

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

The conclusions of the results and discussions of this research for the four research questions, it can be concluded that;

1. Halal food has a positive effect on tourism satisfaction.
2. Prayer facilities has a positive effect on tourism satisfaction.
3. Tourism satisfaction has a positive effect on word of mouth.
4. Tourism satisfaction has a positive effect on e- word of mouth.

The conclusion is, the higher the satisfaction felt by visitors when traveling to Baturraden/Banyumas will encourage them to do electronic Word of Mouth and Word of Mouth. Such as telling good things about Banyumas tourism places, about the Halalness of the foods and Praying facilities. And of course They - tourists ( local and foreign) are happy to be willing to recommend Banyumas tourism and its facilities to friends, colleagues or family. In the era of technology All tourism places and restaurants have to be connected/to promote their services and facilities on Social Media and Web sites. Because people spend more time on their gadgets, especially these last 3 years - since 2019. The public services, network interest announcements and Social media are the first-class methods to inform the people about Halal merchandise and certifications and that the authorities have to be extra engaged in those matters.

e-WoM is the most effective way. Because it achieved by developing message that came from trustable familiar members compared to information gained from other sources. Therefore, eWOM effect know as consumers feel information that gained must be true, informative and trustable towards certain products.

## **B. Implication**

Based on the discussion and conclusions obtained, the implications of this research are:

1. The majority of respondents gave a positive response to the halal food variable. Most of visitors are muslims in Banyumas regency, So the people who has responsibility at tourism destinations have to control the Halalness and cleanliness of the food and junk food which are selling by different people there. Because the Halal centre can not check them everytime once they give them (Sellers) a permission or Halal certification.
2. Based on the Second Hypothesis, the majority of visitors are satisfied with a praying facilities in Banyumas tourism places, especially in Baturraden. There are some tourism places those are still have half or less facilities of praying or maybe on the process of making a fully facilities of praying to tourists in some tourism places. It would be great if managers or people who has responsibility at tourists destinations to prepare all praying facilities for satisfying all tourists. Including separate praying room & oblution places for men and women.
3. WoM (*Word of Mouth*) plays a big role on tourism satisfaction in Banyumas regency, as its mentioned above, the majority of the respondents made a travel with their friends. It is the best opportunity to restaurants and tourist destinations to provide the best services to their customers. as the results shows most of respondents made a repeat trip to the same area. The Halalness and the cleanliness of tourist destinations is the best way to increase their customers. Because WoM is the traditional way of recommending the best place or restaurants to other people - from mouth to mouth.
4. Banyumas tourist destinations managers need to increase techniques which might be capable of offer extra experiences for site visitors. This is meant in order that site visitors can get rid of work boredom, experience fresh air in nature relax, and taste traditional Halal meals in a single package deal of traveler visits. The experience felt by site visitors is going to be spread via there friends via social

media (e-WoM) and it is going to increase the number of visitors by suggesting or recommending to their friends, colleague, neighbours and family members. The observation indicates that a larger populace have to be concerned in inspecting the connection among the awareness of Halal merchandise and the belief closer to Halal certification.

### **C. Limitations**

Based on the results and discussions mentioned above in this research study, the limitation of this study is; The research method had some changes due to the Covid-19 situations, which made the researcher collect and analyse most of the data virtually and took a longer time than usual.

