

HALAL TOURISM IN THEORY OF PLANNED BEHAVIOR: INTENTION TO RECOMMEND VARIABLE ANALYSIS

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ABSTRACT

The purpose of this research is to examine hypotheses based on the theory of planned behavior (TPB) regarding the relationship between consumer behavior and behavioral factors of recommendation intention in halal tourism. Indonesia, with the world's largest Muslim population, stands as a significant market for halal tourism. However, despite being a prominent halal tourist destination, Indonesia lags behind Malaysia, which raises questions about the dynamics of consumer behavior in promoting halal tourism in Indonesia. Consumer satisfaction has been identified as a crucial determinant of behavioral intentions influenced by behavioral factors. To investigate this phenomenon, cross-sectional data were collected from Muslim tourists using quantitative approaches through questionnaires. Structural equation model (SEM) analysis techniques were applied to draw meaningful insights from the data. The findings revealed that the coefficient of halal attitude significantly impacts the level of satisfaction among tourists, ultimately motivating them to recommend halal tourism in Indonesia. These results validate the role of intervening satisfaction proposed within the framework and provide deeper insights into the variables and mediators of perceived behavior and attitudes. These findings are instrumental in understanding the development of theoretically planned behaviors in the context of halal tourism. Understanding the factors influencing consumer behavior and recommendation intention in halal tourism can be crucial for enhancing Indonesia's position as a top halal tourist destination. By catering to the specific needs and preferences of Muslim tourists, Indonesia can elevate its appeal and attract a larger share of the growing halal tourism market.

Keywords: *intention to recommend, halal subjective norm, halal tourism, satisfaction level, theory of planned behavior*

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INTRODUCTION

In recent years, the tourism sector has become a priority for many countries around the world, and the term "halal tourism" is becoming more popular among the traveler. The definition of halal tourism is the availability of tourism products and services that meet the needs of Muslim travelers to encourage their prayer and dietary needs by Islamic guidance. (Mohsin et al., 2016). This includes public facilities such as toilets equipped with washers following Islamic toilet etiquette (running water), separate toilet areas for men and women, and recreation facilities excluding non-halal activities like casinos and bars, etc. The increasing interest in halal tourism today is caused by the fact that 'halal tourism' is described as the need for Moslems to consume Sharia-compliant products and services, especially during vacation travel. (Battour & Nazari Ismail, 2015).

Halal tourism is a promising market globally. This is according to the 2019 Global Travel Market Index (GMTI) study from Mastercard which predicts by 2026, there will be 230 million Muslim travelers worldwide (Kemenparekraf, 2021). In 2018, Indonesia recorded an 18% growth in the halal tourism market, earning over IDR 40 trillion (approximately US\$286 million) from the industry. In 2019, Indonesia achieved international success, ranked No.1 as the 2019 GMTI best halal tourism destination in the world (Tim Komunikasi Pemerintah Kemenkominfo dan Biro Komunikasi Publik, 2019).

However, in 2021 Indonesia experienced a decline in fourth place as the world's best halal tourist destination according to GMTI 2021 under Malaysia, Turkey, and Saudi Arabia. In the following year, Indonesia was only able to move up two places to second place as the world's best halal tourist destination according to GMTI 2022 under Malaysia (Zulvianti et al., 2022). This raises questions about the advantage of the largest Muslim population in Southeast Asia and even in the world, Indonesia is unable to compete with Malaysia, which is in the first place. The majority of the Muslim population does not necessarily make Indonesia have the upper hand in the competition as the best halal tourist destination (Han et al., 2019). With the superiority of the number of Muslim communities in Indonesia, the government should be able to increase development support in the halal tourism sector (Fathan et al., 2022).

Undeniably, some of the recent research has recognized the importance of recommendation intent in travel-related study articles. (Ho et al., 2022). Intention to recommend behavior is a critical element in the tourism business. This is because the intention to recommend to tourists can reduce the price of advertising and promotion efforts. (Woyo & Slabbert, 2021). However, the purpose of Moslem tourists to recommend halal tourism is not formed from the halal perceived behavior control factor owned by Moslem tourists after visiting these tourist destinations. (Mohammed et al., 2022).

The intention to recommend the behavior of tourists tends to appear when they feel satisfied with a tourist visit. (Fu & Juan, 2017). Starting from this phenomenon, additional study is required to explore the connection between consumer behavioral factors and intentions to recommend actions based on the planned behavior theory in halal tourism, along with extending behavioral control and consumer satisfaction.

METHOD

In this study, the method used is hypothesis testing. Hypothesis testing tries to describe the nature of the relationship, show how diverse the group is, and show that the factors in the situation are independent of each other. (Uma Sekaran & Roger Bougie, 2016). This cross-sectional data collection is done because the data is collected only within a certain period. Individual Moslem traveler consumers are analyzed as a unit in this study (Fajriyati et al., 2020).

The survey questionnaires were distributed to several regions in Jakarta, Bogor, Tangerang, Bekasi, and several other major cities such as Yogyakarta and Surabaya. Before answering the questionnaire, respondents were first screened for Moslem tourists who underwent halal tourism. A total of 259 data were collected in this study, but only 150 could be analyzed.

In this study there are 5 factors as follows: halal attitude, halal subjective norm, halal perceived behavior control, satisfaction, and intention to recommend. A 5-point Likert scale determines the overall response from respondents to indicators of each variable, with condition 1 = fiercely reject and 5 = fiercely accepted (SS)(Ainin et al., 2020).

RESULTS AND DISCUSSION

Inquiry form surveyed several aspects of the knowledge, perceptions, and experiences of Moslem tourists about variables such as halal attitudes, subjective halal norms, perceptions of halal behavior management, satisfaction, and intention to recommend. Consists of questions.

In this study, emotional experience is measured through several factors that measure the actual sales experience in halal tourism. Figure 1 explains the framework as the results of this study.

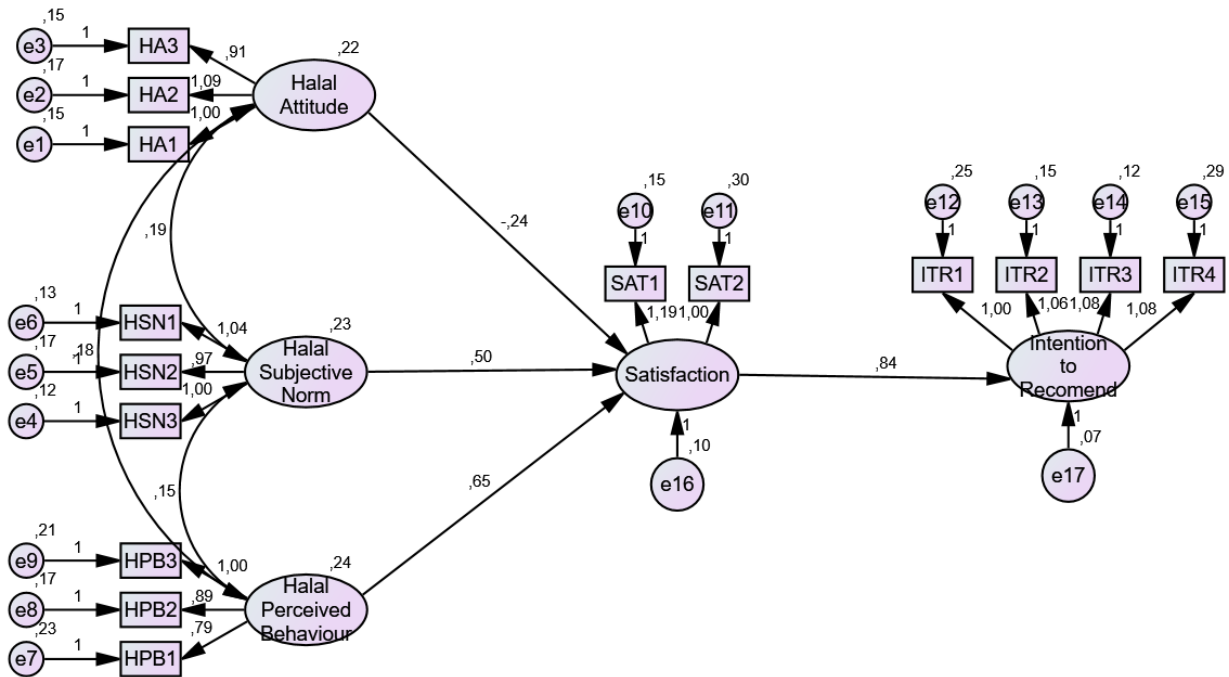


Figure 1. Research Framework

Table 1. Validity & Reliability

Code	Indicator	Factor loading	Cronbach Alpha
Halal Attitude			
HA 1	When traveling, I pay attention to the halalness of the food consumed.	0,775	0,807
HA 2	For me, the food I consume must be halal in terms of the ingredients used, the processing method, and the tools used.	0,776	
HA 3	When traveling, I pay attention to the worship facilities provided.	0,744	
Halal Subjective Norm			
HSN 1	For me, comfortable worship facilities give me satisfaction because I feel calm in worshipping.	0,802	0,828
HSN 2	When traveling, I pay attention to Islamic services. (Example: Reminder of iftar time during Ramadan)	0,748	
HSN 3	For me, Islamic services make an impression on me	0,803	
Halal Perceived Behavior			
HPB 1	When traveling, I pay attention to services and amenities for private areas (e.g. separate toilets for men and women)	0,628	0,724

Code	Indicator	Factor loading	Cronbach Alpha
HPB 2	For me, private leisure facilities and services give me a sense of comfort	0,735	
HPB 3	During my trip, I noticed that the environment is Moslem-friendly (not Islamophobic).	0,734	
Satisfaction			
SAT 1	For me, the fulfillment of Moslem friendly in travel makes me satisfied.	0,85	
SAT 2	I am satisfied with a tour that meets my pre-trip expectations.	0,684	0,744
Intention to Recommend			
ITR 1	While traveling, pay attention to social issues around tourist destinations.	0,714	
ITR 2	For me, the problem of social issues in the tourist environment when traveling is uncomfortable	0,812	
ITR 3	I will revisit tourist attractions that give a good impression to me	0,851	0,845
ITR 4	I will recommend tourist attractions that give a good impression of me to others to visit these tourist destinations	0,714	

Based on Table 1 above, all of the indicators have a loading factor > 0,45. So all the instruments can be summarized as valid based on guidance from (Hair et al., 2019). Also, the Cronbach alpha for all variables is > 0,6 which means all the indicators are reliable to measure variables (Uma Sekaran & Roger Bougie, 2016).

Table 2. Goodness of Fit (GoF) Model

Measurement Type	Criteria	Cut-off Criteria (Hair, et al)	Output	Decision
Absolute fit measures	Chi-square	Small Chi-square	350,312	Poor
	p-value Chi-square	≥ 0.05	0,000	Poor
	RMSEA	≤ 0.10	0,147	Poor
	RMR	≤ 0.10	0,039	Good
	GFI	≥ 0.90 or approach to 1	0,764	Poor
Incremental fir measures	NFI	≥ 0.90 or approach to 1	0,756	Poor
	TLI	≥ 0.90 or approach to 1	0,746	Poor
	RFI	≥ 0.90 or approach to 1	0,692	Poor
	CFI	≥ 0.90 or approach to 1	0,799	Poor
	AGFI	≥ 0.90 or approach to 1	0,658	Poor
Parsimonious fit measure	CMIN/DF	Lower boundary: 1.0	4,221	Good

Upper boundary: 2.0; 3.0 or 5.0

Table 3 shows that not all indices of GoF criteria can be met in this study. The GoF test results show that the Chi-Square value is 350.312 with RMSEA of 0.147 (≤ 0.10), GFI value of 0.764, and AGFI of 0.658 (≥ 0.90 or close to 1), degree of freedom (CMIN/DF) value of 4.221 (Lower limit: 1.0; Upper limit: 2.0; 3.0 or 5.0), TLI value of 0.746 and CFI of 0.799 ≥ 0.90 or close to 1). Thus, the measurement model construction and reliability, convergent, and discriminant validity were evaluated. Table 3 shows that Cronbach's alpha of the above constructs only RMR and CMIN/DF are above the accepted values of 0.039 and 4.221.

Table 3. Demography Table

Demographic variables	Remarks	Total	%
Tourism last visit	> Last 1 year	57	38.0
	Last 3 - 6 months	25	16.7
	Last 3 months	40	26.7
	Last 7 - 12 months	28	18.7
Gender	Female	36	24.0
	Male	69	76
Monthly Income	< Rp 5.000.000	61	40.7
	> Rp 10.000.000	32	21.3
	Rp 5.000.000 - Rp 10.000.000	57	38.0
Age	< 20	31	20.7
	> 30	54	36.0
	within 20 - 25	34	22.7
	within 26 - 30	31	20.7

Regarding the four factors listed in Table 1, several questions were posed to respondents. In Table 3, demographic statistics are shown that out of 150 respondents from this research questionnaire, it is dominated by males (76%) and women (24%) with the most age range above 30 years (36%) and monthly income of 40% respondents confirmed their income is below Rp 5.000.000/month. From these demographics, it can be concluded that the men dominance of respondents of halal travelers in this study is because 22.7% of respondents with a 20–25 year age range and 20.7% of respondents a range of ages of 26-30 years are still eager to travel halal tourism for healing from daily busy activities. Meanwhile, female respondents (24%) tend to allocate their budget for fashion needs. The level of difficulty in traveling is also one of the causes of men’s dominance in halal tourism travel activities. The difficulty is caused by the need for various medical test requirements before traveling. This is confirmed by the recognition of Muslim travelers who are dominated by the statement that the last time they traveled for halal tourism was more than one year ago (Bauer, 2018). This is related to the limitations of social activities While Covid-19 was in the air. In addition, from the demographics of age and monthly income, it is concluded that traveling is not a top priority for male respondents with an age range above 30 years with an income below Rp.5,000,000. They tend to prioritize budget allocation to meet the needs of family life.

Table 4. Hypothesis Testing

	Hypothesis	Estimates	p-value	Decision
H1	Halal Attitude → Satisfaction	-0,235	0,406	Rejected
H2	Halal Subjective Norm → Satisfaction	0,502	0,022	Accepted
H3	Halal Perceived Behavior → Satisfaction	0,646	0,000	Accepted
H4	Satisfaction → Intention to Recommend	0,840	0,000	Accepted

The results of the hypothesis tests are displayed in Table 4. Of the four hypotheses proposed, three hypotheses have been confirmed as accepted as follows: Hypothesis H2 states that halal subjective norm affects satisfaction (estimates = 0,502 > p-value = 0,022) it means that every additional 1 point on halal subjective norm, the level of satisfaction will increase by 0,502. Hypothesis H2 confirms that comfort and serenity in carrying out worship from the facilities provided by halal tourism objects give satisfaction to Muslim tourists. Hypothesis H3 states that halal perceived behavior has an effect on satisfaction (estimates = 0.646 > p-value = 0.000) which means that for every additional 1 point on halal perceived behavior, the level of satisfaction will increase by 0.646. The H3 hypothesis confirms that maintaining privacy and a sense of a comfortable environment without social issues can provide satisfaction to Muslim tourists

H4 states that satisfaction affects the intention to recommend (estimates = 0,848 > p-value = 0,000) which means that every additional 1 point on satisfaction will be followed, an increase in intention to recommend of 0,840. H4 confirms that the experience of a satisfying halal tourism trip will encourage the behavior of Muslim tourists to recommend these tourist attractions to others. Meanwhile, hypothesis H1 shows that a halal attitude does not affect the level of satisfaction. (estimates = - 0,235 < p-value = 0,406). H1 explains that although halal travelers understand the concept of halal (halal food and worship facilities), it is not something that can provide a satisfying experience. This can be understood from consumer confirmation which states that It is not difficult to locate halal food for consumption. in the halal tourism environment or other tourist destinations. When something has become commonplace, it does not affect the level of satisfaction of the individual.

CONCLUSION

The findings of this research further examine the relationship between consumer behavior factors and intention to recommend behavior theory of planned behavior based on halal tourism. With an expansion of behavioral control and the level of consumer satisfaction, it is known that halal perceived behavior and halal subjective norm factors can affect the level of satisfaction which leads to the intention to recommend. While a halal attitude has no impact on an individual’s level of satisfaction Moslem tourists. The findings of this research conclude that although Moslem tourist respondents partly understand halal attitudes both in terms of tourist facilities and consumption by Islamic law, this is not the determinant of the high level of satisfaction obtained from travel. However, the experience of halal subjective norms and halal perceived behavior has an impact on the peace of worship and travel that can further affect the level of satisfaction of these Moslem tourists.

Satisfaction with a halal attitude can be increased with the cooperation of tourist area managers and of course government intervention. The government should take advantage of the largest Muslim population in Indonesia by developing the halal tourism sector. The contribution of the government judging by the outcomes of H1 hypothesis testing which declare that halal attitudes do not affect satisfaction levels can be in the form of increasing the number of halal-certified consumption providers both from food ingredient trademarks and restaurant brands. In addition, support for the development (restoration) of Islamic historical objects spread across several islands in Indonesia represents one of the efforts to expand halal travel objects in Indonesia. With the increasingly intense competition for GMTI as the most desirable halal tourism vacation spot, the government should begin to focus on developing halal travel in Indonesia to be able to regain the top halal vacation spot with the support of the largest Muslim population and the diversity of halal tourist destinations in Indonesia.

Of course, The growth of the halal tourist industry is not only the burden of the government but also the private sector involved in the tourism business. Responding to the results of hypothesis testing which states that halal attitudes do not affect satisfaction levels, the managerial implications proposed to increase halal tourism in Indonesia include strengthening halal branding from the restaurant business sector. This can also be in the form of halal restaurant business cooperation with iconic halal tourist destinations. Promotional strategies for increasing halal tourism objects can also be applied by the private sector by working with various industries that support the promotion of these attractions such as in film advertising that cooperates with film streaming platforms and production houses to display these attractions in a movie scene such as documentaries and so on.

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