

What Drives Knowledge Sharing Behaviour? A Conceptual Framework for Halal Tourism Sector

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**What Drives Knowledge Sharing Behaviour?
A Conceptual Framework for Halal Tourism Sector**

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ABSTRACT

Since knowledge is recognized as a valuable asset for organizations, many previous studies have investigated the emerging of knowledge management. In order to support the trend of halal tourism development, knowledge sharing is being a very crucial catalyst. It would generate numerous important knowledge for tourist to visit halal destination. Moreover, the advances of Information Technology via social media also facilitate the dissemination of knowledge and information more quickly, factual, and accurately. Given that study in this issue is new, academic interest has risen considerably in recent years. The current study only considered knowledge sharing behaviour in the educational institution and there is only a dearth research which focused on tourism. In this regard, this research offers a literature review of the driver of knowledge sharing behaviour for halal tourism sector. Therefore, this paper aims to provide a conceptual framework which presents the driver of knowledge sharing behaviour. Trust, social capital, and knowledge sharing intention were proposed as enablers of knowledge sharing behaviour.

Keywords: Knowledge sharing behaviour, knowledge sharing intention, trust, social capital, halal tourism, conceptual framework

INTRODUCTION

1.1 Research Background

Indonesia as a country that has a diverse wealth of natural resources and human resources has provided opportunities for the creation of a unique nation culture compared to other countries. Geographical superiority of the equator, the beauty of the topography of the mountains and beaches, to the development of civilizations such as Javanese, Sunda, Minang, Malay, Bugis, and Sasak are the majority of the same religion of Islam, becoming an opportunity for Indonesia to develop its tourism sector through the characteristics of the religion.

Tourism sector is expected to be a bridge of Indonesian nation's cultural recognition by other countries. Moreover, this sector has a foreign exchange contribution continues to increase and is quite calculated as one of the leading commodities in Indonesia, which reached 10,054 million dollars (Press Release Minister of Tourism and Creative Economy, 2014). Capital of Indonesia's natural and cultural beauty, encouraging the tourism sector to have many advantages, such as: the opening of employment opportunities, increasing the creative industries supporting tourism, and increasing public awareness of eco-tourism. This advantage needs to be optimized by exploiting the demographic condition of the population of Indonesia as the largest Muslim majority country in the world (Republika, 2015).

Indonesia has the potential to develop new niche markets through collaborative tourism concepts and Islamic values, which became known as halal tourism. The concept of the development of halal tourism today is not only the concern of the Muslim community, but it is being implemented by many countries where even the Muslim minorities, such as Japan, Thailand, Korea and China. These countries are increasingly aggressively promoting Muslim-friendly tourism by providing convenience to hotel and restaurant facilities. Even these countries have made Indonesia as the largest target of sharia tourism promotion in the world. According to data from GMTI (2015), as one of the member of OKI (Organization of Islamic Conference) countries, Indonesia is ranked as the top ten major tourist destination in the world.

Until 2015, the number of Muslims spread over the world has reached 1.4 billion, 13% of the total population can be found in Indonesia (Islamislami, 2015). Thus, Indonesia actually has a big enough opportunity to attract halal tourism market segment itself compared to other countries (Khazanah, 2016). However, it is also possible that halal tourism can be enjoyed by tourists with any religious background (Aziz & Chok, 2013).

Given the significant economic contribution of all halal tourism actors in Indonesia, it is necessary seriousness of stakeholders in marketing halal tourism of Indonesia, including from the tourists themselves. According to Kemenparekraf (2013), there are 11 (eleven) potential areas as halal tourism destination in Indonesia, namely: Aceh, West Sumatera, Riau, Lampung, Banten, Jakarta, West Java, East Java, Makassar, Yogyakarta and Lombok. West Sumatera as one of the leading destinations of halal tourism has received two awards in the event of world halal tourism in 2016, which is for the category of world's best halal destination and world's best halal culinary. West Sumatra is famous for its natural and cultural attractions including its culinary tour.

Based on a preliminary survey from early 2017, visitors admire the tourist destination in West Sumatra, because it offers the beauty of natural scenery in the form of beaches, mountains and hills with fresh air. However, services in West Sumatra's tourist destinations are still far from the shades of Islam / shariah and even tend to still get a fairly negative response in the eyes of visitors, such as facilities and accommodation destinations are not maintained clean. The hotel staff and waitresses in the restaurant also sometimes seem less friendly. In fact, the concept of halal tourism is related to universal concepts, such as the presentation of healthy food, clean accommodation, service that has Islamic values up to halal certification standards (Tourism Review, 2013). Negative impression like this should be minimized if West Sumatra wants to maintain its existence as one of the halal tourism destination in Indonesia, given the freedom of information publication that continues to grow along with the advancement of internet network technology. Satisfied travelers can be free promotional tools to spread their positive impression through social media on halal tourism destinations in West Sumatra.

The era of information that appears today has shifted lifestyle patterns of people in accessing and disseminating information in the form of knowledge. This can be seen from the development of digital media that change the behavior of search and share tourists in finding tourist destination information, compare between products, book tour packages, and share tourist information. Media communication through interactive services in social media becomes one of the innovation features of communication devices that are increasingly used. Tourists share information both in the form of text messages, photos / pictures, and video through social media like professional journalists.

According to Baksi (2016) and Castaneda et al. (2007), visualization of images, videos, and texts provided by mobile applications and social media has been exploited by tourists to express their experience of objects. Various information sharing behaviors such as location, climate, local culture, and culinary knowledge as well as positive and negative visitor experiences (Ramkissoon et al. 2013; Line & Costen, 2011; and Bowen & Clarke, 2009), including halal destination information (Jalilvand & Samiei, 2012) easily accessible to others.

Research that discusses the potential use of information systems and social media to facilitate the behavior of exchanging knowledge about the readiness of tourist destinations by tourists is still rare (Hawkins, Elliot, & Yu, 2012). However, studies on halal tourism have been found in previous literature in the last decade, with different terms and contexts, such as halal tourism, sharia tourism, Islamic tourism (Rahman, Zailani & Musa, 2017; Henderson, 2016; Shafaei & Mohamed, 2015). Widagdyo's research (2015) has also analyzed the halal tourism market in Indonesia.

Halal tourism originally only seen as a pilgrimage tour has led to a lifestyle that upholds Islamic culture and values (Akyol & Kilinc, 2014). Thus, research on the development of halal tourism has been widely practiced in Indonesia, since the increasing trend of Islamic-based economic sector in the world. However, the study of halal tourism on the level of tourist response to tourist destination information circulating in social media is still rarely done (Yesil, 2013). This study further examines the readiness of halal tourism in West Sumatra using the aspect of tourism destination attraction readiness developed by CressRent rating through GMTI study in Kemenpar (2015).

This research has a novelty from the perspective of tourists' trust in knowledge in the form of information and experience about the readiness of halal tourism destinations of West Sumatera obtained through friendship as social capital in social media so that in the end can improve knowledge sharing behavior with others. This encourages the authors to examine the empirical model in analyzing the relationship of trust construct, social capital, and knowledge sharing intention as determinant of knowledge sharing behavior on Halal tourism of West Sumatera.

1.2 Problem Formulation and Research Objectives

Based on the description of the research background, the writer identifies the following problem formulation: (1) How is the perception of tourists to the readiness of attraction of Halal tourism destination of West Sumatera, and (2) How is the relationship between trust, social capital, knowledge sharing intention and knowledge sharing behavior on halal tourism Sumatera Barat ?.

This study identifies trusts through two dimensions, namely ability and benevolence. The variable trust in this study is a multidimensional construct tested at the level of second-order reflective and first-order formative tests. Social capital is measured from two dimensions, namely: structural dimension and cognitive dimension. Structural dimension is formed by sub dimension of social ties, cognitive dimension formed by sub dimension of shared vision and shared language. The social capital construct in this study is also a multidimensional construct tested at third-order reflective, second-order formative, and first-order formative testing levels. Variables of trust and social capital became the main focus of this research because it is a determinant of knowledge sharing intention and knowledge sharing behavior.

Referring to the formulation of the above problem, this study aims to: (1) Investigate the perception of tourists on the readiness of attraction of Halal tourism destination of West Sumatera, and (2) Analyze the relationship between trust, social capital, knowledge sharing intention and knowledge sharing behavior on destinations halal tourism in West Sumatera.

LITERATURE REVIEW

2.1 Halal and Halal Tourism

Religion is now an important cultural element to be examined, as it is the most effective and globally affecting attitudes, values and behaviors of individuals at the individual and social level (Mokhlis, 2009). As an element of commitment, the concept of halal has an important role in the consumption behavior of Muslims (Hanzaee & Ramezani, 2011). Attention to halal products and services especially in terms of reliability, hygiene and quality has increased, even from non-Muslim consumers (Akyol & Kilinc, 2014). So the halal market becomes one of the most effective and profitable markets in the world today.

The kosher concept is not only limited to food but also has affected every aspect of a Muslim's life to what to buy, sell, when to buy and how to promote it (Alserhan, 2010). In fact, Islam teaches its people to consume halal products in every aspect of their lives, regardless of where they are (Nghah, Zainuddin, & Thurasamy, 2017). Increasing the halal consumer market is very important for business activities, because halal sector covers various aspects of everyday life such as; food, cosmetics, medicine, textiles, finance, logistics, packaging, travel and tourism (Zulkifli, Sahida, Ab Rahman, Awang, & Che Man, 2011).

Halal tourism as a new concept for most researchers in the field of tourism is not derived from Islamic civilization during the period of the Abbasid Muslim empire (Eid & Gohary, 2014). This concept is rooted in Islamic shari'ah based on Al-Quran. Mohsin, Ramli, & Alkhulayfi (2016) stated that the halal tourism sector is a dynamic market with increasing number of Muslim tourists from day to day. Halal tourism is defined as the activities of Muslims traveling to and living in places outside the normal environment for no more than a year in a row to participate in activities that are based on Islamic values (Duman, 2011). According to Rahman et al. (2017) and Jafari & Scott (2013), the Qur'an mentions that Muslims are encouraged to travel, both with the purpose of worship such as Hajj and Umrah, seeking knowledge, even contemplating and appreciating God's creation of the infinite universe.

2.2 Trust (Trust)

Trust as a psychological concept that influences the desires of individual behavior has a significant role in realizing knowledge sharing activities (Webster & Wong, 2008). Trust becomes important for "actors" involved in the process of knowledge sharing (Hsu, Ju, Yen, & Chang, 2007). The acquisition of knowledge (equivalent to knowledge collecting) and knowledge dissemination (identical to knowledge donating) are influenced by trust, so trust is the most important element for influencing learning within organizations (Davenport & Prusak, 1998). Climate or culture of trust is a requirement that must be met in an organization that implements knowledge management.

In this case, researchers use interpersonal trust as a concept to identify its role to knowledge sharing. This type of trust refers to the trust between individuals towards the knowledge of tourist destinations. Trust is one's belief in others, who is believed to be doing something positive about her (Mayer, Davis, & Schoorman, 1995). The belief in this study is studied in the context of knowledge sharing so that it is formed from two dimensions, namely ability and benevolence (Levin & Cross, 2004). Ability refers to the skills, skills, competencies, or characteristics that enable one to influence others. Benevolence is the belief that others will treat the individual well and put aside from egocentric motives.

2.3 Social Capital (Social Capital)

Social capital is an asset inherent in social relations (Wikramasinghe & Weliwitigoda, 2011). Therefore, when the friendship relationship ends, social capital will also disappear (Leana & van Buren, 1999). Some literature identifies a definition approaching an approach from social capital. Ellison, Steinfield, & Lampe (2011) defines social capital as an ability to benefit by virtue of membership in social networks or other social structures. Beaudoin (2011) adds that social capital consists of intangible social resources attached to interactions between individuals.

Nugroho & Setyawan (2016) said that social capital is a resource available in one's personal and network owned. Social relationships and interactions will generate benefits for the individual in the form of emotional support, diversity of ideas / inputs and the adequacy of access to information in circulation (Ellison et al., 2011). Thus, the effective flow of communication between tourists is considered as an important component in social capital theory. Therefore, in an effort to improve the performance and sustainability of the organization through positive social relations in social media, there needs to be an emphasis on improving internal communication practices (King & Lee, 2016).

Botan and Hazleton (2010) define social capital as a mechanism that enables an organization to create, maintain and use relationships to achieve organizational goals. In particular, social capital is more likely to occur when individuals communicate with each other and effective cooperation in social structures (Doherty & Misener, 2008). The social structure gives rise to social impulse becomes more powerful over individual behavior. Such social impulses adapted to social norms include; the dominant culture, the influence of other social forces over the more general behavior. Therefore, the main benefit of social capital is access to the knowledge resources possessed by individuals (Wu, 2008).

Nahapiet and Ghoshal in 1998 created a model often applied to the process of knowledge creation through social capital (Ehlen, Van der Klink, Roentgen, Curfs, & Boshuizen, 2013). This model proposes three dimensions of social capital consisting of structural, relational, and cognitive dimensions. In addition, Ehlen's previous search, Van der Klink, & Boshuizen (2012) on social capital and innovation have added collective action as the fourth dimension of the Nahapiet and Ghoshal model, naming this dimension as a dimension of action. Study Ehlen et al. (2012) suggest that the innovation process depends on the dynamics of the four dimensions. Social capital in this study is formed by structural and cognitive dimensions. Structural capital as a fundamental form of social capital reflects social interaction bonds such as the frequency of interaction and duration among users (Hsiao & Chiou, 2012). While cognitive capital reflects the use of the same terms between users (Zhou, 2016).

2.4 Knowledge Management: Knowledge Sharing Intention (Knowledge Sharing Intention) and Knowledge Sharing Behavior (Knowledge Sharing Behavior)

In knowledge-based economy activities, knowledge assets are considered as intangible resources strategically important for long-term and sustainable competitive advantage for an organization (Killingsworth, Xue, Liu, 2016). Sukmawati and Kartika (2014) argue that from the three components of knowledge management consisting of people, place and content, the role of information technology enables the loss of boundaries and constraints on where the discussion occurs (exchange of information and knowledge). Knowledge-based economies rely heavily on the value of knowledge management systems such as creating, sharing, and leveraging knowledge (Yasir, Majid, & Yasir, 2017; Fukugawa, 2016).

Knowledge sharing is a mechanism by which knowledge is transmitted from one party to another (Kuo, 2013: 698). De Vries, Van den Hooff, & de Ridder (2006) defines knowledge sharing as a process in which individuals exchange mutually beneficial knowledge of their knowledge and together build new knowledge. Knowledge sharing intention as a form of social exchange is more influenced by trust, not by

financial incentives (Davenport & Prusak, 1998). Therefore, it takes various efforts to create a culture or climate of mutual trust between individuals. Mutual trust is proven to increase the openness of knowledge in others that impact on the creation of a value in friendship (Dyer & Chu, 2003).

When friendship is based on trust, then every traveler is more open in communicating, so the traffic of information and knowledge become more intensive. A person who receives more knowledge from others has a tendency to give more knowledge to others. Friendship will be a medium for knowledge sharing activities can be realized. When two individuals do not know each other, then the process of knowledge exchange will not or will not happen. Conversely, close friendships increase the intensity of social interaction between individuals, so that communication traffic is also more intensive.

The individual's interest in sharing knowledge affects individual behavior for knowledge sharing. Knowledge sharing behavior is understood as a behavior in which a person voluntarily provides access to others about his knowledge and experience (Hansen & Avital, 2005). Lu, Leung, & Koch (2006) stated that it is possible for different processes between tacit sharing and explicit knowledge. Knowledge sharing behavior can be described in tacit knowledge sharing behavior and explicit knowledge sharing behavior. Explicit knowledge is knowledge that has been documented, easily modified and articulated and objective, while tacit knowledge is knowledge that has not been documented and embedded within a person, not easy to express and subjective (Tobing, 2007).

2.5 Review of Past Research and Development of Hypotheses

2.5.1 Effect of Trust on Social Capital

Specifically, Putnam (1995) argues that social capital is very important to increase the level of trust among people in the neighborhood. Coleman (1988) also found that the positive effects of social capital can be seen through the added value for groups with higher levels of social capital. That is, this group has a higher level of trust than any other group. Although social capital is an important component of the tourism sector, there is little research on the relationship between social capital and trust.

More recent literature focuses only on forms of interaction between local people and tourists (Thyne, Lawson, & Todd, 2006) but less attention to sustainable tourism development over the long term through better emphasis on social relationships among members of local communities and tourists Choi & Sirakaya, 2006). In fact, the growing empirical evidence supports social capital as a factor that allows the emergence of positive behavior through the development of trust or goodwill among members (Bisung, Elliott, Schuster-Wallace, Karanja, & Bernard, 2014). Klein (2011) also points out that social capital is a necessary requirement for developing a cohesive society.

Dasgupta (2010) defines social capital as an interpersonal network in which members develop and maintain the trust of each other to fulfill the mutually agreed promises. Research conducted by Mura & Tavakoli (2014) shows that tourism is a social practice that can increase the level of trust and social

capital better among the various ethnic tourists in Malaysia. Based on the above explanation, it can be formulated the following hypothesis:

H1: Trust has significant effect on social capital

2.5.2 Trust's Effect on Knowledge Sharing Behavior

The researchers believe that the presence of trust-relationship will make one want to provide useful knowledge for others (Bakker, Leenders, Gabbay, Kratzer, & Van Engelen, 2006). In Gangi, Wasko, & Tang (2012) also express trust as an important factor that determines knowledge sharing. When trust is present, one will be more than happy to engage in exchange activities and share information resources (Endres & Chowdhury, 2013).

Xu & Quaddus (2012) found that trust has a positive influence on knowledge sharing behavior. To improve knowledge management activities such as knowledge sharing, it is necessary to establish trust-based relationships among individuals. Trust has a major contribution to fostering knowledge sharing among members of the organization by facilitating a more open and proactive relationship that allows for a smoother exchange of knowledge (Tan & Md. Noor, 2013). According to Xiang & Gretzel (2010), the impact of tourists' trust on social media on tourism information should be understood in relation to the online tourism domain, particularly in the context of searching for travel information. Because, when the trust between individuals is in the "high" level, it tends to show the pleasure behavior of sharing knowledge with others (Tsai & Cheng, 2012). Mack, Blose, & Pan (2008) also conducted research on the importance of trust through the use of blogs to share knowledge in the form of experience with tourists online. In line with previous research above, it can be concluded hypothesis as follows:

H2: Trust has significant effect on Knowledge Sharing Behavior

2.5.3 Social Capital Influence on Knowledge Sharing Behavior

With reference to the previous description, the knowledge sharing behavior variable in this study will be explained as a tourist's actual behavior to share tacit and explicit knowledge with others in social media. According to Hui & Yijia (2011), social capital has a role in shaping knowledge sharing behavior activities. In the context of hospitality industry, social capital also has a significant effect on knowledge sharing behavior that is formed by knowledge collecting and knowledge donating dimension (Terry Kim, Lee, Paek, Lee, 2013). Yen, Tseng, & Wang (2015) have also conducted research on 230 employees in Taiwan indicating that internal social capital affects knowledge sharing behavior at the individual level. Based on the previous research, it can be formulated the following hypothesis:

H3: Social Capital has significant effect on Knowledge Sharing Behavior

2.5.4 The influence of Social Capital on Knowledge Sharing Intention

Social relations formed by social capital can be a channel of information access providers that do not require investment (Aslam, Shahzad, Syed, & Ramish, 2013). This channel acts as a medium of information flow and exchange of resources that provides information to other individuals. Furthermore, these interactions form common goals and norms and lead to the sharing of these objectives and norms across the network (Tsai & Ghoshal, 1998). Chiu, Hsu, & Wang, (2006) argue that social interaction encourages an interest in improving the quality of knowledge created within an organization.

Interest-sharing interests tend to be higher when network members get to know each other well so they can exchange ideas and information (Ward, Lu, O'Connor, & Overton, 2015). Decisions about trusting a person and sharing knowledge depend on the individual's recognition of another individual. Empirical investigations indicate that the social interaction of tourists is linked to knowledge sharing intention. Mu, Peng, & Love (2008) through his qualitative research also argues that strong interaction facilitates the intention of sharing individual knowledge. Based on the above explanation, the following hypotheses are formulated:

H4: Social Capital has significant effect on Knowledge Sharing Intention

2.5.5 Effect of Knowledge Sharing Intention on Knowledge Sharing Behavior

According to Reychav & Weisberg (2010), there are two main theories that form the basis of individual knowledge sharing intentions (KSI) and actual knowledge-sharing behaviors (KSB) within an organization, the reasoned action theory (TRA) developed by Fishbein & Ajzen (1975) and the theory of planned behavior (TPB) discovered by Ajzen in 1991. The Theory of Reasoned Action (TRA) model was used in this study to explore the relationship between intentions and actual behavior of knowledge sharing (Kolekofski & Heminger, 2003).

Ferns & Walls (2012) and Hsu, Oh, & Assaf (2011) have investigated the use of interest variables and tourist behavior. Rezai, Mazaheri, & Azadavar (2017) also found that knowledge sharing behavior by tourists in developing countries such as Iran is influenced by their interest to share experiences. In line with previous research above, it can be concluded hypothesis:

H5: Knowledge Sharing Intention has significant effect on Knowledge Sharing Behavior

2.6 Research Model

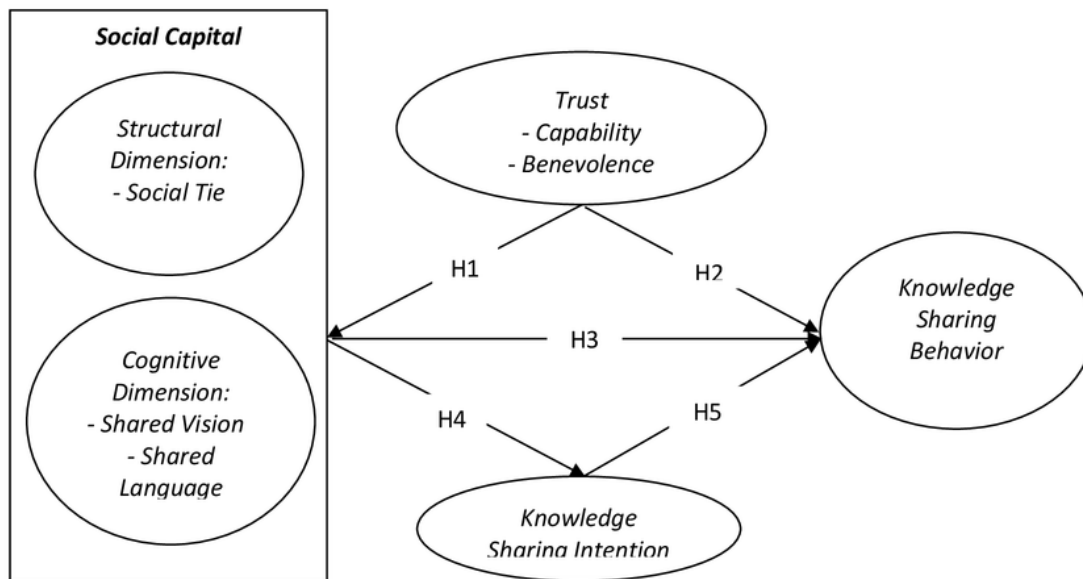


Figure 2.1
Research Model

RESEARCH METHOD

3.1 Research design

This study uses a quantitative approach. This type of research is explanatory research through hypothesis testing and descriptive. Objects used in this study are local and national tourists who have visited the areas of halal tourism destinations of West Sumatra.

3.2 Population and Sample

The population in this research is all local and national tourists who have visited the Halal tourist destination of West Sumatra. The sampling technique used is purposive sampling with the following sample criteria: (1) local tourists (domiciled in West Sumatera) and national tourists (from other regions in Indonesia) who have visited the tourist attraction in West Sumatra, (2) reading, posting or commenting on travel information through social media, such as: facebook, twitter, google +, youtube, flickr, linkedIn, instagram, tumblr, foursquare, koprol, kaskus, pinterest and path, and (3) one hotel or visit one of the restaurants in West Sumatra. Because the data analysis technique in this study using SEM-PLS, the target of the minimum sample size in this study based on the number of paths in the research model is 100 people (Hair et al, 2014).

3.3 Data Collection Techniques

Data collection techniques were conducted with field research on local and national tourists through survey. The respondents who were sampled were selected first according to the criteria specified and then asked their willingness to participate in this research. Data collected over two months. To address the possibility of a low response rate, the research team also utilizes communications via email, inbox, whatsapp, bbm, line and media messengers to potential prospective respondents and requests willingness to immediately fill in online kusioner via links to be sent directly through the available media.

3.4 Research Variables and Variable Measurements

3.4.1 Research Variables

In this study the authors perform parsing variables as follows:

1. Independent variable (independent variable), namely: Trust.

The independent variable or independent variable is the variable that influences the dependent variable, either positively or negatively (Now, 2006). Independent trust variables in this study will be measured through second-order level analysis consisting of two dimensions, namely capability and benevolence.

2. Intervening variables, namely: Social capital and Knowledge Sharing Intention.

The intervening variable is the variable that surfaces when the free variable begins to work affect the dependent variable (Cooper & Schindler, 2008). Social capital variable will be measured through third-order level analysis while knowledge sharing intention variable is measured through first-order level analysis.

3. Dependent variable (dependent variable), namely: Knowledge Sharing Behavior.

The dependent variable or dependent variable is the variable that is the main concern of the researcher (Sekaran, 2006). The dependent variable of knowledge sharing behavior is measured through a first-order level analysis consisting of several indicators.

Descriptive testing is also conducted in the early stages to investigate the readiness of the attraction of the destination through the question: Does West Sumatra have tourist attraction, including: (1) nature tourism, cultural tourism and artificial tourism, (2) various products such as shopping, culinary, sightseeing , cultural attractions, etc. (3) Halal food and beverage in tourist destinations are easy to obtain, (4) cultural arts performances held not against sharia principles, (5) providing a proper and holy place of worship and equipped with adequate means of holiness in tourist destinations, and (6) sanitation and cleanliness of the environment in well-preserved tourist destinations ?.

3.4.2 Variable Measurements

The measurement instruments used in this study are based on instruments that have been made in many previous studies, each measured using a likert scale with five categories, namely: (1) strongly disagree, (2) disagree, (3) hesitate / neutral, (4) agree, and (5) strongly agree. Operationalization of research variables is more clearly can be seen in table 3.1 below.

Table 3.1
Variable Operationalization

NO.	VARIABLE/ DIMENSION	DEFINITION	INDICATORS	REFERENCE
1.	TRUST <i>a. Ability</i>	Skills, competencies, or characteristics that enable a person to influence others	Competence	Chen & Hew (2015); Wickramasinghe & Weliwitiigoda (2015); Razak, Marimuthu, Omar, & Mamat (2014); Ozturen (2013); Hsu et al. (2007); Mayer et al. (1995)
			Experience	
			Wide knowledge	
			Institutional legacy	
	<i>b. Benevolence</i>	The belief that someone will treat other individuals well	Attention	
			Willingness to share	
			Can be expected	
2.	SOCIAL CAPITAL <i>a. Structural Dimension:</i> <i>a1. Social Tie</i>	Media to exchange information between individuals	The closeness of social relationships	Wickramasinghe & Weliwitiigoda (2015); Liu, Qu, Huang, Chen, Yue, Zhao, Liang (2014); Aslam et al. (2013); Chiu, Hsu, & Wang (2006); Nahapiet & Ghoshal (1998)
			Take the time to interact	
			Understand other individuals personally	
			Frequently communicating with other individuals	
	<i>b. Cognitive Dimension:</i> <i>b1. Shared Vision</i>	A binding mechanism to assist a group of individuals in integrating and combining their resources	Sharing a vision helps others solve their problems	
			Sharing the same goals	
			Share the same value to help others	
	<i>b2. Shared Language</i>	Referring to the language itself, it includes acronyms, histories, and basic assumptions that become the subject of daily interaction between the individual	Common use of terms / jargon	
			The use of shared communication patterns	
			The use of narrative messages is easy to understand by the joint	

NO.	VARIABLE/ DIMENSION	DEFINITION	INDICATORS	REFERENCE
3.	<i>Knowledge Sharing Intention</i>	The intention or willingness of individuals to share knowledge both tacit and explicit in the form of donating knowledge and collecting knowledge to others.	Share the facts of the destination	Mafabi, Nasiima, Muhimbise, Kaekende, & Nakiyonga (2017); Chen & Hew (2015); Wickramasinghe & Weliwitiigoda (2015); Rahab & Wahyuni (2013); Baharim (2008);
			Sharing knowledge of business conditions	
			Sharing personal documentation	
			Sharing personal experiences	
			Share tips and tricks	
			Sharing expertise	
			Sharing knowledge about the motives of visits to destinations	
4.	<i>Knowledge Sharing Behavior</i>	Sharing behavior relevant information, suggestions, and expertise, conducted by individuals with other individuals	Frequently participates in knowledge-sharing activities	Castaneda, Fernandez Rioz, & Duran (2016); Kim & Lee (2013); Yu, Lu, & Liu (2010); Hsu et al. (2007); Davenport & Prusak (1998)
			Take the time to share knowledge	
			Actively communicate what is known to others	
			Engage in sustainable interaction	
			Prefer to engage in discussions on topics that vary from monotonous topics	

3.5 Data Analysis

In general, this research is conducted in two steps analysis, namely descriptive and hypothesis testing. In accordance with the formulation of this research problem, then in the first stage, researchers conducted a descriptive analysis. Descriptive test conducted to see the frequency distribution of respondents regarding the readiness of the attraction of halal tourism destination of West Sumatra. Furthermore, the technique of data analysis for hypothesis testing in this research is done through two stages, namely measurement model and structural model. Both of these stages will be analyzed using smartPLS 2.0 M3 software. The reason for using this software in research because the research model used is complex with multidimensi and consists of many indicators (Ghozali, 2008). Instrument testing (measurement model) is needed to ensure the accuracy of the measurement results of research variables used so as to improve the scientific quality of writing (Cooper & Schindler, 2008). After conducting instrument testing, structural model testing (structural model) also needs to be done to test all hypotheses proposed, so the problems in this study can be answered.

3.5.1 Instrument Testing (measurement model)

Instrument testing is done through validity test and reliability test. Validity test aims to measure the validity and validity of an instrument and how well a concept can be defined by a measure (Hair et al 2014). This research uses a reflective construct. Reflective measurements are used in accordance with the direction of this research indicator as a manifestation of constructs, tend to be interchangeable, and have similar content. Thus, the validity of the instrument can be evaluated based on convergent validity and discriminant validity that is run using smartPLS 2.0 M3 software.

Convergent validity is judged by the correlation between the item score and the variable score. Convergent validity is said to be high if the value of loading or correlation score indicator with a large variable score of 0.70 (Ghozali, 2008). However, according to Hartono and Abdillah (2009), if the score is between 0.50-0.70, the researcher should not remove the indicator loading in that range as long as the AVE and communality magnitude score of 0,50. Discriminant validity is used to measure whether the correlation value of the indicator to the variable is greater than the correlation of the indicator to another variable. According to Urbach et al. (2010), another way of measuring the validity of this discriminant is that the AVE root of a variable must be higher than the correlation between other variables.

After testing the validity, then the next instrument test is the reliability test. Reliability tests are performed to measure the extent to which such measurement tools have accurate and consistent measurement accuracy over time. Chin and Newsted (1999) stated that an indicator has good reliability if the composite reliability value is greater than 0.70.

3.5.2 Testing of Structural Model (Structural Model)

The structural model consists of unobservable latent constructs that have a theoretical relation. This test includes estimating the path coefficients that identify the strength of independent dependent variable relationships. Structural model testing gives significance value of path relation between latent variables by using bootstrapping function. The PLS structural model is evaluated by using R-Square for the dependent construct, the path or t-values of each path for the significance test between constructs in the structural model.

R-square

In assessing the goodness of fit model with PLS starting from looking at R-square for each latent dependent variable. Structural models when using reflective constructs need to be evaluated by using R-square for dependent constructs, which indicate the value of the effect of certain latent independent variables on latent dependent variables (Ghozali, 2008). For endogenous latent variables in the structural model having R2 yields of 0.67 indicates that the "good" model, R2 of 0.33 indicates that the "moderate" model, R2 of 0.19 indicates that the "weak" model (Urbach et al., 2010).

Hypothesis testing

The value of each path coefficient can be seen from original sample value between constructs. The value of the path coefficient or inner model shows the level of significance in testing the hypothesis. The score of the path coefficient or inner model shown by the T-statistic value, should be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis for hypothesis testing at alpha 5 percent (Hair et al., 2014).

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