source: data processed by SPSS 25

The table shows that this test uses the Glejser method, with values derived from t significance. The significance values for the trust, advertising, and risk perception variables exceed 0.05, which indicates the absence of heteroscedasticity in the data.

Simple Regression

Simple linear regression shows the influence of independent variables on dependent variables with the following equation Y = a+bx.

Table 15. Simple Regression of Gastronomic Product Variables Against Halal Tourism Development Variables

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
1 (Constant)	13,819	8,986		13,538	,131
Produk Gastronomi	1,311	289	,548	4,608	,000

a Dependent Variable: Halal tourism development

Source: data processed by SPSS 25

The equation Y = 13.819 + 1.311 shows that there is a positive influence of gastronomic products on the development of halal tourism in Aceh.

Table 16. Simple Regression of Tourist Consumption Pattern Variables Against Halal Tourism Development Variables

Coefficients(a)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta	B	Std. Error
1 (*Constant*)	21,761	7,947		2,738	009
Consumption Patterns	,772	,187	,513	4,139	000

a Dependent Variable: Halal Tourism Development

Source: data processed by SPSS 25

The equation Y = 21.761 + 0.772 shows that there is a positive influence of Tourist Consumption Patterns on the development of halal tourism in Aceh.

Table 17. Simple Regression of Food Culture Variables in Aceh Against Halal Tourism Development Variables

Coefficients(a)

M	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta	B	Std. Error
(Constant)	18,992	7,383		2,572	,000
Food culture in Aceh	1,176	,243	,572	4,834	,000

a Dependent Variable: Halal Tourism Development

Source: data processed by SPSS 25

The equation Y = 18.992 + 1.176 shows that there is a positive influence of food culture in Aceh on the development of halal tourism in Aceh.

T Test

The variable X1 produces a T test statistic of 4.608, exceeding 1.67, with a significance value of 0.00, which is less than 0.10, thus confirming that X1 has an effect on Y. Since the significance value is 0.00, which is less than 0.10, the alternative hypothesis (Ha) is accepted, indicating a positive and significant effect of X1 on Y.

The T-test for variable X2 yields a value of 4.139, exceeding 1.67, with a significance level of 0.00, which is less than 0.10. Therefore, the analysis confirms that X2 has an effect on Y. Since the significance value of 0.00 is less than 0.10, the alternative hypothesis (Ha) is accepted, indicating a positive and substantial effect of X2 on Y.

The T-test for variable X3 yields a value of 4.834, exceeding 1.67, with a significance level of 0.00, which is less than 0.10, thus confirming that X2 has an effect on Y. Since the significance value is 0.00, which is less than 0.10, the alternative hypothesis (Ha) is accepted, indicating a positive and substantial effect of X2 on Y.

R Test

Table 18. Table of Determinant Coefficients of Gastronomic Product Variables on Halal Tourism Development

Model Summary

M	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,548(a)	,301	,286	6,198

a Predictors: (Constant), Gastronomic Products

Source: data processed by SPSS 25

The R test table shows that the coefficient of determination, R-squared, between variables X1 and Y is 30%. This indicates that the regression effect of X1 on Y allows the gastronomy product variable to explain 30% of the variance in the development of halal tourism in Aceh.

Table 19. Table of Determinant Coefficients of Gastronomic Product Variables on Halal Tourism Development

Model Summary

M	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,513(a)	,263	,248	6,362

a Predictors: (Constant), Consumption Patterns

Source: data processed by SPSS 25

The R test table shows that the coefficient of determination, R squared, between variables X1 and Y is 26%. This indicates that the regression effect of X1 on Y explains 26% of the variance in halal tourism development in Aceh, as explained by the consumption pattern variable.

Table 20. Table of Determinant Coefficients of Variables on Halal Tourism Development

Model Summary

M	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,572(a)	,327	,313	6,078

a.Predictors: (Constant), Food culture in Aceh

Source: data processed by SPSS 25

The R test table shows that the coefficient of determination, R-squared, between variables X1 and Y is 32%. This indicates that the regression effect of X1 on Y accounts for 32% of the variance in the development of halal tourism in Aceh, which is caused by the food culture variable in the region.

Simultaneous Test (F Test)

Table 21. ANOVA (b)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1133,369	3	377,790	11,563	,000(a)
Residual	1502,951	46	32,673		
Total	2636,320	49			

a Predictors: (Constant), Tourist experience, Tourist consumption patterns, Gastronomic products

    b Dependent Variable: Halal tourism development
    Source: data processed by SPSS 25

  The results of the F test calculation show a simultaneous test value of 11.563. Thus, with the F table formula (k; n-k), which is 3; 47 with a significance level of 0.05, the F table value is 2.80. The simultaneous test using the Significance value (Sig.) from the ANOVA results shows a Sig. value of 0.000, which is below the threshold of 0.05 (alpha 5%). The independent variables of culinary product characteristics, tourist consumption patterns, and tourist experiences together have an effect on Halal Tourism Development. Therefore, it can be concluded that the hypothesis has been tested for truth.

2. DISCUSSION
a. The influence of products on the development of halal tourism in Aceh.

  The basic regression analysis of gastronomic product variables on halal tourism development shows that $Y = 13.819 + 1.311$; thus, a 1% increase in gastronomic items will result in a 1.311 increase in purchasing decisions. This study shows a positive correlation of 30% between gastronomic products and halal tourism development; the increase in the availability of gastronomic products corresponds to the increase in the growth of halal tourism in Aceh. With the increasing availability and variety of gastronomic products that comply with halal principles, Muslim tourists tend to be more interested in visiting. This supports efforts to develop halal tourism as a potential sector in improving the regional economy.

  This finding is in line with the concept that culinary aspects are an integral part of the tourism experience, especially in the context of halal tourism. Therefore, the strategy for developing halal tourism in Aceh can be focused on improving the quality, promotion, and innovation of gastronomic products to attract more Muslim tourists, both domestic and foreign (Rif'ah, 2022).

b. The influence of consumption patterns on the development of halal tourism in Aceh.

  In addition to gastronomic products, another factor that influences the development of halal tourism in Aceh is the consumption pattern of tourists with the regression equation $Y = 21.761 + 0.772$, which means that if the consumption pattern of tourists increases by 1%, it will increase the development of halal tourism in Aceh by 0.672. This positive regression coefficient indicates that the better the consumption pattern of tourists in accordance with halal principles, the higher the development of halal tourism in Aceh. In addition, this study also found that the consumption pattern of tourists contributed 26% to the development of halal tourism. This shows that this factor is quite significant, although there are still 74% other factors that also contribute to the development of the sector.

  The implication of this finding is the importance of increasing awareness and facilities that support tourist consumption patterns that are in accordance with halal standards (Rahman & Hakim, 2024). Efforts such as increasing the availability of halal products, educating business actors, and halal-based marketing strategies can further strengthen the development of halal tourism in Aceh.

c. The influence of experience on the development of halal tourism in Aceh.

  The last variable is the tourist experience towards tourism development in Aceh with the regression equation $Y = 18.992 + 1.176$ which can be interpreted that a 1% increase in tourist experience will increase tourism development in Aceh by 0.499. Based on this study, there is a

positive influence between tourist experience and halal tourism development by 32%. In addition, the determination coefficient of 32% shows that tourist experience contributes to the development of halal tourism in Aceh. In other words, tourist experience plays an important role in driving the growth of this sector. The more positive the tourist experience in enjoying the services and facilities provided, the more likely they are to recommend the destination to others, thus accelerating the growth of halal tourism in Aceh.

However, there are still 68% other factors that also contribute to the development of halal tourism in Aceh, such as service quality, government policies, infrastructure, and destination promotion (Hutabarat, 2015). Therefore, efforts to develop halal tourism in Aceh do not only depend on the experience of tourists, but also need to consider other factors that can increase the attractiveness of the destination.

d. The influence of products, consumption patterns and experiences on the development of halal tourism in Aceh.

Based on the results of the statistical F test, the calculated F value was 11.563, while the F table value at a significance level of 5% (0.05) with degrees of freedom (df) 3;47 was 2.80. Because the calculated F value (11.563) > F table (2.80), it can be concluded that the simultaneous regression model is significant in explaining the dependent variable, namely the progress of halal tourism.

In addition, the ANOVA test shows a significance value (Sig.) of 0.000, which is smaller than 0.05. This indicates that overall, the independent variables in this study (products, consumption trends, and experiences) have a significant influence on the progress of halal tourism.

From further analysis, variable X_1 (product) has a positive and significant influence on the progress of halal tourism. This shows that the diversity and quality of halal products can contribute to attracting tourists and increasing the competitiveness of halal tourism destinations. Furthermore, variable X_2 (consumption trends) also affects the progress of halal tourism, which indicates that people's preferences and consumption habits towards halal products affect the development of this sector. Likewise, variable X_3 (experience) simultaneously affects the growth of halal tourism, which means that tourists' positive experiences in enjoying halal services and facilities can increase the attractiveness of halal tourism destinations.

The coefficient of determination R^2 value of 0.600 indicates that the product variables, consumption trends, and experiences together are able to explain 60% of the variation in the development of halal tourism. Meanwhile, the remaining 40% is influenced by other factors not included in this research model, such as government policies, infrastructure, tourism promotion, and social and cultural factors (Fathoni, 2022).

Thus, this study confirms that halal products, halal consumption patterns, and tourist experiences are important factors in driving the progress of halal tourism. For further development, related parties can focus on improving the quality of halal products, understanding consumption trends, and improving tourist experiences to strengthen the competitiveness of halal tourism at the national and global levels.

e. Non-Muslim Perceptions of Halal Gastronomy in Aceh

Non-Muslim visitors in Aceh City purchase halal and thayyib goods or services, even though they are not interested in their halal status. The perception of non-Muslim individuals is

characterized by the purchase of halal and thayyib goods or services, which shapes their understanding of the world through sensory experiences that influence their interpretation of their environment. Although the procedures faced by individuals may be the same, their subjective experiences are undoubtedly different, leading to varying interpretations of the same phenomenon. This is exemplified by the perception of non-Muslim communities regarding halal cuisine in Aceh.

Halal food is increasingly attractive and has gained great acceptance among non-Muslim tourists, they consider halal cuisine as a natural, pure, healthy, ethical and hygienic product. Not only that, they make halal food an alternative to healthier food compared to fast food and processed food, so they are very comfortable visiting the city of Aceh because the food in the city of Aceh is halal cuisine and guaranteed hygiene (Kementrian Agama Kabupaten Pekalongan, 2023).

CONCLUSION

Based on the results of the analysis using SPSS version 21, it was found that the variable X_1 (product) has a positive and significant influence on Y (progress of halal tourism). This is evidenced by the T-test value of 4.608, which is greater than the critical value of 1.67, and a significance level of 0.00, which is less than the limit of 0.10. Therefore, the alternative hypothesis (Ha) is accepted, which indicates that halal products play an important role in encouraging the development of halal tourism. Likewise with the variable X_2 (consumption trend), which shows a T-test value of 4.139 with a significance level of 0.00, so it can be concluded that tourist consumption patterns have an effect on the development of halal tourism. Furthermore, the variable X_3 (tourist experience) has a T-test value of 4.834, which is also greater than 1.67, and a significance level of 0.00, which is less than 0.10. Thus, tourist experience is proven to have a positive effect on the development of halal tourism.

Simultaneously, the results of the study show that the three variables, namely halal products, tourist consumption patterns, and tourist experiences, have a significant impact on the development of halal tourism in Aceh. This finding confirms that the diversity and quality of halal products, the tendency of tourists to consume halal products, and the positive experiences of tourists in enjoying halal services contribute to increasing the attractiveness and growth of the halal tourism sector. Therefore, strengthening these three aspects can be an effective strategy in supporting the development of halal tourism in Aceh, both in terms of policy, marketing, and improving service quality

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