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Enhancing Halal Sustainability

Selected Papers from the
4th International Halal Conference 2019

 Springer

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ISBN 978-981-33-4853-0 ISBN 978-981-33-4854-7 (eBook)
<https://doi.org/10.1007/978-981-33-4854-7>

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Effect of Halal Product Variation and Display Layout Toward Visit of Interest China Town Bandung



Vina Meliana and Donant A. Iskandar

Abstract Halal tourism demands are getting higher, especially in Muslim majority countries. Turns out that halal tourism can be adopted from Chinese culture which incidentally contains non-halal elements. Therefore, this study seeks to evaluate product variations and display layouts that influence visit of interest Chinese Town Bandung consumers. Primary data was collected from 200 studies used structured questionnaires. The data was analyzed descriptively by multiple regression and inferentially and presented through figures, tables and percentages. The findings indicate that variations were found to be significantly affected by visit of interest and design with feng shui based on the influence visit of interest China Town Bandung. The study recommends that China Town Bandung should provide a tour guide to explain the history of place establishment; make a connection with the descendants of Chinese ancestors and Chinese Muslims to develop more attractive halal tourism.

Keywords Halal tourism · Product variations · Display layout · Visit of interest

1 Introduction

Halal products are one of the people's lifestyles. The background of this research is that the existence of a Muslim market has evolved significantly in recent years. Since 2010, the need for halal products has begun to emerge for the middle to upper class Muslim market. Then the awareness of life proceeding according to Islamic law is increasingly high in 2015 so that the halal criteria, initially were protectors in religion, are now a primary need for the community. Halal products not only assess the prohibition but also non-hazardous products. Therefore, issues related to halal products continue to grow in line from time to time. The General Chairman of the Indonesian Ulema Council, Ma'ruf Amin, explained that the halal criteria are not

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