

FACTORS AFFECTING INTENTION TO VISIT HALAL TOURISM CITY: A SURVEY TO FIVE HALAL TOURISM DESTINATION IN INDONESIA

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ABSTRACT

Tourism travel now has been a lifestyle of most community. Recently, halal tourism has received a lot of attention from various parties. The Indonesian government has determined several provinces as Halal tourism destination areas (Nusa Tenggara Barat (NTB), Nanggroe Aceh Darussalam (NAD), Sumatera Barat, DKI Jakarta, and Jawa Barat). This study attempts to examine the factors that influence the intention to visit that city. Data was collected using a questionnaire distributed using google form. The sampling technique used is purposive sampling. A total of 396 data are eligible for further analysis using SEM-AMOS. The results of the study found that the variables that influence attitudes and intentions to visit halal tourism vary between halal tourism areas. Variables that have a consistent effect are found in subjective norms where the results are positive and significant on attitudes and intentions. On the other hand, none of the halal tourism areas found a significant effect of PBC on intentions.

Keywords: Attitude, Perceived Behavioral Control, Perceived Cost, Intention, Subjective Norms

INTRODUCTION

The tourism sector is the second largest foreign exchange earner that has an important role in the Indonesian economy and has a wide scope including the transportation sector, tourism businesses, resorts and hotels, restaurants and MSMEs that are sure to be able to absorb a lot of workers [1]. One of the current government's focuses through the Ministry of Tourism and Creative Economy/Creative Economy Tourism Agency (Kemenparekraf/Baparekraf) is developing the potential for halal tourism. The Mastercard Crescenting Global Travel Market Index (GMTI) 2019 report estimates that globally in 2026 there will be 230 million Muslim tourists. Still according to GMTI, Indonesia in 2019 is in the best position for Halal Tourism when viewed from the total foreign tourists who visit 20% of them are Muslim tourists [2].

Halal tourism is any tourism object or act that is permitted according to Islamic teachings as a basis for providing tourism products and services to Muslim customers such as halal hotels, halal resorts, halal restaurants and halal travel in both Muslim and non-Muslim countries and the purpose of the trip does not have to be religious [3]. Referring to the Ministry of Tourism and Creative Economy guidelines, halal tourism refers to additional amenities, attractions, and accessibility services that are intended and provided to meet the experiences, needs and desires of Muslim tourists. There are several things that need to be owned as a halal tourist destination, including the provision of halal food, supporting facilities for worship such as prayer rooms and ablution places, to other Muslim-friendly services. Supported by the largest Muslim population in the world who can be a driver of halal tourism, the prospect of halal tourism in Indonesia will continue to grow.

Lombok Island is the mainstay of Indonesia's halal tourism and won the title of The World Best Halal Tourism Destination in 2015 at the World Halal Travel Awards in Abu Dhabi. Lombok also ranked first in the best halal tourism category in Indonesia according to the 2019 Indonesia Muslim Travel Index (IMTI), followed by Aceh in second place. The Ministry of Tourism and Creative Economy stated that apart from Lombok, there are four other potential areas for halal tourism, namely Nanggroe Aceh Darussalam, West Java, West Sumatera and Jakarta.

Halal tourism will continue to grow along with the increasing number of tourists visiting. The intention of tourists to visit halal tourism is influenced by many factors. Research on halal tourism shows how factors influence Muslim tourists in choosing their tourist destinations [3][4]. The main priority for Muslim tourists is the availability of halal food at tourist destinations, the availability of Muslim-friendly hotels or at least a separate section of the hotel where no alcoholic beverages and halal food are provided and Muslim-friendly airports [3].

LITERATURE REVIEW

Intention to Visit Halal Tourism

Theory of Planning Behavior is widely used to analyze how Muslim domestic tourists choose and recommend halal tourist destinations. Research conducted by Purusottama & Prastowo (2019) shows that behavioral control affects intention but subjective attitudes and norms do not affect intention [4]. Perceived value, Islamic non-physical attributes and brand image have a positive effect on customer satisfaction which then has a significant positive effect on the intention to repurchase Islamic travel packages in Malaysia [5]. The results of other studies show that the reputation of the destination with the dimensions of product, service, innovation, environment and governance has an influence on the intention to revisit [6].

Behavioral intentions of Muslim tourists in determining destinations are influenced by halal-certified food and drinks, destination images and emotional incidents [7][8]. Emotional incidents are attributes to measure utility derived from enthusiasm or sentimental level as a result of a product or service and foster satisfaction [7]. Research in Indonesia shows that halal certification has an effect on behavioral intention, destination brand Lombok has no effect on customer satisfaction and emotional experience affects customer satisfaction and behavioral intention [9].

Perceived Behavioral Control (PBC)

PBC is the level of ease or difficulty in carrying out an action [10]. Various factors can be the cause of individuals doing. The existence of obstacles in terms of costs, operating time, geographical location are factors that cannot be controlled by individuals. Therefore, if he feels capable of adapting to all that, the chances that he will do so are higher. In this study, PBC is defined as a person's ability to overcome various obstacles related to visiting halal tourism objects. Ho et al (2020) examined two groups of samples from Taiwan and Vietnam. PBC was found to have a positive and significant effect on intention.

Perceived Cost

Every activity carried out will cause a perceived cost. Sometimes perceived cost is more important than actual cost (Burnham et al., 2003). When a person perceives the costs that must be incurred to do something are relatively affordable, it can encourage him to do so. The perceived cost of an activity is the unit cost that occurs due to certain activities being carried out. Consumers incur two types of costs, namely direct prices and other costs incurred that are not derived from prices. These two things are assumed to be independent of each other. Perceived cost is how far individuals think about the effort that must be made to use certain services both from a mental and economic perspective [11]. In this study, perceived cost is defined as how much consumers are able to bear the costs incurred to travel for halal tourism.

Subjective Norms

Subjective norms are the pressure that society puts on individuals [12]. This variable appears along with the number of products and services that still create a feeling of uncertainty for consumers to buy. Therefore, they need to make other people around them as a reference. Research from [13] used this variable for their research on child care services. Child care services are difficult to assess for quality before experiencing it for yourself when leaving children there. This makes potential consumers of child care services rely on the opinions of others who have left their children there. This makes subjective norms an important variable in predicting their intentions. In the context of halal tourism, this also applies, because consumers will feel a loss to spend money to travel to a place that does not match reality.

Attitudes

Attitude is the way a person evaluates a condition. This can be a feeling of pleasure or displeasure, positive or negative. Trust is one of the factors that directly affect attitudes [12]. Intention to behave positively or negatively is caused by a person's attitude [14]. Attitudes are found to have a positive and significant effect in many studies [11][15].

Based on the explanation of the theory and previous findings, the research model proposed in this study is as shown in Figure 1. This model modifies the TPB by trying to put the attitude variable as an intervening as well. The rationalization of developing this model is attitude which is a subjective assessment of what consumers see, hear, and feel, so PBC, perceived cost, and subjective norms will also affect attitudes.

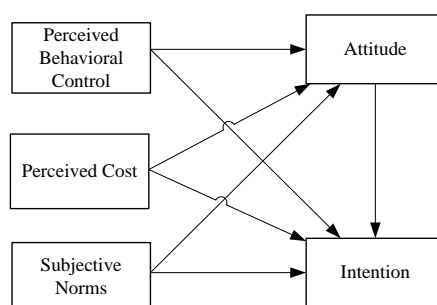


Figure 1. Proposed Model

Based on the proposed model, the hypotheses in this study are as follows:

- H1 : The higher the PBC, the higher the consumer's intention to visit a halal tourist city
- H2 : The higher the PBC, the more positive the consumer's attitude towards halal tourism
- H3 : The lower the perceived cost, the higher the consumer's intention to visit a halal tourist city
- H4 : The lower the perceived cost, the more positive the consumer's attitude towards halal tourism
- H5 : The higher the subjective norms, the higher the consumer's intention to visit a halal tourist city
- H6 : The higher the subjective norms, the more positive consumer attitudes towards halal tourism
- H7 : The more positive the consumer's attitude towards halal tourism, the higher the intention to visit a halal tourism city

METHOD

Data were collected by using the online questionnaire survey method. The purposive sampling method was used to collect data from respondent. The questionnaire was divided into two sections to assess all the variables used in this study. Section A comprised of variables pertaining to personal information. Section B included all the variables in this study. From the extant literature, established and validated scales were used to measure PBC, perceived cost, subjective norm, attitude, and intention. The scales were adopted from various studies conducted in the area related to halal tourism. All items were measured on a five-point Likert scale, where "1" denoted "strongly disagree" and "5" denoted "strongly agree". The data collected was tested for validity and reliability using Pearson correlations and Cronbachs 'Alpha. After passing the test the validity and reliability of the data were analyzed using SEM-AMOS

RESULT AND DISCUSSION

Repondent's Identity

Respondents who participated in this study came from 24 provinces in Indonesia. The majority came from the Riau Archipelago and followed by West Java and West Sumatra with the percentage of respondents above 15%. As for the halal tourism destinations they want to visit the most are West Nusa Tenggara (42.2%), NAD (32.6%), DKI Jakarta (8.8%), West Sumatra (8.3%), and West Java (8.1%). In terms of gender, the majority of respondents were female (57%) and male (43%). The age of the respondents ranged from 17-52 years with an average age of 22 years.

Validity and Reliability Testing

Validity testing is carried out to ensure that the instrument used is appropriate to measure what is intended to be measured. The standard of the instrument is declared valid if the correlation value is above 0.03. The reliability test was conducted to test the consistency of the respondents on the answers given. The instrument is said to be reliable if the Cronbach's Alpha value is above 0.6. Table I displays the results of testing the validity and reliability. Based on these data, all the instruments used were valid and reliable.

Table 1. Validity and Reliability Testing

Variable	Item	Pearson's Correlation	Cronbaach's Alpha
PBC	PBC1	.737	.802
	PBC2	.857	
	PBC3	.822	
Perceived Cost	PC1	.857	.729
	PC2	.884	
	PC3	.891	
	PC4	.839	
Subjective Norms	SN1	.808	.770
	SN2	.813	
	SN3	.814	
	SN4	.738	
Attitude	AT1	.896	.867
	AT2	.935	
	AT3	.922	
Intention	IT1	.829	.838
	IT2	.840	
	IT3	.813	

Table 2 displays the goodness of fit data of the proposed model. The majority of measurements in this model have met the goodness of fit requirements for testing using SEM.

Table 2. Goodness of Fit

<i>Goodness of Fit Index</i>	<i>Cut of Value</i>	Result	Model Evaluation
Probability	0.05	0.083	Fit
Chi-Square	Expected low	3.009	Fit
CMIN/DF	2	1,983	Fit
RMSEA	0,05	0,071	Marginal
CFI	0.900	0.998	Fit
TLI	0.900	0.978	Fit
GFI	0,900	0,997	Fit
AGFI	0,900	0,955	Fit

Hypotheses Testing

When analyzed per destination city, consistent results were found for the effect of subjective norms on attitudes and intentions in all destination cities. Apart from that, the results of testing between variables and between halal tourism cities gave mixed results. For the effect of perceived cost on attitudes, only a sample from Jakarta found a positive and significant effect, while for the effect of attitude on intentions, a significant effect was seen in respondents who chose DKI Jakarta and West Java as the cities they most wanted to visit. Likewise, the positive and significant effect of perceived cost on intentions was only found in respondents for tourist destinations to Jakarta and West Java. The positive and significant influence between perceived behavioral control and intention was not found in the sample with all halal tourist destinations.

Table 3. Hypotheses Testing

				NTB		NAD		West Sumatera		West Jawa		DKI Jakarta	
				C.R.	P	C.R.	P	C.R.	P	C.R.	P	C.R.	P
H1	Attitude	<---	PBC	2.624	0.009	1.815	0.069	-0.178	0.859	3.046	0.002	-0.331	0.741
H2	Intention	<---	PBC	0.065	0.948	0.557	0.577	0.542	0.588	-1.264	0.206	-1.677	0.094
H3	Attitude	<---	PC	-0.1	0.92	-0.986	0.324	0.302	0.763	-1.909	0.056	3.167	0.002
H4	Intention	<---	PC	-0.053	0.958	1.384	0.166	-1.298	0.194	2.322	0.02	3.261	0.001
H5	Attitude	<---	SN	7.52	***	6.991	***	6.848	***	3.787	***	3.839	***
H6	Intention	<---	SN	5.903	***	3.904	***	2.088	0.037	3.329	***	4.569	***
H7	Intention	<---	Attitude	0.198	0.843	0.731	0.465	0.209	0.834	2.687	0.007	3.682	***

Because testing per halal tourism area produces inconsistent results, then it is then tried to analyze it as a whole as shown in Table 4.

Table 4. Regression Weight

			Estimate	S.E.	C.R.	P	Label
Intention	<---	PBC	.011	.056	.202	.840	
Attitude	<---	PBC	.193	.054	3.547	***	
Intention	<---	PC	.060	.034	1.738	.082	
Attitude	<---	PC	.010	.034	.284	.777	
Intention	<---	SN	.339	.041	8.217	***	
Attitude	<---	SN	.415	.035	11.830	***	
Intention	<---	Attitude	.116	.051	2.287	.022	

Table 4 displays the results of testing the proposed hypothesis. This study found that PBC had a significant positive effect on attitudes but not significantly on intention. This study is different from the findings of [16] who found that PBC had a significant effect on intention. The research of Wang et al (2021) is related to the intention to entrust children under three years of age to child care services. Working parents will really need this service, while in this study doing halal travel is not a primary need, so even though they perceive they do not experience difficult obstacles, they do not necessarily intend to take halal travel.

The third and fourth hypotheses found a positive but not significant effect. Park (2009) found that perceived cost had a negative and significant effect on satisfaction and intention. This is because the questions asked to acknowledge perceived cost are negative statements that get a lot of positive responses. The statement used is the respondent's perception that the costs they incur to get services are more expensive than other airlines. While in this study it was found to be positive because most of the questions asked that the costs to be spent on halal tourism were affordable.

The fifth and sixth hypotheses found a positive and significant effect between subjective norms and intention and attitude. The findings of Wang et al (2021) support the findings of the current study with a positive and significant effect. Similarly, the findings of Buaphiban (2017). The last hypothesis found that the effect of attitude on intention was positive and significant. This is supported by the findings of Buaphiban (2017) and Wang et al (2021)

CONCLUSION

The results of the study found that of the seven independent variables studied, only four hypotheses were proven. The intention to visit halal tourism may be the desire of Muslims, but the respondents in this study, with the majority of respondents being students, do not yet have sufficient ability to travel to halal destination areas. Another phenomenon that needs attention is perhaps the halal destination area is not the main focus because in Indonesia, where the majority of the population is Muslim, doing domestic tourism does not face significant difficulties. Except for some provinces with a majority of non-Muslims, tourists need to be more careful about food and drink choices.

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