



## Predicting the Intention of Millennial Moslems to Visit Halal Tourism

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### Abstract

*The purpose of this paper is to investigate the factors that influence the intention to choose halal tourism in Indonesia using the Theory of Reasoned Action (TRA) model. Data samples used in this study were 265 respondents and processed with Statistical Package for the Social Sciences to test the significance of the regression model. The independent variables are attitude, subjective norm, and halal certification and its impact on behavioral intention. The results show that attitude, subjective norm, and halal certification have a positive and significant effect on behavioral intention to visit halal tourism. Halal tourism practitioners can estimate the behavior of prospective millennial visitors through this paper. As for academics, this paper is used for further research by integrating halal certification in TRA as a predictor of behavioral intention in millennial Moslems. Empirically this research is useful to increase understanding of halal tourism and visitor behavior. Halal tourism is a relatively new phenomenon for practitioners and academics. This study is an initial study investigating the determinants of millennial Moslems' visits through the TRA model. Therefore, this paper will be useful as an academics contributions about millennial Moslems to visit halal tourism in Indonesia and the world.*

**Keywords:** Attitude; Subjective Norm; Halal Tourism; Millennial Moslem; Behavioral Intention.

### INTRODUCTION

The geographical condition of Indonesia which has diverse landscapes makes Indonesia have complete tourist destinations, ranging from cultural tourism, natural tourism, religious tourism, to educational tourism, etc. Indonesia

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has its competitive advantages. Even so, marketing tourism is not just a matter of tourist destinations. This is because tourism marketing is a complex matter that is related to many things (Woyo & Slabbert, 2019). So it is important to examine matters relating to tourism marketing in Indonesia.

Another important reason that attracts tourism marketing research is that tourism is a large foreign exchange earner (Gewati, 2019). Based on the data, foreign exchange from the tourism sector in Indonesia is the highest in 2018, which is \$ 20 billion, up about 20% from the previous year (Simorangkir, 2018).

The results of an exploratory study to find gaps in this research found the fact that many tourism businesses are reluctant to do halal certification because they feel that halal has become daily life for Indonesians. The halal logo will be the main attraction for tourists. Halal certification is not an Islamization but is an answer to the needs of domestic and foreign tourists.

The millennial generation is an interesting generation to be the object of study in the tourism sector because this generation is the core market spending for the future (Kim, Xiang, & Fesenmaier, 2015). Unfortunately, research on the millennial generation in the field of tourism has not been much studied, so this is a novelty in this study.

Another new thing that is trying to be discussed in this research is halal tourism which is the topic of discussion. Halal tourism is an emerging sector in the world and also in Indonesia. Indonesia is preparing to develop halal tourism. Update about halal tourism research is important to be a foundation in the development of halal tourism in Indonesia going forward. The development of existing concepts is also new in this study. In this study, the halal certification variable is included in the concept of Theory Reason Action (TRA). This is interesting to study because halal certification is still under development in Indonesia.

## LITERATURE REVIEW

### Attitude

Attitude is a strong influence on an individual's life because attitude is a way of looking at the reality of life (Cosgrave, 2016). This means that the



formation of attitude is an amalgamation of rules about how to see the reality of life and aspects of life.

Attitude formation is initiated by two things in pairs namely, the stimuli received and meaningful impacts (Walther, Weil, & Dusing, 2011). This pair of events must be concurrent because stimuli received and not accompanied by meaningful impacts will not be able to form an attitude on the individual. So in other words, the discussion on awareness will also enrich the study of attitude.

Discussion of attitude in the millennial Moslem intention is necessary and interesting to study for several purposes. One important thing in this study is because attitude will make a difference in individuals in determining decisions (Cooper, 1932), including in the decision to choose halal tourism products discussed in this study. In other definitions, attitude is interpreted as the crystallization of the principles in life guidelines (Fischer, 2012). Halal life is one example in the crystallization of these life guidelines.

### **Subjective Norm**

Subjective norms are personal opinions about what most people think should be done (Trafimow, Brown, Grace, Thompson, & Sheeran, 2002). Besides, subjective norms can express beliefs about how an individual will be seen by a group that is used as a reference if doing a certain action (Al-Swidi, Huque, Hafeez, & Shariff, 2010).

Consumption characteristics of individuals and groups are also influenced by subjective norms (Lee, Murphy, & Neale, 2009). This certainly cannot be separated from the role of subjective norms in shaping consumer behavior (Ajzen, 1991; Lee et al., 2009; Xie, Song, Peng, & Shabbir, 2017).

### **Halal Certification**

Halal is a concept derived from the Quran and prophetic traditions that are often referred to as as-Sunnah (Tayob, 2016). The halalness of a product becomes an important and strategic discussion for a country (Othman, Sungkar, & Hussin, 2009). This is based on considerations: (i) the country of Indonesia is a country with the largest Moslem population in the world, (ii) Indonesia has large tourism potential, (iii) halal has become a discussion in the world.



Consumption of halal certification is a discourse about halal which indicates an increasing number of scientific understanding of the nature of the halal practice (Tayob, 2016). This is because the halal certification issued by a country will affect the preferences in taking a product (Rios, Riquelme, & Abdelaziz, 2014).

Halal certification is handled by an organization. In Indonesia, the organization handling halal certification is the Indonesian Ulema Council (MUI). Halal certification organization is very important to make trust in a logo certification (Tayob, 2016). Although halal certification is handled by one organization, the existence of halal certification needs to consolidate many aspects, namely politics, religion, economics, and national significance (Fischer, 2012).

### **Hypotheses Development**

Attitude is one of the variables used as a discussion in Theory Reason Action (TRA). Attitude assumes a feeling of favorable and unfavorable (Ajzen, 2011) and also a feeling of advantages and disadvantages (Ajzen, 1989) about a situation or object. Attitude is an interesting discussion because it is believed to be one of the predictors in the formation of behavioral intention (Puspita, 2019). In other studies, similar research results also state that attitudes have a positive and significant effect on behavioral intention (Abd Rahman, Asrarhaghighi, & Ab Rahman, 2015; Ajzan, 1991; Ajzen, 2011; AL-Nawafleh, ALSheikh, Abdullah, & bin A. Tambi, 2019; Azijen, 1991). From the results of the study, a hypothesis was built:

- H1 : There is a positive influence of attitude on behavioral intention to visit halal tourism.

Subjective norms are formed when an individual's perception of a product or innovation is triggered by whether or not it is important by that person (Bananuka, Kaawaase, Kasera, & Nalukenge, 2019). Several studies have suggested that this variable is a predictor in attitude formation (Ajzen, 1989; AL-Nawafleh et al., 2019). From this study, a hypothesis was built:



H2 : There is a positive influence of subjective norm on behavioral intention to visit halal tourism.

Research on halal certification is usually in food products. Like research conducted by the UAE regarding, consumers will see halal certification in meat products (Ireland & Rajabzadeh, 2001). However, it turns out that not only food consumers have awareness of halal certification. Another study with object toiletries products also has the same results (Rajagopal, Ramanan, Visvanathan, & Satapathy, 2011). From the results of this research, this research tries to see the intention to visit halal tourism from the point of halal certification, so a hypothesis is built:

H3 : There is a positive influence of halal certification on behavioral intention to visit halal tourism.

## RESEARCH METHOD

This study uses a questionnaire with closed questions. Questionnaires are distributed in a closed manner using non-probability purposive sampling. This sampling technique is to choose a sample by determining certain criteria (Cooper & Schindler, 2014). The criteria used in this study are twofold. First, the respondent is a millennial generation. Second, respondents are Muslim. This research was distributed online to reach more easily the millennial generation that has the characteristics of being digital natives. Data regarding the demographics of respondents are presented in Table 1.

**Table 1. Demographic Information**

Demographic	Percentage
<b>Gender</b>	
Male	26.8
Female	73.2
<b>Age</b>	
<17	2.3
17	2.3
18	19.6
19	35.1
20	23.0
21	7.5
22	1.5

23	2.6
24	2.3
25	0.8
26	0.8
29	1.1
30	0.8
34	0.4
<b>Last Education</b>	
High School	43.8
Diploma	2.6
Bachelor	52.8
Postgraduate	0.4
Doctoral	0.4
<b>Province</b>	
Banten	0.4
Jambi	0.4
West Java	1.1
Central Java	95.5
East Java	1.1
Central Kalimantan	0.4
Lampung	0.4
West Sumatra	0.8
<b>Halal Tourism Experience</b>	
Never	31.3
One time	19.2
Twice	14.0
Three times	6.4
More than three times	29.1

Source: Data processed 2019

Based on table 1, it can be seen that the respondents in this study of 265 respondents were dominated by women consisting of 73.2% of respondents who were female and 26.8% were male. Meanwhile, according to age, respondents in this study were dominated by respondents aged 17-20 years, as many as 80%, respondents aged less than 17 years were 2.3%, respondents aged 21-25 were 14.7%, respondents aged 26-30 were 2.7%, and respondents aged 31-35 only 0.4%. When viewed from the respondents' last education, it was dominated by respondents with an S1 education of 52.8%, respondents with a high school education of 43.8%, a diploma of 2.6%, while respondents with an S2 and S3 education were only 0.8%. As for the area of origin of the respondents quite varied. Demographic characteristics of respondents were dominated by respondents from Central Java province as much as 95.5%, the rest came from Banten 0.4%,



Jambi 0.4%, West Java 1.1%, East Java 1.1%, Central Kalimantan 0.4%, Lampung 0.4%, and West Sumatra 0.8% %.

To measure respondents' answers, the questionnaire was arranged with answer choices scaled on a 5-point Likert scale. The Likert Ranking Scale used means that 1 (strongly disagree) to 5 (strongly agree). Validity and reliability testing was also conducted in this study to test the research instruments used. The results of validity and reliability testing are presented in Table 2 and Table 3.

**Table 2. The Result of KMO and Bartlett of Sphericity**

Testing	Value
Sample Adequacy KMO	0.902
Bartlett of Sphericity	0.000

Source: Data processed 2019

From the testing of the KMO and Bartlett test of sphericity, it can be seen that the KMO value is equal to 0.902 which means the value is better. While the value Bartlett of Sphericity is equal to 0.000 which means the test result is significant. From examining this validity, it can be seen that this research instrument is valid.

**Table 3. Convergent Validity and Reliability Test**

Item	Loading
<b>Attitude (CR=0.736)</b>	
Happy to choice halal tourism	0.894
Always look the sharia label when traveling	0.898
Halal tourism is important	0.899
Halal tourism is my choice	0.893
<b>Subjective Norm (CR=0.718)</b>	
Most people feel it is important to choose halal tourism	0.904
My family members prefer halal tourism	0.894
My friends think that I should choose halal tourism	0.893
<b>Halal Certification (CR=0.713)</b>	
Halal certification is important	0.901
Will choose a halal certification	0.894
Feel safety with halal certification	0.894
Understanding the differential about halal or not halal	0.899
<b>Behavioral Intention (CR=0.841)</b>	

Having the plan to do halal tourism	0.894
Feel earnest to do halal tourism	0.892
Having a desire to do halal tourism	0.895

Source: Data Processed 2019

Table 3 shows the value of instrument reliability testing by showing the calculation of the Cronbach alpha value. From these calculations, it can be seen that the value of Cronbach alpha for the attitude variable is 0.736, the variable subjective norm is 0.718, the variable halal certification is 0.713, and the variable behavioral intention is 0.841. From the value of Cronbach alpha, which exceeds 0.7, it can be concluded that the research instrument is reliable.

## RESULT AND DISCUSSION

### Result

The test used to prove the hypothesis in this study is the regression test. This test aims to test and measure the effect of independent variables on the dependent variable. The test was carried out with the help of the SPSS program.

**Table 4. Determinant Coefficient and Adjusted R Square and Result of t-test, and F-test**

	AT to BI	SN to BI	HC to BI
<b>Determinant Coefficient and Adjusted R</b>			
R	0.528	0.483	0.589
R <sup>2</sup>	0.279	0.233	0.347
Adjusted R Square	0.277	0.230	0.345
<b>Standardized Coefficient Beta</b>			
T	11.205	8.994	12.614
Sig.	0.000	0.000	0.000
<b>Result of F test</b>			
F	101.914	80.072	139.860
Sig.	0.000	0.000	0.000

From the results of testing the first hypothesis, it can be seen that the R-value is 0.528, the R Square value is 0.279, and the Adjusted R Square value is





0.277. From the value of R Square can interpret that 28% variation in behavioral intention is presented by attitude variables. In other words, at 72% the behavioral intention is explained by other variables besides attitude.

Attitude has a positive and significant effect on behavioral intention. This can be seen from the results of the regression test of 0.279, with the value of  $t$  calculated at 11.205 and a significance value of 0.000. Sig values that are smaller than 0.05 mean that attitude felt by respondents increases, then the intention millennials to visit in halal tourism is also increasing.

In testing the first hypothesis, an F-test was also conducted. The test results produce an F-test value of 101.914 with a significance value of 0.000. These results can be interpreted that attitude affects behavioral intention.

From the results of testing the second hypothesis, it can be seen that the R-value is 0.483, the R Square value is 0.233, and the Adjusted R Square value is 0.230. From value, R-Square can interpret that 23% variation in behavioral intention is presented by subjective norm variables. In other words, at 77% the behavioral intention is explained by other variables besides subjective norm.

Subjective norm has a positive and significant effect on behavioral intention. This can be seen from the results of the regression test of 0.233, with the value of  $t$  calculated at 8.994 and a significance value of 0.000. Sig values that are smaller than 0.05 mean that subjective norm felt by respondents increases, then the intention millennials to visit in halal tourism is also increasing.

In testing the second hypothesis, an F-test was also conducted. The test results produce an F-test value of 80.072 with a significance value of 0.000. These results can be interpreted that subjective norm affects behavioral intention.

From the results of testing the third hypothesis, it can be seen that the R-value is 0.589, the R Square value is 0.347, and the Adjusted R Square value is 0.345. From the value of R-Square, we can interpret that a 35% variation in behavioral intention is presented by halal certification variables. In other words, at 65% the behavioral intention is explained by other variables besides halal certification.

Halal certification has a positive and significant effect on behavioral intention. This can be seen from the results of the regression test of 0.347, with

the value of  $t$  calculated at 12.614 and a significance value of 0.000. Sig values that are smaller than 0.05 mean that halal certification felt by respondents increases, then the intention millennials to visit in halal tourism is also increasing.

In testing the third hypothesis, an F-test was also conducted. The test results produce an F-test value of 139.860 with a significance value of 0.000. These results can be interpreted that halal certification affects behavioral intention.

## DISCUSSION

One of the predictors in behavioral intention to visit halal tourism is an attitude. This is in line with previous research which states that attitudes which include advantages and disadvantages influence the formation of intention (Abd Rahman et al., 2015; Ajzen, 1989). From the results of this study, it can be analyzed that one of the right marketing programs for halal tourism in Indonesia is to improve the attitude of the Indonesian Millennial Moslem.

There are several ways you can do to improve or shift the attitude. One way that can be done to improve and shift attitude can be done by increasing knowledge. Knowledge is one of the predictors in the formation of attitude (Kleijnen, 2015; Rios et al., 2014; Sallam & Wahid, 2012). Knowledge about halal tourism for Indonesian Moselem Millennial will foster a positive attitude.

Other variables that contribute to the formation of an intention to visit halal tourism are subjective norms. This result is in line with previous studies which stated that one of the strong predictors in forming intention is the subjective norm (Ajzen, 2011; Xie et al., 2017). Subjective norm is closely related to norms that exist around individuals, so shifting the perspective of people around individuals becomes important. The inclusion of discussions on subjective forms is important because individual behavior depends on the behavior of other individuals around it (Valleman, 2015).

From discussions on subjective norms, the thought of changing the environment outside of the Millennial Moslem individual becomes important. Sharing knowledge about halal tourism is not only important for millennial Muslims but also people outside the segment to form positive subjective values regarding halal tourism.



Halal certification raised in this study to examine tourism objects has a positive and significant influence on the formation of behavioral intention. This is in line with previous research with various objects that halal certification is a precursor in the formation of behavioral intention (Abd Rahman et al., 2015; Ireland & Rajabzadeh, 2001; Rajagopal et al., 2011).

## CONCLUSION

From the results of this study, it can be concluded that the intention to visit halal tourism is influenced by attitude, subjective norm, and halal certification. These results indicate that efforts to improve behavioral intention can be done with efforts to improve attitudes, subjective norms, and halal certification in various forms of programs.

From this study, several recommendations were made. First, recommendations for academics should develop research in the field of marketing based on destination, origin, time. Halal tourism destinations in Indonesia are marketed following the preferences of the prospective millennial tourists. This concept is applied not only to local tourists but also to foreign travelers. Like travelers from the Middle East, they prefer natural destination types, resorts, and lots of shopping. European travelers prefer adventure, cultural heritage, culinary and natural scenery.

Second, the researcher recommends the government to intensify certification policies in the tourism sector, including hotels, restaurants, transportation accommodations, and tourism areas to attract more Muslim tourists. The halal certificate is needed so that foreign tourists trust the Indonesian halal tour package.

Third, to increase the interest of millennial tourists visiting halal tourism managers should develop strategies that are always related to millennial life, namely with media strategies, such as through endorsers, social media, as well as general media. Dissemination of information is very important for promotion to the destination. This strategy is also very good if done together when the sales period in various promotional countries.



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