

ABSTRAK

Penelitian ini akan menganalisis pengaruh fasilitas wisatawan, kualitas pelayanan, dan penginapan tersedia terhadap persiapan sertifikasi halal pada wisata buatan di kabupaten Sumenep. Analisis pengaruh tersebut akan menggunakan pendekatan *structural equation modeling* (SEM). Data diperoleh dari 100 responden dengan mengisi kuesioner. Model setelah mengalami beberapa tahap dan modifikasi telah memenuhi kriteria *goodness of fit* dengan nilai setiap indeksya yaitu: (a) *chi-square* = 223,997; (b) *cmin/df*= 1,737; (c) probabilitas= 0,213; (d) GFI= 0,849; (e) AGFI= 0,800; (f) NFI= 0,421; (g) TLI= 0,955; dan (h) RMSEA= 0,028. Selanjutnya menginterpretasi pengaruh dengan melihat nilai *p regression weight* yang kurang dari 0,05. Berdasarkan hasil pengujian tersebut dapat disimpulkan bahwa variabel fasilitas wisatawan dan kualitas pelayanan berpengaruh signifikan terhadap kesiapan dalam program sertifikasi halal dengan strategi yang diterapkan ialah pemanfaatan ilmu pengetahuan islam yang dimiliki warga Sumenep, penerapan hasil dari peneliti, serta memanfaatkan kesolidaritasan warga Sumenep untuk menjaga keamanan sekitar tempat wisata.

Kata kunci : SEM, AMOS, Program Sertifikasi Halal.

ABSTRACT

This study will analyze the effect of tourist facilities, service quality, and available lodging on the preparation of halal certification on artificial tourism in Sumenep district. The influence analysis will use a structural equation modeling (SEM) approach. Data were obtained from 100 respondents by filling out a questionnaire. The model after undergoing several stages and modifications has met the goodness of fit criteria with the value of each index, namely: (a) chi-square = 394.399; (b) cmin/df= 1.737; (c) probability= 0.000; (d) GFI= 0.762; (e) AGFI= 0.711; (f) NFI= 0.421; (g) TLI= 0,564; and (h) RMSEA= 0.086. Then interpret the effect by looking at the value of p regression weight which is less than 0,05. Based on the test results, it can be said that the tourist facilities and service quality variables have a significant effect on readiness in the halal certification program with strategy applied is the use of Islamic knowledge owned by the Sumenep residents, the application of the results of the researchers, and utilizing the solidarity of the Sumenep residents to maintain security around tourist attractions.

Keywords: SEM, AMOS, Halal Certification Program.

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