THE IMPACT OF RELIGIOSITY AND KNOWLEDGE ON THE INTENTION OF YOUNG MUSLIM GENERATION TOWARD HALAL TOURISM IN INDONESIA

Ⓘ **Heri Sudarsono**

Ⓘ **Jannahar Saddam Ash Shidiqie**

Ⓘ **Yunice Karina Tumewang**

Abstract

Purpose – One purpose of this study is to investigate the determinants of young Muslim tourist generation's interest to recommend and visit halal tourist attraction.

Design – The interest of young Muslim tourist generation to recommend and visit Halal attractions is influenced by knowledge (KNO), religiosity (REG), perceived behavioral control (PBC), subjective norms (SN) and attitudes (ATT).

Methodology – The respondents are the young Muslim generation living in 27 provinces in Indonesia and were selected using the purposive sampling method. The use of purposive sampling method is to support this research where information is obtained from specific target groups.

Approach – It was found that in the intention of local Muslim tourists to select and recommend halal tourist destinations, several factors influence their intention such as knowledge, religiosity, perceived behavioral control, subjective norms and attitudes. Moreover, knowledge and religiosity influence tourists' attitude to visit halal tourist destinations.

Originality of the research – This study contributes to behavioral theory and extends the application of the theory of Planned Behavior (TPB) in the context of halal tourist studies.

Keywords Religiosity, Knowledge, Young Muslim Generation, Halal Tourist Destinations, Theory of Planned Behavior

1. INTRODUCTION

Indonesia was successfully placed in the top ranking of the 2019 Mastercard-Crescent Global Muslim Travel Index (GMTI) along with Malaysia by a total score of 78. It is then followed by Turkey, Saudi Arabia, and the United Arab Emirates. The GMTI report involves 130 countries in the Organization of Islamic Cooperation (OIC) and non-OIC countries. The report also included Singapore, France, United Kingdom, South Africa, and South Korea on the list of Muslim-friendly destinations among non-OIC countries. GMTI analyzes health and growth issues in a number of Muslim-friendly destinations according to four important criteria such as service, access, environment, and communication (Mastercard-CrescentRating 2018).

The contribution of the halal tourism sector is expected to surge by 35 percent or around 300 billion dollars contributed to the global economy in 2026 (Mastercard-CrescentRating 2018). This development is supported by the increasing market segments

among millennials. Millennial generation or generation Y is the age group of 20-36 years who have the characteristics of looking for something new, love something fast and instant and love playing a gadget. It is estimated that 60% of the Muslim-majority citizens are not more than 30 years old and becoming more prosperous (DinarStandard 2016). Starting from 2020, as predicted by the tourism industry, millennial generation would increase their international trips up to 320 trips each year. The growth of younger and more educated Muslims with greater incomes also increases their tendency to travel abroad (Nik et al. 2020). As a consequence, the future of halal tourism shall take advantage from the technology developments, which closely related to Muslim youth (Vargas-Sánchez and Moral-Moral 2019).

Public awareness of the concept of halal is increasingly evidenced by the growing demands for halal cosmetic in Malaysia (Ali et al. 2019), halal meat in Germany (Sherwani et al. 2018), halal goods in China (Hong et al. 2019), provision of places of worship at Tokyo's Japanese airport, provision of Muslim-friendly places in Thailand, provision of various Muslim-friendly hotel facilities in Moscow (Russia) and Philippines (Rashid, Wangbenmad and Mansor 2020). These can be examples that support factors in halal tourism are growing and developing in various countries across the globe, following the increase in number of global Muslim citizens.

Halal tourism can be a breakthrough in Indonesia's efforts to attract international tourist visits as well as to increase tourism opportunities as key player of Indonesian economy (Purusottama and Prastowo 2019). Halal tourism is part of the halal concept which has become an important reason for the Muslim community to carry out its activities (Battour et al. 2019; Battour and Ismail 2016). As suggested by Vargas-Sánchez and Moral-Moral (2019), Halal tourism can be further defined as a series of products offered to the tourist specifically designed to fulfil the needs of Muslim travelers, based on their religious obligations. The term 'halal' which is identical with Islam is a challenge for other religions because their religion does not prescribe the same belief (Yousaf and Malik 2013).

Existing literature has never assessed the effect of religiosity and knowledge on the interest to recommend and to visit halal tourist destinations. We feel that the behavior of the younger generation who are predominantly Muslim in Indonesia is strongly influenced by elements of religiosity and knowledge of halal products. With these considerations, we include religiosity as a factor affecting the interest of the younger generation of Muslims in Indonesia to recommend and to visit halal tourist destinations.

2. LITERATURE REVIEW

According to Sharia principle, some studies defined Islamic tourism as a mean of any tourism activity, facility, action and goal allowed by Sharia principle (Battour, Battor and Bhatti 2013). Islamic tourism includes tourism activities as economic, cultural, and religious concepts, including all relaxation and entertainment in hotel industries. Muslims who struggle for Islamic teachings contribute direct and indirect effect on the decision about their travelling plan (Zamani-Farahani and Henderson 2010).

Battour and Ismail (2016) explain halal tourism as tourist objects or actions that are permitted by Sharia to be used or involved by Muslims. Having said that, any tourism-related goods or services designed, produced, and provided to the market conforming Islamic teachings would be classified as halal tourism (Duman 2011). More specifically in characterizing this market niche, Akyol and Kilinc (2014) expands the scope of halal tourism to involve halal finance, halal hotel, halal transportation, halal food, and halal tour package. Halal tourism offers tourism service specifically arranged to fulfill the need of Muslim tourist, according to the religious obligation and practice. Hence, it would enable Muslim tourist to travel and to visit other destinations across the globe, by keep maintaining their daily life actions and behaviors conforming Islamic teaching (Vargas-Sanchéz and Perano 2018).

2.1. Theory of Planned Behavior (TPB)

Although another theory can be used to study individual or organizational behavior, TPB as pioneered by Ajzen in 1980 mainly discusses the involvement of participants in the selection of products and services (Ajzen 2015). TPB is used to understand the decision-making process carried out by individuals and organizations (Ajzen 2012). TPB explains that individual desires and behavior are affected by these main factors which are attitudes, subjective norms, and perceived behavioral control (Yuzhanin and Fisher 2016).

Some studies use TPB to analyze consumer behavior in buying products and services (Wang 2014). TPB is also specifically used to analyze the concept of halal to explain the desires and behavior of consumers of halal goods or services (Khalek and Ismail 2015). Specifically, to tourism, several studies have used TPB as a basis for their studies. Tourist destinations require 4 basic attributes, including attractions, access, facilities, and additional services (Žabkar, Brenčič and Dmitrović 2010). TPB is also used to evaluate the effectiveness of TPB in predicting visitors' intentions in choosing tourist destinations (Wang and Fu 2015).

The application of TPB is seen in studies on the selection of tourist destinations around the world. The study revealed that the social environment and behavioral control contribute to the selection of tourist destinations throughout the world while attitude only applies to certain destinations. Three TPB factors contribute positively to the selection of tourist destinations by using Word of Mouth (WOM) as a marketing medium (Jalilvand and Samiei 2012). In this digital age, WOM becomes important because it can reach wider consumers (Martínez-Roget, Vázquez Rozas and Castillo-Montesdeoca 2020). For Muslims, the religious value inherent in halal products such as food is a major consideration. A Muslim consumer is willing to make extra efforts to ensure their lives are in line with Islamic teachings.

2.2. Intention to Recommendation (ITR) and Visit (ITV)

This research uses TPB because it provides a more comprehensive perspective related to human and organizational behavior. Behavior is not simple matters because many factors could affect a person. Therefore, this study is limited to indicators of intention. Intention is considered representative and far simpler because it has the possibility of higher

accuracy compared to Behavior. There is not enough evidence to see the difference between behavior and intention (Hassan, Shiu and Shaw 2016). Other researchers say that intention moderately affects the behavioral decision to buy a product (Grimmer and Miles 2016). Intention in this study is divided into two, the intention to give recommendations to others and the intention to visit halal tourist attractions.

2.3. Attitude (ATT)

Attitude is a form of individual response to positive or negative influences that are exposed and will influence the individual's subsequent actions (Ajzen 2012). In this context, the hypothesis is to find out whether attitude is a tendency to respond to certain situations. At certain point, attitude can affect and to guess behavior (Al Ziadat 2015). In consumption research, several models for predicting behavior and behavioral intention on the basis of attitude have been developed. A research conducted by Kim, Park and Jeong (2004) proves that tourist attitudes towards the tourist destinations will significantly influence their willingness to buy souvenirs. Lam and Hsu (2006) also show that attitudes are found to have a relationship toward behavioral intentions in choosing tourist destinations. According to Zarrad and Debabi (2015), the electronic Word of Mouth (e-WOM) and attitude of tourists significantly affect purpose and intention to visit a destination. Therefore, the following hypothesis is formed:

H1: Attitude affects the intention to give recommendations
H2: Attitude affects the intention to visit

2.4. Subjective Norm (SN)

Subjective Norm is a pressure from the environment on a person for something that is believed by the individual. In this context, the hypothesis is to find out whether social pressure drives one's intention to choose a halal tourism destination. Many studies on tourist goals are using TPB model, including Wang and Ritchie (2010) who have done a research on the relationship between subjective norms and behavioral intentions. It was found that subjective norms has a correlation with the intention to recommend (Titah and Barki 2009; Iriobe and Abiola-Oke 2019). Based on the existing literature, research could conclude that subjective norm significantly affects the attitude. Then, the following hypothesis is formed:

H3: Subjective norm affects the intention to give recommendations
H4: Subjective norm affects the intention to visit

2.5. Perceived Behavioral Control (PBC)

PBC is the feeling that a person has when he faces difficulties or ease in deciding how to behave. PBC is the only factor that influences the individual in his actions or in making decisions. PBC refers to the level of difficulty assumed by a person to behave in a certain way (Ajzen 2012). In other words, as explained by Mital et al. (2018), perceived behavioral control concerns about how an individual has a perception on to what extent they would visit and give recommendation on halal tourism. Presumably, PBC can be

calculated by the total set of control beliefs which can be accessed. The behavioral control perceived by travelers along with attitudes and subjective norms significantly affects behavioral intention, with a bigger effect compared to subjective norms alone. Lam and Hsu (2006), Iriobe and Abiola-Oke (2019) have shown that perceived behavioral control is valid to predict the constructs of people's intention to revisit. Thus, based on these arguments, a hypothesis can be formed as follows:

H5: PBC affects the intention to give recommendations
H6: PBC affects the intention to visit

2.6. Knowledge (KNO)

Knowledge can influence consumer attitudes towards a product. Hamdan et al. (2013) found that knowledge becomes the most important factor in the decision-making process of buying processed foods in Muslim society. In the process of seeking knowledge, each individual plays an important role considering the variety of external knowledge might be acquired from different individuals (Del Giudice, Della Peruto, and Scuotto 2014). A knowledge that consumer has will bring an impact on its behavior, for example in form of finding the details of goods/services offered by the sellers. A knowledgeable consumer will influence the way product attribute being evaluated (Divianjella, Muslichah, and Ariff 2020). Hence, Caputo, Garia-Perez and Giacosa (2019) suggested the organizations to invest in the strategy formulation and the application of knowledge management in the effort of improving the organisation's economic performances. Thus, a hypothesis can be arranged as follows:

H7: Knowledge affects the attitude
H8: Knowledge affects the intention to give recommendations
H9: Knowledge affects the intention to visit

2.7. Religiosity (REG)

The value of religiosity is an individual commitment toward its own religion and could be seen in the cognitive and behavioral aspects (Khraim et al. 2011). The effect of religiosity on consumer behavior will depend on its personal religious commitment (Hassan and Harun 2016). Religiosity can affect a person both cognitive and behavior. Sudarsono and Nugrohowati (2020), and Jamal and Sharifuddin (2014) conclude that religiosity positively affects intention. Religiosity moderates the relationship between horizontal collectivism and intention. Religiosity is usually considered as a person's cognitive attitude where the value of each person's religiosity might be different to one another because of its distinct interest. Thus, a hypothesis can be formed as follows:

H10: Religiosity affects attitude
H11: Religiosity affects the intention to give recommendations
H12: Religiosity affects the intention to visit

Relationship of attitude, subjective norm, perceived behavior control, knowledge, and religiosity toward the interest to give recommendations and to visit halal tourist attractions can be arranged as follows:

Figure 1: **Theoretical Framework**
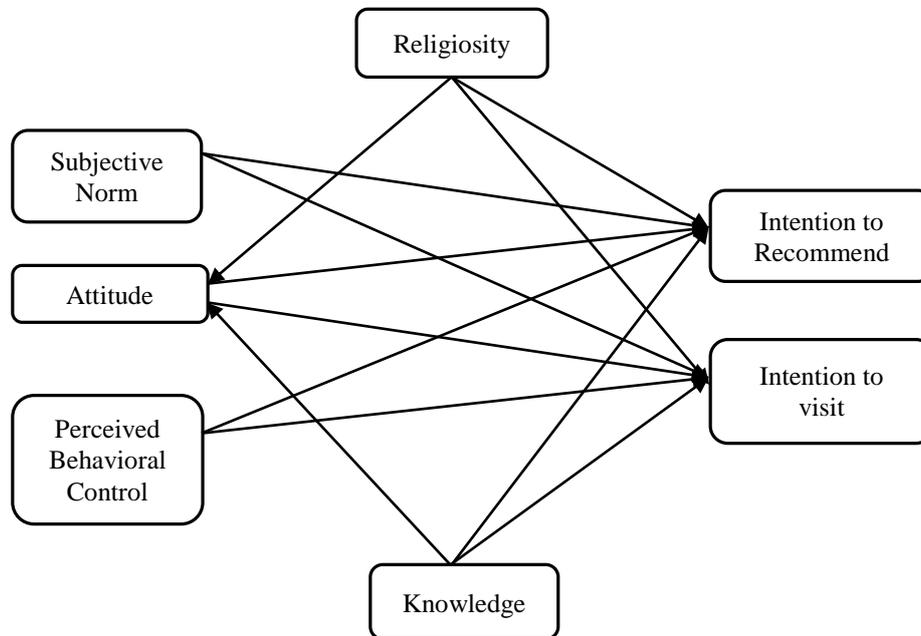
3. METHODOLOGY

A set of questionnaires were distributed to collect data from respondents. Respondents are Muslims living in 27 provinces in Indonesia selected using purposive sampling method. The use of purposive sampling method is to support this research where information is obtained from certain target groups (Sekaran 2013). The sample collected is limited to individuals providing the information needed for this research in accordance with a set of established criteria. Purposive sampling according to this research is an assessment of the sample where the sample collection involves the most useful subjects for this research and is in the best position to provide information.

This survey uses a questionnaire instrument that is measured by a Likert scale. Likert scale shows the strength of agreement or disagreement in a statement. The range of scale is 1 for Strongly Disagree, up to 5 for Strongly Agree. Ranges 1 - 5 are used to obtain optimal Likert data reliability, and this scale is commonly used.

On 14 - 18 September 2020, a set of questionnaires were distributed using Google form which was initially tested to 50 respondents in order to find out the validity and reliability of the proposed questions. Some invalid and unreliable questions were deleted, so that only reliable and valid questions were included in the questionnaire. Following that, on 21 September - 23 October 2020, a set of questionnaires was distributed through social media groups of national organizations such as the Indonesian Association of Islamic

Economist (IAEI) and the Sharia Economic Community (MES). The questionnaire was also distributed to student organization groups such as the Muslim Students Association (HMI), the Islamic Economics Gathering Study Forum (FOSSEI), and the Islamic Economics Study Club (IESC). In addition to that, the questionnaire was also distributed to student families.

Table 1: **Summary of Measurement Scales**

Construct	Item	Measure
Attitude (ATT)	ATT1	Based on the information I have, halal travel destination is a safe tourist destination
	ATT2	Visiting halal tourist destinations is a pleasant experience
	ATT3	Halal tourism destination is the best place for self-actualization
	ATT4	I always look for halal labels when I go to tourist attractions
	ATT5	Choosing halal tourist attractions is my own choice
Intention to Recommend (ITR)	ITR1	If asked, I encourage people to choose halal tourist destinations
	ITR2	I will always recommend halal travel destinations to other people
	ITR3	When the opportunity arises, I will immediately recommend halal travel destinations to those people close to me
	ITR4	When gathering with people, I will mention the advantages of visiting halal attractions
Intention to visit (ITV)	ITV1	I intend to buy a tour package of a halal destination
	ITV2	I am more interested in buying travel packages of halal destinations than other destinations
	ITV3	I will soon visit a halal tourist destination
	ITV4	I will go with friends to visit a halal tourist destination
	ITV5	I will go with my family to visit halal tourist destinations
Knowledge (KNO)	KNO1	I know Islamic law about Halal and Haram for tourist attractions, hotels and restaurants
	KNO2	I have enough knowledge about tourist attractions, hotels and restaurants that are prohibited by Islam
	KNO3	I have the knowledge to distinguish between tourist attractions, hotels and restaurants that are permitted and those that are prohibited
	KNO4	I am aware of halal certification for tourist attractions, hotels and restaurants

Construct	Item	Measure
Perceived Behavior Control (PBC)	PBC1	I am a decision maker for visiting halal tourist destinations
	PBC2	I prefer going to halal tourist destinations
	PBC3	I believe that I will choose to visit halal tourist destination
Religiosity (REG)	REG1	I try to follow the commands of Islam in every aspects of my life
	REG2	I always try to avoid small and big sins as guided by my religion
	REG3	I have a belief that all ideological dimensions are based on Islam
	REG4	I always find out anything related to the teachings of my religion
	REG5	I feel sad and unsatisfied when I do something that is contrary to my faith
Subjective Norm (SN)	SN1	A close friend of mine influenced my decision to choose a halal tourist destination
	SN2	My close relatives influenced my decision to choose a halal tourist destination
	SN3	An important person for me influences my decision to choose a halal tourist destination
	SN4	The majority of people I know think that I should choose a halal tourist destination

4. EMPIRICAL RESULTS

4.1. Data Collection

There are 1250 respondents from all over Indonesia consisting of 423 men (33.84%) and 827 women (66.16%). Respondents at the age of 17-20 years are 935 respondents (74.80%), at the age of 20-24 years are 263 respondents (21.04%), and at the age of 24-28 years are 30 respondents (4.16%). Respondents with the educational background of high school are 985 respondents (78.80%), bachelor degree are 249 respondents (19.92%), and master degree are 16 respondents (1.28%). Based on job or profession, the students are 1123 respondents (89.84%), private sector employees are 64 respondents (5.12%), entrepreneurs are 41 respondents (3.28%), and Civil Servants are 22 respondents (1.76%). Based on the monthly spending, respondents spent less than IDR 2.000.000 are 1088 respondents (87.04%), those spent IDR 2.001.000-Rp 3.000.000 are 95 respondents (7.6%), those spent IDR 3.001.000 - IDR 4.000.000 are 47 respondents (3.76%), and the rest spent more than IDR 4.000.000 (20 respondents or 1.6%).

Table 2: **Characteristic of Sample**

Variable		Frequency	Percent
Gender	Male	424	33,84
	Female	827	66,16
Age	17-20 years	936	74, 80
	20-24 years	263	21,04
	24-28 years	30	4,16
Education	High School	986	78, 80
	Bachelor	249	19,92
	Master	16	1.28
Job or Profession	Civil Servants	23	1,76
	Private employees	64	5,12
	Entrepreneur	41	3,28
	Student	1123	89,84
Monthly Spending	<2.000.000	1088	87,04
	IDR 2.001.000 - IDR 3.000.000	96	7,6
	IDR 3.001.000 - IDR 4.000.000	47	3,76
	>IDR 4.000.000	20	1,6

4.2. Tools for data Analysis

Structural Equation Modeling (SEM) is a set of multivariate techniques which integrates factor analysis and regression. Thus, it enables researchers to simultaneously evaluate the correlation between measured variables and latent variables and between latent variables (Hair et al. 2014). This method has several advantages, such as it would not include the normality of data distribution so that data can be used in structural equation modeling because the application is done by non-parametric methods. Indicators (items) with less than three for each construct can be run because the identification problem has been resolved.

The PLS-SEM analysis was performed using SmartPLS software (Ringle, Wende and Becker 2015). This technique is preferable because it allows using abnormal data to describe differences between constructs. PLS-SEM involves 2 steps which are the test for reliability and validity, prior to the path analysis and hypothesis testing. PLS-SEM offers a more consistent coefficient estimate compared to covariance-based SEM (CB-SEM) and other statistical methods (Sarstedt, Ringle and Gudergan 2016). Therefore, most of the research on knowledge management used PLS-SEM (Cepeda Carrión et al. 2016).

4.3. Confirmatory Factor Analysis, Reliability and Validity

Table 3 shows that all constructs have loading factors of greater than 0.6, indicating an adequate convergent validity for all latent variables (Chin 1998), although in some other references explain that a lowest loading factor of 0.4 is still acceptable. The results of loading factor indicate the how big the variation of data which would strongly contribute to describe latent construction. Meanwhile, reliability is determined by the results of Cronbach's α. Cronbach's α above 0.7 indicates a good internal consistency. Likewise, the composite reliability value of more than 0.70 tells us that all constructs in this study are reliable. Lastly, the average variance extracted (AVE) for a construct must be greater than 0.50 (Fornell and Larcker 1981).

Table 3: **Cronbach's Alpha, Composite Reliability and Average Variance Extracted (AVE)**

	Items	Loading	CA	rho_A	CR	AVE
Attitude (ATT)	ATT1	0.755	0.845	0.850	0.890	0.619
	ATT2	0.833				
	ATT3	0.813				
	ATT4	0.705				
	ATT5	0.820				
Intention to Recommend (ITR)	IR1	0.901	0.920	0.921	0.943	0.806
	IR2	0.923				
	IR3	0.912				
	IR4	0.854				
Intention to Visit (ITV)	IV1	0.822	0.861	0.866	0.900	0.643
	IV2	0.842				
	IV3	0.811				
	IV4	0.762				
	IV5	0.769				
Knowledge (KNO)	KN1	0.839	0.875	0.876	0.914	0.728
	KN2	0.892				
	KN3	0.876				
	KN4	0.804				
Perceived Behavioral Control (PBC)	PBC1	0.814	0.743	0.779	0.853	0.660
	PBC2	0.731				
	PBC3	0.885				

	Items	Loading	CA	rho_A	CR	AVE
Religiosity (REG)	RE1	0.844	0.870	0.871	0.906	0.658
	RE2	0.829				
	RE3	0.756				
	RE4	0.837				
	RE5	0.787				
Subjective Norm (SN)	SN1	0.847	0.857	0.881	0.900	0.693
	SN2	0.861				
	SN3	0.860				
	SN4	0.759				

Note: CA, Cronbach's alpha; Rho_A, reliability coefficient; CR, composite reliability; AVE, average variance extracted.

Table 4: **Discriminant Validity (Fornell Larcker Criteria)**

	ATT	ITR	ITV	KNO	PBC	REL	SN
ATT	0.787						
ITR	0.654	0.898					
ITV	0.692	0.768	0.802				
KNO	0.446	0.530	0.514	0.853			
PBC	0.743	0.697	0.713	0.503	0.812		
REL	0.560	0.520	0.528	0.468	0.519	0.811	
SN	0.470	0.528	0.494	0.349	0.516	0.335	0.833

4.4. Analysis of Model Structure and Hypothesis Testing

Once the requirements of validity and reliability are completed, the data is then tested for the corresponding model. A statistical result of goodness of fit model shows the value of Standardized Root Mean Residual (SRMR) of 0.095 (less than 0.10), hence the model can be considered fit. The value of Chi-square is found to be 3945.204 (more than 0.05), hence the empirical data used in this research can be said identical with the underlying theory. The value of Normed Fit Index (NFI) is found to be 0.810 which indicates that the model is good, because the value of NFI is less than 0.90. From the result of SRMR, Chi-square and NFI, the model of this research can be considered fit.

From the results of the hypothesis test, it shows that attitude (AT) has a significant and positive effect toward the intention to recommend (ITR) and intention to visit (ITV) (ß = 0.203, t-stat = 6,577, p< 0.001; ß = 0.280, t-stat = 8.502, p< 0.001). Knowledge (KNO) has a significant and positive effect toward the attitude of young Muslim generation (ATT), intention the intention to recommend (ITR) and intention to visit (ITV) (ß = 0.236, t-stat = 7.904, p< 0.001; ß = 0.170, t-stat = 6,532, p< 0.001; ß = 0.140, t-stat =

5.408, p< 0.001). Perceived behavior control has a significant and positive effect toward the intention to recommend (ITR) and the intention to visit (ITV) (ß = 0.317, t-stat = 10,166, p< 0.001; ß = 0.326, t-stat = 10,247, p< 0.001). Religiosity (REL) has a significant and positive effect toward the attitude of young Muslim generation (ATT), the intention to recommend (ITR) and the intention to visit (ITV) (ß = 0.449, t-stat = 14.433, p< 0.001; ß = 0.104, t-stat = 4.391; ß = 0.100, t-stat = 3.628, p< 0.001). Lastly, Subjective Norm (SN) has a significant and positive effect toward the intention to recommend (ITR) and the intention to visit (ITV) (ß = 0.175, t-stat = 6.686, p< 0.001; ß = 0.112, t-stat = 4.471, p< 0.001).

Table 5: **Result Hypothesis**

	Original Sample	Standard Deviation	T Statistics	P Values	Result
ATT -> ITR	0.203	0.031	6.577	0.001	Significant
ATT -> ITV	0.280	0.033	8.502	0.001	Significant
KNO -> ATT	0.236	0.030	7.904	0.001	Significant
KNO -> ITR	0.170	0.026	6.532	0.001	Significant
KNO -> ITV	0.140	0.026	5.408	0.001	Significant
PBC -> ITR	0.317	0.031	10.166	0.001	Significant
PBC -> ITV	0.326	0.032	10.247	0.001	Significant
REL -> ATT	0.449	0.031	14.433	0.001	Significant
REL -> ITR	0.104	0.024	4.391	0.001	Significant
REL -> ITV	0.100	0.027	3.628	0.001	Significant
SN -> ITR	0.175	0.026	6.686	0.001	Significant
SN -> ITV	0.112	0.025	4.471	0.001	Significant

5. DISCUSSION AND CONCLUSION

This research result indicates that the intention to provide recommendations and to visit are directly influenced by subjective norm, attitude, perceived behavior control, knowledge, and religiosity, in line with the theoretical analysis in Hamdan et al. (2013), Divianjella, Muslichah and Ariff (2020), Iriobe and Abiola-Oke (2019), Jamal and Sharifuddin (2014), Mital et al. (2018), Titah and Barki (2009), Sudarsono and Nugrohowati (2020), Zarrad and Debabi (2015). From this research, it is known that perceived control behavior has the most powerful influence compared to other variables on the intention to provide recommendations and to visit. This fact is due to the decision making in determining intentions is influenced by tourists' trust on the object.

Attitude is a variable that gives a significant impact on tourist intentions to recommend and to visit. These results reinforce the findings of Lam and Hsu (2006) who reveal the impact of attitudes on the level of tourist desire to determine tourist destination. The

attitude as a tourist is influenced by religiosity and strong knowledge. Religiosity influences the attitude of tourists in determining normative choices while knowledge makes the attitude of tourists positively. Apparently, the religiosity of young Muslim tourists in Indonesia is more influential than knowledge in influencing attitudes. Religiosity and knowledge will influence the quality of service and the quality of tourism support facilities, hence it affects tourist satisfaction (Han and Lee 2016).

Subjective norms affect the intention of tourists to recommend and to visit halal tourist attraction. The result supports Titah and Barki (2009) who found a significant relationship of subjective norm and attitude. This situation is caused by Islamic values which are quite influential in shaping the understanding of halal life. This argument is also supporting the result found by Iriobe and Abiola-Oke (2019) which states that consumer behaviors could be affected by the personal and environmental characteristic.

Knowledge influences the intention of tourists to recommend and to visit halal tourist attraction. Knowledge influences touristic communication patterns to others. If tourists have enough knowledge about halal tourism, it will have an impact on the amount of information given to others. Meanwhile, Divianjela, Muslichah and Ariff (2020) revealed that a knowledgeable consumer will give an influence on how product attribute is being evaluated. Halal tourism providers can utilize social media to socialize their tourism products to increase their travel knowledge.

Religiosity will affect the life's goal and individual's accountability to God, our own self, and our surroundings. Consumer behavior in a process for having attitudes to choose and to use goods is determined by the commitment to the rules in carrying out religious orders. Muslim consumers tend to be more careful in determining and using goods because religious provisions govern all the provisions in the lives of consumers (Hassan and Harun 2016). Religiosity can influence tourists in deciding the best behavior for themselves. This study supports Jamal and Sharifuddin (2014) who found a positive relationship between religiosity and intention. Religiosity justifies the truth to tourists in owning and determining tourist destinations in accordance with what is desired (Wu 2016; Usman, Sobari and Sari 2019; Rahman et al. 2020).

This study result reveals that the intention of the Muslim youth generation to visit halal tourist attractions could be affected by subjective norm, attitude, perceived behavioral control, knowledge, and religiosity. Travel companies can develop various combinations of halal tourism models in accordance with the desires of a dynamic, creative and innovative young generation. Therefore, halal tourism companies need to provide tour packages that provide opportunities for young people to actualize their desires (Vargas-Sanchez, Hariani and Wijayanti 2020). Tour packages should not only be local in nature but also should be packaged in a new, easier and cheaper way (Rahmatika and Suman 2020).

The development of information technology that presents a variety of halal tourism information will encourage young people to visit various destinations not only domestic but also abroad (Wu 2016). Social media could help the tourism industry to provide a publication platform (Sin, Mohamad and Lo 2020). Social media has been widely used to create a positive image of a product (Cillo et al. 2019). Facebook, Instagram, LinkedIn,

Line, Tik-Tok, Twitter, WhatsApp and YouTube have helped the young Muslims to better understand various tourist destinations. Islam also encourages young people to increase friendship and knowledge through visits to useful places (Usman, Sobari and Sari 2019). Therefore, the young generation of Islam must have an effort to visit places that will increase their faith. This could be part of a program of travel companies and the Indonesian government in creating tourism programs based on the increasing awareness of spiritual values (Rahman et al. 2020).

An increasing popularity of halal tourisms among the young generation of Islam is influenced by the level of religiosity. Therefore, the managers of travel companies, hotels and restaurants should not only display Islamic symbols, such as the availability of mosques to attract young Muslim generations to visit, but also should display Islamic values in general, such as halal, clean, neat, smell good , safe and quiet (Sukesti and Budiman 2014). On another side, travel companies, hotels and restaurants need to create a new brand of halal tourism through various collaborative events based on the social problems which occurred in our society. As found by Ferraris et al. (2019), there is a correlation between social events and company's brand, as well as between perception of company's goals and consumer's intention to take benefit from company's services.

Finally, since this study used quantitative methods, its capability to have a deeper analysis could be restricted as it could clarify more related issues on the intention to provide recommendations and to visit halal tourist destinations. Having said that, further research is recommended to use mix method, combining quantitative and qualitative methods, for a comprehensive analysis of the research result. This study focuses on young Muslim tourists and does not include other types of tourists who are non-Muslim and senior. By including non-Muslim and senior tourists, it could assist us in getting a comprehensive understanding about the major challenges preventing tourists from halal tourism. In addition, this study primarily concentrates on the perspectives of tourist, not the halal tourism providers including the management of hotel, restaurant, and tour agency. Involving halal tourism providers will offer more complete information related to problems and solutions for developing halal tourism.

REFERENCES

Ajzen, I. (2012), "The theory of planned behavior", *Handbook of Theories of Social Psychology*, Vol. 1, pp. 438-459. https://doi.org/10.4135/9781446249215.n22
Ajzen, I. (2015), "Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions", *Italian Review of Agricultural Economics*, Vol. 70, No. 2, pp. 121-138. https://doi.org/10.13128/REA-18003
Akyol, M. and Kilinc, Ö. (2014), "Internet and halal tourism marketing", *Turkish Studies*, Vol. 8, No. 8, pp. 171-186. https://doi.org/10.7827/TurkishStudies.7278
Al Ziadat, M. T. (2015), "Applications of planned behavior theory (TPB) in Jordanian tourism", *International Journal of Marketing Studies*, Vol. 7, No. 3, pp. 95-106. https://doi.org/10.5539/ijms.v7n3p95
Ali, Q., Salman, A., Yaacob, H. and Parveen, S. (2019), "Financial cost and social influence: Factors affecting the adoption of Halal cosmetics in Malaysia", *Academy of Entrepreneurship Journal*, Vol. 25, No. 2, pp. 1-17.
Battour, M., Battor, M. and Bhatti, M. A. (2013), "Islamic attributes destination: Construct development and measurement validation, and their impact on tourist satisfaction", *International Journal of Tourism Research*, Vol. 16, No. 6, pp. 556-564. https://doi.org/10.1002/jtr.1947
Battour, M. and Ismail, M. N. (2016), "Halal tourism: Concepts, practises, challenges and future", *Tourism Management Perspectives*, Vol. 19, pp. 150-154. https://doi.org/10.1016/j.tmp.2015.12.008.

Battour, M., Rahman, M. K. and Rana, M. S. (2019), "The impact of PHTPS on trip quality, trip value, satisfaction and word of mouth: Non-Muslim tourists" perspective", *Journal of Islamic Marketing*, Vol. 11, No. 6, pp. 1517-1538. https://doi.org/10.1108/JIMA-03-2019-0058

Caputo, F., Garcia-Perez, A., Cillo, V. and Giacosa, E. (2019), "A knowledge-based view of people and technology: Directions for a value co-creation-based learning organisation", *Journal of Knowledge Management*, Vol. 23, No. 7, pp. 1314-1334. https://doi.org/10.1108/JKM-10-2018-0645

Cepeda Carrión, G., Henseler, J., Ringle, C. M. and Roldán, J. L. (2016), "Prediction-oriented modeling in business research by means of PLS path modeling: Introduction to a JBR special section", *Journal of Business Research*, Vol. 69, No. 10, pp. 4545-4551. https://doi.org/10.1016/j.jbusres.2016.03.048

Chin, W. W. (1998), "The partial least squares approach to structural equation modeling", In Marcoulides, G. A. *(Ed.), Modern Methods for Business Research*, Mahwah: Erlbaum, pp. 295-336.

Cillo, V., Gavinelli, L., Ceruti, F., Perano, M. and Solima, L. (2019), "A sensory perspective in the Italian beer market", *British Food Journal*, Vol. 121, No. 9, pp. 2036-2051. https://doi.org/10.1108/BFJ-12-2018-0818

Del Giudice, M., Della Peruta, M.R. and Scuotto, V. (2014), "Student entrepreneurship, creativity and success. How much does knowledge heterogeneity really matter?", *International Journal of Entrepreneurship and Innovation Management*, Vol. 18, No. 1, pp. 45-58. https://doi.org/10.1504/IJEIM.2014.062789

DinarStandard, T. R. (2016), *State of Global Islamic Economy Report 2016/17*, *Dubai International Financial Centre*, http://13.251.163.42/wp-content/uploads/2019/02/ThomsonReuters-stateoftheGlobalIslamicEconomyReport201617.pdf

Divianjella, M., Muslichah, I. and Ariff, Z. H. A. (2020), "Do religiosity and knowledge affect the attitude and intention to use halal cosmetic products? Evidence from Indonesia", *Asian Journal of Islamic Management*, Vol. 2, No. 2, pp. 71-81. https://doi.org/10.20885/ajim.vol2.iss2.art1

Duman, T. (2011), "The value of Islamic tourism: Perspectives from the Turkish Experience", *Islam and Civilisational Renewal*, Vol. 3, No. 4, pp. 718-739. https://doi.org/10.52282/icr.v3i4.513

Ferraris, A., Del Giudice, M., Grandhi, B. and Cillo, V. (2019), "Refining the relation between cause-related marketing and consumers purchase intentions: A cross-country analysis", *International Marketing Review*, Vol. 37, No. 4, pp. 651-669. https://doi.org/10.1108/IMR-11-2018-0322

Fornell, C. and Larcker, D. F. (1981), "Evaluating structural equation models with unobservable variables and measurement error", *Journal of Marketing Research*, Vol. 18, No.1, pp. 39-50. https://doi.org/10.1177/002224378101800104

Grimmer, M. and Miles, M. P. (2016), "With the best of intentions: A large sample test of the intention-behaviour gap in pro-environmental consumer behaviour", *International Journal of Consumer Studies*, Vol. 41, No. 1, pp. 2-10. https://doi.org/10.1111/ijcs.12290

Hair, J. F., Hult, G. T. M., Ringle, C. and Sarstedt, M. (2014), *A primer on partial least square structural equation modeling (PLS-SEM)*, SAGE, United States of America (USA).

Hamdan, H., Issa, Z. M., Abu, N. and Jusoff, K. (2013), "Purchasing decisions among muslim consumers of processed halal food products", *Journal of Food Products Marketing*, Vol. 19, No. 1, pp. 54-61. https://doi.org/10.1080/10454446.2013.724365

Han, J. H. and Lee, E. (2016), "The effect of customer awareness of restaurants' green practices on customer dining experiences", *International Journal of Tourism and Hospitality Research*, Vol. 30, No. 4, pp. 57. https://doi.org/10.21298/ijthr.2016.04.30.4.57

Hassan, L. M., Shiu, E. and Shaw, D. (2016), "Who says there is an intention-behaviour gap? assesing the empirical evidence of an intention-behaviour gap in ethical consumption", *Journal of Business Ethics*, Vol. 136, No. 2, pp. 219-236. https://doi.org/10.1007/s10551-014-2440-0

Hassan, S. H. and Harun, H. (2016), "Factors influencing fashion consciousness in hijab fashion consumption among hijabistas", *Journal of Islamic Marketing Article*, Vol. 7, No. 4, pp. 476-494. http://dx.doi.org/10.1108/JIMA-10-2014-0064

Hong, M., Sun, S., Beg, A. B. M. R. and Zhou, Z. (2019), "Determinants of halal purchasing behaviour: evidences from China", *Journal of Islamic Marketing*, Vol. 10, No. 2, pp. 410-425. https://doi.org/10.1108/JIMA-03-2018-0053

Iriobe, O. C. and Abiola-Oke, E. (2019), "Moderating effect of the use of e-WOM on subjective norms, behavioural control and religious tourist revisit intention", *International Journal of Religious Tourism and Pilgrimage*, Vol. 7, No. 3, pp. 38-47. https://doi.org/10.2139/ssrn.3412517

Jalilvand, M. R. and Samiei, N. (2012), "The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB)", *Internet Research*, Vol. 22, No. 5, pp. 591-612. https://doi.org/ 10.1108/10662241211271563

Jamal, A. and Sharifuddin, J. (2014), "Perceived value and perceived usefulness of halal labeling: The role of religion and culture", *Journal of Business Research*, Vol. 68, No. 5, pp. 933-941. https://doi.org/10.1016/j.jbusres.2014.09.020

Khalek, A. A. and Ismail, S. H. S. (2015), "Why are we eating halal – Using the theory of planned behavior in predicting halal food consumption among generation Y in Malaysia", *International Journal of Social Science and Humanity*, Vol. 5, No. 7, pp. 608-612. https://doi.org/10.7763/ijssh.2015.v5.526

Khraim, H. S., Khraim, A. S., Al-Kaidah, F. M. and Al-Qurashi, D. R. (2011), "Jordanian consumer's evaluation of retail store attributes: The influence of consumer religiosity", *International Journal of Marketing Studies*, Vol. 3, No. 4, pp. 105-116. https://doi.org/10.5539/ijms.v3n4p105

Kim, M. K., Park, M. C. and Jeong, D. H. (2004), "The effects of customer satisfaction and switching barrier on customer loyalty in Korean mobile telecommunication services", *Telecommunications Policy*, Vol. 28, No. 2, pp. 145-159. https://doi.org/10.1016/j.telpol.2003.12.003

Lam, T. and Hsu, C. H. C. (2006), "Predicting behavioral intention of choosing a travel destination", *Tourism Management*, Vol. 27, No. 4, pp. 589-599. https://doi.org/10.1016/j.tourman.2005.02.003

Martínez-Roget, F., Vázquez Rozas, E. and Castillo-Montesdeoca, E. A. (2020), "How visitors' perceived destination ethics impacts their behavioural intentions", *Tourism and Hospitality Management*, Vol. 26, No. 2, pp. 291-310. https://doi.org/10.20867/THM.26.2.2

Mastercard-CrescentRating (2018), *Global Muslim Travel Index 2018*, viewed 06 January 2020, https://www.crescentrating.com/reports/mastercard-crescentrating-global-muslim-travel-index-gmti-2018.html

Mital, M., Chang, V., Choudhary, P., Papa, A. and Pani, A. K. (2018), "Adoption of internet of things in India: A test of competing models using a structured equation modeling approach", *Technological Forecasting and Social Change*, Vol. 136, pp. 339-346. https://doi.org/10.1016/j.techfore.2017.03.001

Nik, N. R., Rashid, A., Wangbenmad, C. and Mansor, K. A. (2020), "Halal tourism: lessons for destination managers of non-muslim majority countries", *International Journal of Business and Society*, Vol. 21, No. 1, pp. 473-490. https://doi.org/10.33736/ijbs.3264.2020

Purusottama, A. and Prastowo, G.D.H. (2019), "Halal tourism: Its attractiveness to domestic tourists based on their religious perpectives", *Journal of Indonesia Tourism and Development Studies*, Vol. 7, No. 3, pp. 146-155. https://doi.org/10.21776/ub.jitode.2019.007.03.03

Rashid, N. R. N. A., Wangbenmad, C. and Mansor, K. A. (2020), "Halal tourism: Lessons for destination managers of non-muslim majority countries", *International Journal of Business and Society*, Vol. 21, No. 1, pp. 473-490.

Rahman, M., Moghavvemi, S., Thirumoorthi, T. and Rahman, M. K. (2020), "The impact of tourists' perceptions on halal tourism destination: A structural model analysis", *Tourism Review*, Vol. 75 No. 3, pp. 575-594. https://doi.org/10.1108/TR-05-2019-0182

Rahmatika, M. F. and Suman, A. (2020), "Improving the economy of local communities through innovation of the potential of shariah-based natural tourism in East Java", *International Journal of Religious Tourism and Pilgrimage*, Vol. 8, No. 4, pp. 72-79. https://doi.org/10.21427/jcs8-5q77

Ringle, C. M., Wende, S. and Becker, J. M. (2015). *SmartPLS 3*. SmartPLS. Retrieved from http://www.smartpls.com.

Sarstedt, M., Ringle, C. M. and Gudergan, S. P. (2016), "Guidelines for treating unobserved heterogeneity in tourism research: A comment on Marques and Reis (2015)", *Annals of Tourism Research*, Vol. 57, pp. 279-284. https://doi.org/10.1016/j.annals.2015.10.006

Sekaran, U. (2013), *Research Methods for Business 6th Ed*, New York, NY: John Wiley & Sons.

Sherwani, M., Ali, A., Ali, A. and Hussain, S. (2018), "Determinants of halal meat consumption in Germany", *Journal of Islamic Marketing*, Vol. 9, No. 4, pp. 863-883. https://doi.org/10.1108/JIMA-01-2018-0009

Sin, K., Mohamad, A. A. and Lo, M. (2020), "A critical review of literature in the rising tide of social media towards promoting tourism", *Enlightening Tourism. A Pathmaking Journal*, Vol. 10, No. 2, pp. 270-305. https://doi.org/10.33776/et.v10i2.4887

Sudarsono, H. and Nugrohowati, R. N. I. (2020), "Determinants of the intention to consume halal food, cosmetics and pharmaceutical products", *Journal of Asian Finance, Economics and Business,* Vol 7, No. 10, pp 831-841. https://doi.org/10.13106/jafeb.2020.vol7.no10.831

Sukesti, F. and Budiman, M. (2014), "The influence halal label and personal religiousity on purchase", *International Journal of Business, Economics and Law*, Vol. 4, No. 1, pp. 2012-2015.

Titah, R. and Barki, H. (2009), "Nonlinearities between attitude and subjective norms in information technology acceptance: A negative synergy?", *MIS Quarterly*, Vol. 33, No. 4, pp. 827-844. https://doi.org/10.2307/20650329

Usman, H., Sobari, N. and Sari, L. E. (2019), "Sharia motivation in Muslim tourism definition, is it matter?", *Journal of Islamic Marketing*, Vol. 10, No. 3, pp. 709-723. https://doi.org/10.1108/JIMA-01-2018-0015

Vargas-Sanchez, A., Hariani, D. and Wijayanti, A. (2020), "Perceptions of halal tourism in Indonesia: Mental constructs and level of support", *International Journal of Religious Tourism and Pilgrimage*, Vol. 8, No. 4, pp. 37-49.

Vargas-Sánchez, A. and Moral-Moral, M. (2019), "Halal tourism: state of the art", *Tourism Review*, Vol. 74, No. 3, pp. 385-399. https://doi.org/10.1108/TR-01-2018-0015

Vargas-Sanchéz, A. and Perano, M. (2018), "Halal tourism through the lens of generation Z in a muslim majority country: Implications on tourist services", *International Journal of Business and Management*, Vol. 13 No. 9, pp. 36-49. https://doi.org/10.5539/ijbm.v13n9p36

Wang, J. and Ritchie, B. W. (2010), "A theoretical model for strategic crisis planning: Factors influencing crisis planning in the hotel industry", *International Journal of Tourism Policy*, Vol. 3, No. 4, pp. 297-317. https://doi.org/10.1504/IJTP.2010.040390

Wang, S. and Fu, Y. Y. (2015), "Applications of planned behavior and place image to visit intentions: A casino gaming context", *Advances in Hospitality and Leisure*, Vol. 11, pp. 67-87. https://doi.org/10.1108/S1745-354220150000011005

Wang, Y. (2014), "Consumers' purchase intentions of shoes: Theory of planned behavior and desired attributes", *International Journal of Marketing Studies*, Vol. 6, No. 4, pp. 50-58. https://doi.org/10.5539/ijms.v6n4p50

Wu, C. W. (2016), "Destination loyalty modeling of the global tourism", *Journal of Business Research*, Vol. 69, No. 6, pp. 2213-2219. https://doi.org/10.1016/j.jbusres.2015.12.032

Yousaf, S. and Malik, M. S. (2013), "Evaluating the influences of religiosity and product involvement level on the consumers", *Journal of Islamic Marketing*, Vol. 4, No. 2, pp. 163-186. https://doi.org/10.1108/17590831311329296

Yuzhanin, S. and Fisher, D. (2016), "The efficacy of the theory of planned behavior for predicting intentions to choose a travel destination: A review", *Tourism Review*, Vol. 71, No. 2, pp. 135-147. https://doi.org/10.1108/TR-11-2015-0055

Zamani-Farahani, H. and Henderson, J. C. (2010), "Islamic tourism and managing tourism development in Islamic societies: The cases of Iran and Saudi Arabia", *International Journal of Tourism Research*, Vol. 12, No. 1, pp. 79-89. https://doi.org/10.1002/jtr.741

Zarrad, H. and Debabi, M. (2015), "Analyzing the effect of electronic word of mouth on tourists' attitude toward destination and travel intention", *International Research Journal of Social Sciences*, Vol. 4, No. 4, pp. 53-60.

Žabkar, V., Brenčič, M. M. and Dmitrović, T. (2010), "Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level", *Tourism Management*, Vol. 31, No. 3, pp. 537-546. https://doi.org/10.1016/j.tourman.2009.06.005

Heri Sudarsono, Associate Professor (Corresponding Author)
Universitas Islam Indonesia
Department of Economics
Prawiro Kuat Street, Ngringin, Condongcatur, Kec. Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55283 (Indonesia)
Phone: (+62) 0878 3922 7599
E-mail: heri.sudarsono@uii.ac.id

Jannahar Saddam Ash Shidiqie, Assistant Professor
Universitas Islam Indonesia
Department of Economics
Prawiro Kuat Street, Ngringin, Condongcatur, Kec. Depok, Kabupaten Sleman, Daerah Istimewa Yogyakarta 55283 (Indonesia)
Phone: (+62) 812 3321 332
E-mail: jannahar.saddam@uii.ac.id

Yunice Karina Tumewang, Assistant Professor
Universitas Islam Indonesia
Department of Accounting
Prawiro Kuat Street, Ngringin, Condongcatur, Kec. Depok, Kabupaten Sleman, Daerah
Istimewa Yogyakarta 55283 (Indonesia)
Phone: (+62) 857 0777 2595
E-mail: yunice.karina@uii.ac.id