

# The Development of Halal-Tourism in Tourism MSMEs in Western Regencies of Central Java Province: The Role of Intellectual and Spiritual Capital

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## Abstract

**Purpose:** MSMEs play a critical role in the growth of the halal tourism sector. The goal of this study is to examine how MSME organizational performance is affected by the factors that make up their intellectual capital, which includes their human, relational, and structural capital as well as their spiritual capital.

**Methodology/approach:** This research used a sample of MSME owners and operators in the western region of the province of Central Java. Structural equation modeling was used in this study's investigation.

**Findings:** Relational capital, structural capital, and spiritual capital all have significant positive effects on MSMEs' organizational performance, according to the findings of the data analysis and explanation that have been provided. However, this research was unable to provide evidence to substantiate the relationship between human capital and MSME performance.

**Practical implications:** According to the study's findings, managers and owners of MSMEs need to have strong intellectual and spiritual capital if they want to increase the performance of their companies. MSME should thus focus on managing such capital.

**Originality/value:** In addition to prove the role of Intellectual capital in MSME performance, this study also proves the importance of spiritual capital for halal-tourism business.

**Keywords:** Intellectual Capital, Human Capital, Structural Capital, Relational Capital, Spiritual Capital, Msme Performance.

## Introduction

For businesses worldwide, maintaining an advantage in an unpredictable market has become essential. The subject of sustainability in business models has evolved into a need in

many companies across industries, including the hospitality and tourism sectors, for a number of reasons. The coronavirus, which the globe Health Organization (WHO) declared to be a pandemic in early 2020, had a disastrous impact on the travel and hospitality sectors and placed a tremendous strain on tourist operators throughout the globe. In addition, during the last 20 years, a number of major events have spread disease over the globe, including SARS and H1N1. The whole tourism sector, including airlines, tour operators, and hotels, is impacted by this problem.

It is impossible to separate the phenomenal growth of the Muslim population from the emergence of the worldwide Sharia tourism movement. Muslims made up 1.599 billion people, or 23.2 percent of the world's population, in 2010, and are projected to grow to 2.761 billion people, or 29.7 percent of the world's population, by 2050, according to research published by the Pew Research Center in 2015. Population growth reached 1.161 billion individuals between 2010 and 2050. In 2010, there were 2.168 billion Muslims or 31.4 percent of the world's population. By contrast, the number of Christians is only projected to increase by 749 million by 2050.

In addition, according to statistics from 55 countries in the Global Islamic Economy Report 2016–2017 released by Thomson Reuters (2016), the total amount spent globally by Muslims on halal food and beverages in 2015 was US\$1.173 billion, or 16.6% of all food and beverage expenditures. This spending will total \$1.914 trillion by 2021, or 18.3 percent of all food and beverage spending globally. 2015 saw a rise in the tourist sector. Muslims throughout the globe spend more than US\$ 151 billion on travel, or around 11.2 percent of global spending. The amount is projected to increase to US \$ 243 billion by 2021, representing 12.3 percent of all spending on travel (excluding Hajj and Umrah). In the fashion sector, Muslim nations spent around US \$ 243 billion, or 11% of global spending, in 2015, and it is anticipated that this amount would increase to US \$ 368 billion by 2021. These figures demonstrate the undeniable attractiveness of the global Muslim market to the tourism sector, both internationally and locally (in Indonesia).

The growth and development of an area depend heavily on the tourist industry. The key focus for producing domestic revenue and serving as a source of funding for the community in several parts of Indonesia has been highlighted as tourism. One sector that has made a lot of growth recently is shari'ah tourism. Activities related to shari'ah tourism have tremendously developed not just in Indonesia but also internationally.

The Indonesian Ministry of Tourism and Creative Economy, which is in responsible for the main growth of syariah tourism in Indonesia, has developed a number of growth actions. Such as the development of strategic measures to hasten the expansion of Islamic tourism, the formulation of promotional strategies, regulations, the building of standardized infrastructure, the implementation of socialization and education, and the design of promotional strategies. However, one element that shouldn't be missed among the many strategies created by the Ministry of Tourism and Creative Economy to promote Sharia tourism in Indonesia is the preparedness of Human Resources (HR) as Islamic tourism perpetrators. Without excellent human resources who can serve as a source of intellectual capital for the business, sharia tourism in Indonesia would be unable to flourish.

Intellectual capital has become essential to the development of contemporary businesses. Non-profit organizations, like government agencies, are also required to maximize performance, unlike profit-based businesses that need intellectual capital to do so in order to achieve corporate profit targets. However, productivity, effectiveness, service quality, and

accountability are used to assess organizational performance rather than a company's profits (Bolton, 2003).

It is impossible to separate the importance of the human resource component (intellectual capital), which serves as an organizational resource in tourist offices throughout Indonesia. The tourist service in the region or province, which is supervised by the Ministry of tourist (KEMENPAR) RI, is in charge of developing and implementing tourism in the pertinent areas and provinces. The formulation of appropriate targeted promotional strategies as well as the issuance of pro-tourist policies and regulations fall squarely within the purview of the tourism office. Without the support of capable intellectual capital, sharia tourism in the region/province will find it difficult to become successful.

There are additional factors that affect employees' conduct toward the firm in addition to the intellectual skills of employees that may determine a company's success, notably spirituality (spiritual capital). Palmer and Wong (2013) assert that a person's response to conditions may be influenced by their spirituality's core principles. Even the significance of employees' spirituality will motivate them to act in a way that contributes more to the company and society as a whole (Baker & Smith, 2010). Therefore, the goal of this research is to explore and evaluate how intellectual and spiritual capital contribute to improving organizational performance. In light of this, the current research study has filled a knowledge gap by examining the role of IC, which includes human capital, relational capital, and structural capital, as well as the role of spiritual capital, particularly in the growth of the MSME halal-tourism industry in Indonesia's emerging regions.

### **Resource-Based Theory**

Resource-based theory (RBT) states that IC is the number of intangible assets, knowledge, and skills that may help a firm gain a competitive edge and provide value (Barney, 1991; Nazari and Herremans, 2007). In fact, a firm's competitors may find it challenging to evaluate and imitate IC due to its intangible character (Ray et al., 2004). IC is one of the key assets to boost business success since it may provide distinctive features for the organization (Mondal and Ghosh, 2012).

The development of contemporary organizations depends critically on the component of intellectual capital. In contrast to business-based companies, which need intellectual capital to reach corporate profit objectives and optimize performance, non-profit organizations like government agencies also need to perform at their highest levels. However, productivity, effectiveness, service quality, and accountability are used to analyze organizational success rather than the firm's profits (Bolton, 2003).

It is impossible to separate the relevance of the human resource aspect (intellectual capital), which serves as an organizational resource in tourist offices throughout Indonesia, from the growth of Islamic tourism in that country. The development and execution of tourism in the pertinent regions/provinces are the responsibility of the tourist service in the region/province under the direction of the Ministry of Tourism (KEMENPAR) RI. The tourism office has a significant amount of duty in regards to the issue of pro-tourist rules and tourism stakeholders, as well as the creation of suitable focused promotional methods. Sharia tourism in the area/province struggles to expand without the aid of competent intellectual capital.

There are additional factors that impact how workers behave toward the business, particularly spirituality (spiritual capital), in addition to the intellectual qualities of employees that might decide an organization's success. The fundamental qualities of spirituality, according to Palmer and Wong (2013), may influence how a worker acts in certain

circumstances. Employee conduct will be motivated to offer more to the company and society by even the importance of the workers' spirituality (Baker & Smith, 2010).

Human capital (HC), relational capital (RC), and structural capital (SC) are the three main parts of IC. The management of human capital revolves around three components: skills (such as leadership, and communication), knowledge (such as education, experience), and behavior (such as self-motivation, flexibility) (Martin de Castro et al., 2011). These components collaborate in order to improve company performance by developing a competitive advantage. Companies with highly educated and trained staff members are required to support the application of sharia principles in conducting business including in MSME operations.

Relationships that are developed over time with partners, consumers, and suppliers are known as relational capital (Johnson, 1999). Customers will be more likely to support the company's operations as a result of this connection, which improves its reputation (Yarbrough et al., 2011). Businesses with staff members who can sometimes forge these connections with stakeholders, in this instance the community, are expected to take the lead in the consolidation of competitive advantage through enhanced corporate social performance.

A company's non-human assets, such as its databases, software, organizational culture, patents, and technology, are often referred to as structural capital (Jardon and Susana Martos, 2012). Organizational capital (OC) and technological capital (TC) are two categories of SC. TC is associated with R&D and all activities involved in the creation of new goods and services, while OC covers all intangible assets that define the organizational structure and business procedures of a firm (Martin de Castro et al., 2011). According to the justification provided, SC represents the credibility that the MSME has established. A MSME with a strong SC will always work to preserve its performance.

### **The Relationship Between Intellectual Capital and Organizational Performance**

The performance of an organization has been determined by intellectual capital elements including human capital (HC), relational capital (RC), and structural capital (SC). According to Ployhart et al. (2011), a person's knowledge, skills, and experience are considered to be their human capital. Some of this information, such as the potential for invention, creativity, knowledge, and experience, as well as the learning capacity, loyalty, formal education, and education, are specific to each person while others are more generic (Soetjipto et al., 2021). In addition to genetic heritage, education, experience, and attitudes toward life and business, human capital also includes these elements. People who have more experience are better in their jobs because they can react more swiftly to issues that arise in their organizations. Additionally, the availability of education and training will provide people more perspective on how to start an MSME (Chidi & Shadare, 2011).

According to Benevene and Cortini (2010), structural capital is knowledge that will continue to be used in business. Databases, systems, culture, and organizational routines make up structural capital (Fakhimuddin et al., 2021). A portion of the company's structural capital is legally held by it as intellectual property rights that are protected by law. In this sense, structural capital aims to do two things. Codifying transportable knowledge is the first step. To prevent the system from being lost, this is done. In the corporate sector, operational processes and organizational culture are related to structural capital. The financial performance of MSMEs will increase with a sound system and a focus on value for money. Additionally, organizational culture develops into the public's perception of a company's

identity and character. According to Shahzad et al. (2012), a positive corporate culture will improve performance and enhance MSMEs' reputation.

According to Pudjiarti and Hutomo (2020), relational capital refers to a positive relationship or so-called association network owned by the company and its partners, including those with reputable and high-quality suppliers, devoted clients who are pleased with the company's services, the government, and the local community. Customer capital may come from a variety of sources beyond the company's immediate area and provide value to the business. Business continuity and collaboration will be preserved with firm values that have a good effect on partners, improving the financial performance of MSMEs (Zéghal & Maaloul, 2010).

Previous studies have shown a relationship between intellectual capital and organizational effectiveness. According to Obeidat et al. (2017), elements of intellectual capital including structural capital (SC), relational capital (RC), and human capital (HC) have a favorable impact on business performance. Previous research has demonstrated the considerable relationship between intellectual capital and firm performance (Pratama et al, 2022, 2019; Pratama and Innayah, 2021; Innayah et al, 2021; Innayah and Pratama, 2020). The study discovered a favorable and substantial association between intellectual capital elements like HC and SC and business success. Additionally capable of serving as moderating factors are HC and SC. Additionally, Asiaei & Jusoh (2015) discover that the three facets of intellectual capital enhance organizational performance in a number of the organizations that they studied. Trust is a deciding element in the development of the three dimensions of intellectual capital, HC, SC, and RC, according to Asiaei and Jusoh (2015). Following the preceding explanation, the following theories were developed:

Hypothesis 1: Human capital has a positive and significant relationship on organizational performance

Hypothesis 2: Structure capital has a positive and significant relationship on organizational performance

Hypothesis 3: Relation capital has a positive and significant relationship on organizational performance

### **The Relationship Between Spiritual Capital and Organizational Performance**

According to research by Ariawan et al. (2016) on the relationship between spiritual capital and organizational performance, spiritual capital significantly affects performance. In addition, employees will place a higher value on their work if their company demonstrates spiritual and ethical practices, such as when management highlights the impact of their work on others, the team, the business, and even society at large, and embed the meaning in the work itself. They will be more willing to put forth an effort in developing novel ideas and concepts that will aid in achieving the business's aims and objectives (Wang et al., 2017). This establishes the link between spiritual capital and the capacity to innovate. In their study on the impact of spiritual capital on organizational performance, Malik & Tariq (2016) discovered that one of the key performance metrics for a company's success was affected favorably by SpC. Because spiritual capital is seen as a kind of wisdom that may provide people strength, Gracia (2012) found that it has a favorable impact on business success. Following the preceding explanation, the following theories were developed:

Hypothesis 4: Spiritual capital has a positive and significant relationship on organizational performance.

## Methods

### Type of Research

A survey approach was used for the study, which focused on MSMEs operating in the tourist sector in the western region of the province of Central Java.

### Population and Sample

MSMEs operating in the western portion of Central Java, namely in the Banyumas, Brebes, Pemalang, Banjarnegara, Cilacap, Kebumen, and Purbalingga Regencies, represented the population in this research. The sampling approach used was a convenience sampling method. 388 MSME owners and operators from those regencies contributed to the total sample count.

### Operational Definition and Variable Measurement

4 (four) independent variables—human capital, relational capital, structural capital, and spiritual capital—make up this research. The only dependent variable used in this research is MSME organizational performance. The operational definitions and metrics utilized in this investigation are described in the table

Table 1.  
Variable Operationalization

Variables	Variable Definitions	Indicator
Human Capital (X1) (Edvinsson and Malone, 1997; Khalique, et al., 2015 & 2018)	Human capital is based on competence (in the form of education, professional skills, knowledge, and experimental knowledge), attitudes (in the form of motivation, leadership, and behavioral patterns), and intellectual agility (in the form of invention, creativity, flexibility, and adaptability).	Skills, knowledge & expertise Attitude Intellectual agility
Relational Capital (X2) (Khalique, et al., 2015 & 2018)	Relational capital or Customer capital refers to knowledge embedded in having satisfied customers who are devoted to your brand and willing to spread the word about your business is invaluable, and this is what we call "relational capital" or "customer capital."	Customer satisfaction & loyalty Network
Structural Capital (X3) (Roos et al., 1997; Cohen and Kaimenakis, 2007; Khalique, et al., 2015 & 2018)	Structural capital includes systems, procedures, databases, networks, process manuals, and routines, all examples of non-human knowledge storage.	Infrastructure and systems Policies and procedures



Spiritual Capital (X4)  (Zohar and Marshall, 2004; Khalique, et al., 2015 & 2018).	An organization's spiritual capital consists of its members' religious beliefs and moral standards.	Knowledge of religious Ethical values
Organizational Performance (Y)  (Khalique et al, 2015 & 2018)	Organizational performance shows the extent to which the achievement level of task implementation in an organization.	Financial perspective Customer perspective Internal business process perspective Learning and growth perspective

### Partial Least Square Analysis

This research employed component-based structural equation modeling (SEM) or variance utilizing partial least-squares modeling (PLS) to examine the relationship between spiritual capital, human capital, and social capital variables on innovation capabilities. PLS is based on components or variance derived from structural equation modeling (SEM). Hair et al. (2013) claim that PLS is an alternate strategy that switches from covariance based on the SEM approach to variance-based covariance. PLS is a prediction model, while covariance-based SEM often tests causation or theory. PLS is a strong analytical technique since it relies on a few presumptions.

PLS may be used to clarify the relationship between latent variables in addition to confirming theories. PLS can instantly examine constructs created through formative and reflective feedback. Covariance-based SEM cannot be used since the model will be identifiable. The measurement model, also known as the outer model, and the structural model, often known as the inner model, are the two models that make up the SEM-PLS model. The measurement model utilized in the study has two stages: the first stage (first order), which is the model for measuring the dimensions of the indicators, and the second stage (second order), which is the model for measuring the latent variables on the dimensions. A 5% criterion was used for the bootstrapping technique of hypothesis testing in the meanwhile.

### Results and Discussion

#### a. Description of SMEs respondents

A total of 388 respondents participated in the study's convenience sampling-based selection of respondents, which was performed both online and offline. The following table listed MSME characteristics was compiled from respondents.

Table 2  
Description of SMEs respondents

	Frequency (Total)	Percentage (%)
<b>Age</b>		
21-30 years	103	26.55%
31-40 years	122	31.44%
41-50 years	108	27.84%
> 50 years	55	14.18%
<b>Gender</b>		
Male	232	59.79%
Female	156	40.21%
<b>Length of Period the SME Established</b>		
<3 years	114	29.38%
3-5 years	145	37.37%
5-10 years	89	22.94%
>10 years	40	10.31%
<b>Number of Employees</b>		
1-4 employees	221	0.569620253
5-10 employees	113	0.291139241
11-20 employees	45	0.113924051
> 20 employees	9	0.025316456

## b. Outer Model Test Results

### Convergent Validity

An indicator that has a correlation value of less than 0,500 should be eliminated from the model during the convergent validity test since it is regarded as unreliable and inconsequential. Re-estimation of the model will then be done. Figure 2 demonstrates that every indication in the variable has a correlation value of more than 0.500, allowing for its usage as a measuring tool.



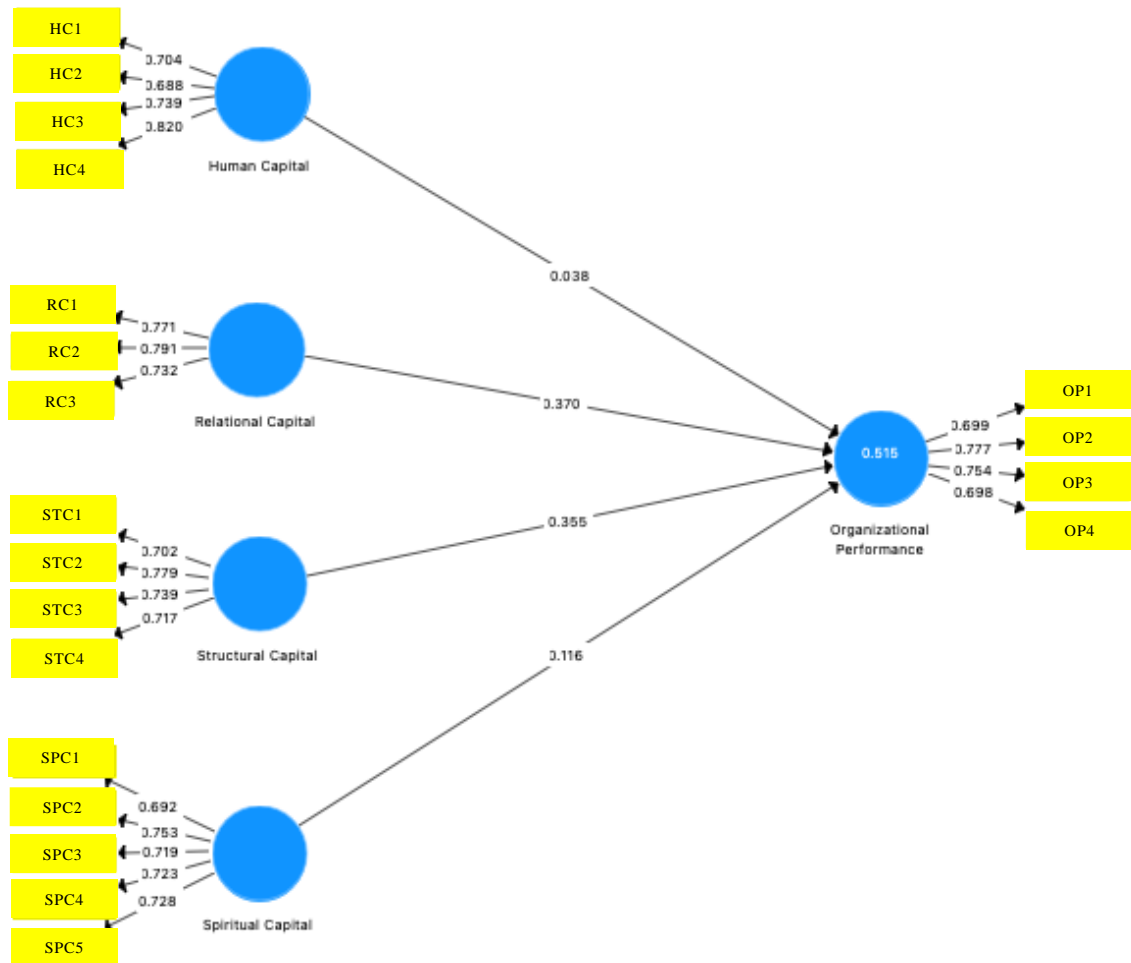


Figure 1. Research Model

**Discriminant Validity Test**

The degree of nonconformity between the variable's conceptual framework and attributes that the instrument shouldn't be used to assess is referred to as discriminant validity. If Average variance extracted (AVE) values are greater than 0.5, discriminative validity is considered to be acceptable. Fornell-Lacker Test is the discriminant validity test that is utilized.

Table 3

*Discriminant Validity Table*

	Human Capital	Organizational Performance	Relational Capital	Spiritual Capital	Structural Capital	AVE
Human Capital	0.740					0.547
Organizational Performance	0.340	0.733				0.537
Relational Capital	0.288	0.629	0.765			0.585
Spiritual Capital	0.683	0.404	0.349	0.723		0.523
Structural Capital	0.327	0.628	0.587	0.374	0.735	0.540

It is clear from the information in Table 3 that all of these variables' average extracted variance values are greater than 0.5. As a result, it may be said that every variable has shown discriminant validity.

### Composite Reliability Test

Research variables are exposed to the test using a composite reliability test. It is evident from the information in Table 4 that the composite dependability value of ethics, independence, and judgment is more than 0.700. These factors are thus considered to be reliable.

Table 4  
*The result of Composite Reliability Test*

	Composite Reliability
Human Capital	0.828
Organizational Performance	0.822
Relational Capital	0.809
Spiritual Capital	0.846
Structural Capital	0.824

### c. Inner Model Test Results

#### R-Square

Table 3 displays the results of the R-Square structural model test. According to Table 5, the modified R-Square value is 0.510. This figure indicates that the influence of human capital, relational capital, structural capital, and spiritual capital on the organizational performance variable is 51%, with the remaining 49% being influenced by factors beyond the scope of this study.

Table 5  
*R Square*

	R Square	R Square Adjusted
Organizational Performance	0.515	0.510

#### f-square

Table 6 displays the findings of the f-square structural model test. According to the f-square table, the values for the human capital and spiritual capital variables are 0.021 and 0.024, respectively. According to the f-square criteria (Cohen, 1988), this indicates that human capital and spiritual capital have a minimal impact size on the dependent variable of MSME organizational performance. A medium impact on organizational performance was suggested by the relational capital value of 0.179 and the structural capital value of 0.161.

Table 6. f square

	Organizational Performance
Human Capital	0.021
Relational Capital	0.179
Spiritual Capital	0.024
Structural Capital	0.161

**d. Bootstrapping Analysis**

In the structural model analysis, bootstrapping analysis is carried out by assessing the path coefficient parameter's significance level and estimation result. Additionally, Table 7 shows the outcome of the significance test conducted on the path coefficient of each variable.

Table 7

*Parameter Coefficient and Statistical Values among Variables*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Human Capital -> Organizational Performance	0.038	0.047	0.053	0.722	0.470
Relational Capital -> Organizational Performance	0.370	0.368	0.047	7.918	0.000
Spiritual Capital -> Organizational Performance	0.116	0.118	0.053	2.206	0.028
Structural Capital -> Organizational Performance	0.355	0.353	0.051	6.951	0.000

**e. Hypothesis Tests Results and Discussion****1) First Hypothesis Testing**

The results of Table 7 direct impact test results using PLS analysis show that an effect of human capital on MSME organizational performance has a P-Value > 0,05. As a result, the first hypothesis, which states that human capital has a positive and significant effects on MSME organizational performance, was not supported by this study, which could not find a significant effect of human capital on organizational performance. The findings could vary depending on the company, as the effect of intellectual capital on organizational performance (Bontis et al., 2000). According to Fayyaz et al. (2009), MSMEs should be educated, skilled, qualified, and trained in order to have a significant impact.

**2) Second Hypothesis Testing**

The results of Table 7 direct effect test results using PLS analysis show that the influence of relational capital on MSME organizational performance has a P-Value of less than 0,05. The second hypothesis, that relational capital has a significant positive effect on MSME organizational performance, was supported. It means that relational capital has a strong positive impact on organizational performance. The organizational performance of MSMEs will be enhanced by firm values that have a favorable effect on partners, preserve collaboration, and ensure business continuity (Zéghal & Maaloul, 2010).

**3) Third Hypothesis Testing**

The results from Table 7 direct effect test results using PLS analysis show that the effects of structural capital on MSME organizational performance have a P-Value of lower than 0,05. The third hypothesis, that structural capital has significant positive effects on the organizational

performance of MSMEs, was supported. The results suggest that structure capital has a strong positive impact on organizational performance. The performance of MSMEs will be improved by an effective structure and procedural aspect. Additionally, organizational culture develops into the public's perception of a company's identity and character. According to Shahzad et al. (2012), an effective organizational culture will improve reputation and MSMEs' performance.

#### 4) Fourth Hypothesis Testing

The results of Table 7 show that the effect of spiritual capital on MSME organizational performance has a P-Value of below 0,05. The fourth hypothesis, which indicates that spiritual capital has a considerable positive influence on MSME organizational performance, was supported. This suggests that spiritual capital has a significant positive effect on organizational performance. The findings are in line with those of Gracia's (2012) research, which revealed that workers' spiritual capital, which is seen as a kind of wisdom that may provide them strength, has a favorable impact on the profitability of an organization.

### **Conclusion**

The purpose of this research is to examine how the performance of MSME organizations is affected by intellectual capital, which includes human capital, relational capital, and structural capital. Relational capital, structural capital, and spiritual capital have a considerable beneficial impact on the organizational performance of MSMEs, according to the findings of the data analysis and discussion that have been explained above. However, this research was unable to provide evidence to substantiate the relationship between human capital and MSME performance. According to the study's findings, managers and owners of MSMEs need to have strong intellectual and spiritual capital if they want to increase the performance of their companies. MSME should thus focus on managing such capitals.

This study has contribution to the body of knowledge, especially in intellectual capital area by understanding how intellectual and spiritual capital contribute to improving organizational performance. In light of this, the current research study has filled a knowledge gap by examining the role of IC, which includes relational capital, and structural capital, as well as the role of spiritual capital, particularly in the growth of the MSME halal-tourism industry in Indonesia's emerging regions.

The results of this research has contribution to the literature of intellectual capital, by proving the role of its components on the MSMEs development and performance, also by offering the variable spiritual capital as one of the important antecedence for MSME performance. For the contribution to the practical aspects, the result of this study is important for the MSME practitioners and business owners, as well as the governments to give consideration for the resource of intellectual capital and spiritual capital to develop the MSMEs in the region.

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