Impact of Halal Awareness On Intention Toward Halal Tourism: A Study On Generation Z Muslims In Bengkulu

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ABSTRACT

Purpose: *Identify the key factors influencing the travel intentions of Generation Z Muslims in Bengkulu to visit halal tourism destinations, using the Theory of Planned Behavior (TPB) model approach. The study targeted Generation Z Muslims residing in Bengkulu Province, with respondents selected through purposive sampling.* **Results:** *Indicate that the intention to visit halal tourist destinations is significantly influenced by factors such as attitudes, perceived behavioral control, subjective norms, and halal awareness. All of these independent factors were found to have a positive effect on travel intentions.* **Findings:** *Provide valuable insights for stakeholders in the tourism industry, especially in developing halal tourism products and services that cater to the specific preferences and needs of Generation Z Muslims.* **Originality** *: While TPB has been used in past studies, applying it to the context of halal tourism for Generation Z Muslims in Bengkulu is unique. The emphasis on halal awareness as a key influencing factor adds an innovative layer to the existing framework. These results can contribute to enhancing the marketing strategies of halal tourism destinations, ensuring their appeal to this demographic group.* **Conclusions:** *Attitude, perceived behavioral control, subjective norms, and halal awareness all significantly influence the intention of Generation Z Muslims to visit halal tourism destinations.* **Type of Paper** *: Empirical Research Article*

INTRODUCTION

Halal tourism is the fastest-growing sector of the global travel industry (Rahman et al., 2020). With an estimated growth rate of 4.8% against the 3.8% industry average, Halal tourism is the fastest growing sector in all business domains sectors (Amadeus, 2016). In several countries, halal tourism is also known by various terms such as Islamic tourism, Muslim-friendly tourism, Sharia tourism, Halal Lifestyle, Halal Hospitality, and others. Despite the variations in terminology, the core concept of halal tourism remains consistent, to respect and accommodate Islamic values to fulfill the needs and practices of Muslim travelers. This includes providing facilities for prayer and ensuring the availability of halal food and beverages. According to El-Gohary (2016), halal tourism is a process of

integrating Islamic values into all aspects of tourism activities, encompassing components such as halal hotels, halal travel packages, halal food, and halal tourism destinations.

Indonesia has the potential to develop halal tourism. The primary asset for Indonesia is its human resources, with the majority of the population being Muslim. According to the 2020 data from the Badan Pusat Statistik (BPS) the population of Indonesia has reached 270.20 million, with 86.9% of them being Muslim. This makes Indonesia the country with the largest Muslim population in the world. According to Bayu & Yudhistira (2021) group Indonesia's population into six generations, such as Post Generation Z, Generation Z, Millennials, Generation X, Baby Boomers, and Pre-Boomers. Indonesia's population in 2020 is dominated by Generation Z and millennials. The number of Generation Z residents born in the period 1997-2012 reached 74.93 million people or 27.94% of the total population. The population of the millennial generation born between 1981 and 1996 reached 69.38 million people or 25.87% of the total population. (Table 1).

Tabel 1. Indonesia's Population Group

Population Group	Year of Birth	Percent
Post Generation Z	> 2013	10,88
Generation Z	1997-2012	27,94
Milenial	1981-1996	25,87
Generation X	1965-1980	21,88
Baby Boomer	1946-1964	11,56
Pre-Boomer	< 1945	1,87

Source: Badan Pusat Statistik, (2020)

The behavior of Generation Z, who are familiar with the term "Butuh Healing," indicates that traveling has become a necessity for them (Wulandari, 2022). For choosing travel destinations, Muslim Generation Z will be more selective by considering religious principles. The current travel destinations offered are generally conventional and often associated with immoral activities, resulting in a negative perception among most Muslim Generation Z, causing them to avoid visiting these places (Azzahra, 2019). In response to this, halal tourism can be an alternative for Muslim Generation Z when selecting travel destinations. To understand the perception of Muslim Generation Z towards halal tourism, it is essential their interests, attitudes, and preferences (Han, et al., 2019).

To explore the interests, attitudes, and preferences of tourists, researchers use the Theory of Planned Behavior (TPB). TPB is the most commonly used socio-psychological theory to predict human decisions and behaviors (Guerin & Toland, 2020). According to TPB, there are three independent variables used to investigate interest or intention: attitude toward behavior, subjective norm, and perceived behavioral control (Ajzen, 1991).

Previous studies have utilized TPB to analyze consumer behavior in purchasing products and services (Wang, 2014). Furthermore, TPB has been specifically used to analyze consumer behavior towards the halal concept (Khalek & Ismail, 2019), and it has also been employed to predict visitors' intentions in choosing tourist destinations (Wang & Fu, 2015). This research aims to extend the application of TPB in the context of halal tourism by incorporating an additional variable, namely halal awareness.

Figure 1. Research Framework
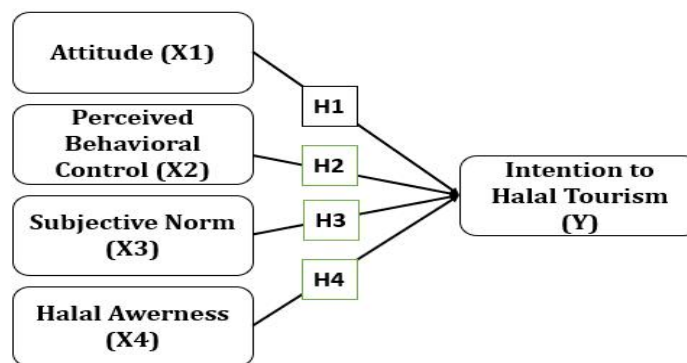
Based on the framework above, hypothesis 4 (Four) is built as follows:

H1: A significant and positive relationship exists between attitudes and the intention to visit halal tourism destinations.

H2: A significant and positive relationship exists between perceived behavioral control and the intention to visit halal tourism destinations.

H3: A significant and positive relationship exists between subjective norms and the intention to visit halal tourism destinations.

H4: A significant and positive relationship exists between halal awareness and the intention to visit halal tourism destinations.

METHOD

This research employs a quantitative approach to examine the factors influencing the intention to visit halal tourism destinations among Generation Z Muslims in Bengkulu Province. The study focuses on four independent variables: attitude (X1), perceived behavioral control (X2), subjective norm (X3), and halal awareness (X4), while the dependent variable is intention to visit halal tourism destinations (Y). To measure these variables, the study uses a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to capture respondents' levels of agreement with each statement. Respondents were selected using the purposive sampling technique, with the sample consisting of Generation Z Muslims aged between 12 and 27 years, who are residents of Bengkulu Province and have the intention to visit halal tourism destinations. Data collection took place between July and August 2024, using the Google Forms application, which was distributed via various social media platforms such as WhatsApp, Instagram, and Facebook.

Before distributing the finalized questionnaire, a pilot test was conducted with 30 respondents to assess the validity and reliability of the questions. Any questions deemed invalid or unreliable were removed. After confirming the validity and reliability, the questionnaire was distributed to the target respondents. The sample size, ranging from 60 to 70 respondents, was determined based on the adequacy of data for analysis. The data were analyzed using regression analysis with SPSS 26 software, to test the relationships between the independent variables (attitude, perceived behavioral control, subjective norm, and halal awareness) and the dependent variable (intention to visit halal tourism destinations). Additionally, the study ensures that the instrument is valid and reliable through content validity and Cronbach's Alpha testing. The findings of this study will provide valuable insights into the factors that shape the intention of Generation Z Muslims in

Bengkulu to engage in halal tourism, offering implications for the development of tourism products and marketing strategies targeting this demographic.

RESULTS AND DISCUSSION

RESULTS

Respondent descriptions

A total of 70 respondents participated in this study, with seven being excluded due to incomplete responses, resulting in a final sample size of 63 respondents, yielding an effective response rate of 90 percent. The respondent demographics were characterized by gender, age, marital status, education, employment, and monthly expenses. The majority of respondents were female, aged between 16 and 25 years, single, currently studying, and had monthly expenses ranging from 1 to 3 million rupiah, as shown in Table 2.

Table 2. Socioeconomic Background of the Respondent

Demographics	Criteria	Frequency	%
Gender	Male	22	34,92
	Female	41	65,08
Age	<15	0	0
	16-20	26	41,26
	20-25	34	53,96
	>26	3	4,76
Marital status	Married	2	3,17
	Single	61	96,83
Education	Bachelor Candidate	48	76,19
	Bachelor	15	23,81
Occupation	Entrepreneur	13	20,63
	ASN	2	3,17
	Student	48	76,19
Monthly Expenses	< Rp. 1.000.000	6	9,52
	Rp. 1.000.000 - 3.000.000	43	68,25
	> Rp. 3.000.000,00	14	22,23

Source : Data diolah, 2024

Hypothesis Testing

The primary objective of this research is to explore the influence of the variables attitude, subjective norm, perceived behavioral control, and halal awareness in predicting the intention of Generation Z Muslims in Bengkulu to visit halal tourism destinations. The results of the analysis indicated that the R^2 value was 0.321, meaning that the model developed could explain 32.1 percent of the variance in the intention to visit halal tourism. This finding highlights the contribution of the four variables in understanding the travel intentions of this demographic group.

Furthermore, the statistical significance of the model confirms that the relationships between the independent variables and the intention to visit halal tourism are robust. The findings underscore the importance of attitude, subjective norm, perceived behavioral control, and halal awareness as key factors influencing Generation Z Muslims' travel decisions in Bengkulu. These results provide valuable insights for the development of targeted strategies to promote halal tourism, particularly by addressing the attitudes, beliefs, and behaviors of this group (Table 3).

Table 3. Test of R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,566ᵃ	,321	,274	,45912

a. Predictors: (Constant), Attitude, Perceived Behavioral Control, Subjective Norm, Halal Awareness

Table 4 presents the results of a multiple regression analysis conducted to assess the strength of the proposed relationships between the variables. Four hypotheses were formulated in this research, and all variables were retained after testing for reliability. The individual hypotheses were evaluated using a multiple regression prediction model, following the guidelines outlined by Hair et al. (1998), with intention to visit halal tourism as the dependent variable. This approach ensured a thorough testing of the relationships between the independent variables (attitude, perceived behavioral control, subjective norms, and halal awareness) and the dependent variable.

The findings, as presented in Table 4, indicate that H1, H2, H3, and H4 were all significant in the prediction model, supporting the proposed relationships. Specifically, the results demonstrate that each of the independent variables plays a significant role in predicting the intention of Generation Z Muslims in Bengkulu to visit halal tourism destinations. These findings reinforce the importance of attitudes, subjective norms, perceived behavioral control, and halal awareness as key factors influencing travel intentions. Consequently, the research provides strong support for the hypotheses, confirming the robustness of the proposed model.

Table 4. Regression Result

Variable		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3,360	,704		4,772	,000
	Attitude	,260	,104	,294	2,488	,016
	Perceived Behavioral Control	-,200	,095	-,233	-2,095	,040
	Subjective Norm	-,247	,094	-,290	-2,613	,011
	Halal Awareness	,338	,124	,322	2,729	,008

a. Dependent Variable: Intention to Halal Tourism

Notes: Significance at: *sig* < 0.05 ; R^2 = 0.321, adjusted R^2 = 0.274

DISCUSSION

The results of this research demonstrate that all independent variables have a positive and significant effect on the intention to visit halal tourism destinations. The attitude variable was found to have a particularly strong impact on the intention to visit halal tourism. This supports the findings of Alam & Sayuti (2011), who studied halal food purchasing behavior in Malaysia, and found that consumer attitudes toward halal products significantly influenced their intention to purchase these products. The same principle applies to tourism behavior, where a positive attitude toward halal tourism destinations influences individuals' intention to visit these destinations. Additionally, Cahyadi et al. (2020) highlighted the crucial role of a positive attitude in determining tourists' intentions to select halal destinations that meet their needs, aligning with the findings of this study.

The variable of perceived behavioral control also has a positive relationship with the intention to visit halal tourism destinations. This indicates that the greater the perceived control an individual feels over their ability to visit a halal destination, the more likely they are to intend to visit. Ajzen's (1991) Theory of Planned Behavior suggests that perceived control can directly affect behavior by motivating individuals to put more effort into achieving their goals. This theory is supported by the findings of Bashir (2019), who confirmed the positive relationship between attitudes and the intention to purchase or use halal services. Further research into halal tourism in Indonesia by Haque et al. (2019) and Sudarsono et al. (2021) also confirms that consumers' positive attitudes towards halal destinations significantly influence their intention to visit these locations, demonstrating the role of perceived control in shaping behavioral intentions.

Another important variable in the model is subjective norm, which also shows a significant positive relationship with the intention to visit halal tourism destinations. This suggests that social influence plays a crucial role in shaping individuals' intentions. Kartono & Tjahjadi (2021) also support this finding, arguing that consumer intentions to behave in a certain way are often influenced by the perceptions and expectations of those around them. In line with this, Hanafiah & Hamdan (2020) found that social norms, based on the expectations of close circles, positively impact consumers' intention to choose halal tourist destinations. This finding highlights how individuals often consider the opinions and expectations of their social environment when deciding to visit a tourist destination that aligns with their religious values.

Moreover, subjective norms play a key role in understanding consumer behavior related to halal tourism. This aligns with the study by Syahirah & Mohammed (2016), who emphasized that subjective norms are a primary driver in influencing behavior related to the consumption of halal products and services, including halal tourism. They argued that social support, or even group pressure, can strengthen an individual's intention to engage in specific behaviors, such as visiting destinations that comply with Sharia principles. In this context, the influence of social norms highlights the importance of community and cultural values in decision-making, which is particularly relevant in a religiously motivated decision like visiting halal tourism destinations.

The variable of halal awareness also plays an essential role in influencing the intention to visit halal tourism destinations. Several studies have shown that greater awareness and understanding of the halal concept lead to stronger purchase intentions, particularly in sectors like halal food and services, and this extends to tourism. For instance, Fitria et al. (2019) demonstrated that consumers with high halal awareness are more likely to prefer products or services that meet halal standards. Similarly, Majid et al. (2015) and Nurhasanah & Hariyani (2017) found that halal awareness positively encourages consumers to select products that comply with halal principles. This is particularly important in the context of halal tourism, where a better understanding of what constitutes halal tourism can increase consumer interest and intention to visit halal-certified destinations.

Setyaningsih & Marwansyah (2019) also emphasized the role of halal awareness in influencing consumer decisions. They argued that halal awareness involves understanding the concepts, processes, and assumptions that define halal products, and that consuming halal products is an obligation for Muslims. This awareness is not just about knowing what is halal, but also about recognizing the importance of living in accordance with religious principles. As a result, a better understanding of halal principles can encourage individuals to make decisions that align with their religious values, including the choice of halal tourism destinations. This suggests that increasing halal awareness could play a critical role in promoting halal tourism by influencing consumer behavior and intentions.

In summary, the findings of this research underscore the importance of the four key factors—attitude, perceived behavioral control, subjective norms, and halal awareness—in shaping the intention of Generation Z Muslims in Bengkulu to visit halal tourism destinations. These factors not only help predict intention but also provide valuable insights for stakeholders in the halal tourism industry to develop targeted marketing strategies and tourism products that resonate with the values and preferences of Muslim travelers. By addressing these variables, tourism providers can better cater to the needs of Muslim tourists, particularly in regions where halal tourism is still growing, and thereby contribute to the growth of the halal tourism sector.

CONCLUSION

Based on the results of hypothesis testing on the independent variables, the following conclusions can be drawn:

1. Attitude has a significant and positive relationship with the intention to visit halal tourism destinations. This means that individuals with a more positive attitude towards halal tourism are more likely to express the intention to visit these destinations.
2. Perceived behavioral control also shows a significant and positive relationship with the intention to visit halal tourism. This indicates that the greater the control individuals perceive over their ability to visit halal destinations, the stronger their intention to do so.
3. Subjective norms significantly influence the intention to visit halal tourism. This finding highlights the role of social influence, suggesting that individuals are more likely to intend to visit halal tourism destinations if their social environment, such as family or peers, approves or encourages this behavior.
4. Halal awareness is found to have a significant and positive relationship with the intention to visit halal tourism. Individuals with higher awareness of halal principles are more likely to be inclined to visit halal tourism destinations, aligning their travel choices with their religious values.

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