

Moderation of Religiosity and Factors that Influence Tourists' Intentions to Visit Halal Tourism Destinations on Lombok Island

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Abstract

The notion of halal has emerged as a prominent trend within the evolution of the global Islamic economy, leading to the emergence of a novel tourism sector known as halal tourism. This phenomenon is increasingly recognized as a promising niche market, presenting significant opportunities for boosting tourist influx and catalyzing economic expansion within the realm of halal tourism. Hence, the primary objective of this research is to ascertain the determinants influencing tourists' inclination to visit halal destinations located on Lombok Island, while considering religiosity as a moderating factor. Employing a quantitative research method, this investigation adopts an explanatory research approach aimed at elucidating the impact of exogenous variables on endogenous variables. The research population encompasses tourists visiting halal tourist spots on Lombok Island, and the sampling strategy involves purposive sampling based on predetermined criteria, resulting in a total sample size of 280 respondents. Outcomes reveal that subjective norms, attitudes, destination image, and travel motivation significantly and positively influence tourists' intention to visit halal tourist destinations on Lombok Island. However, perceived behavior exhibits no significant positive effect on tourists' intention to visit such destinations.

Keywords: Attitude, Destination Image, Halal tourism, Perceived Behavior, Subjective Norm

Abstrak

Konsep halal saat ini menjadi tren dalam perkembangan ekonomi syariah dunia, yang memunculkan segmen baru dalam pariwisata, yaitu wisata halal, yang kini dianggap sebagai ceruk pasar baru yang menjanjikan. Hal ini juga menjadi peluang besar untuk meningkatkan kunjungan wisatawan sekaligus menjadi lokomotif pertumbuhan ekonomi di bidang pariwisata halal. Oleh karena itu, Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang mempengaruhi niat wisatawan untuk mengunjungi destinasi halal di Pulau Lombok, dengan religiusitas sebagai variabel moderasi. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan penelitian eksplanatori yang dirancang untuk menunjukkan kontribusi variabel eksogen terhadap variabel endogen. Populasi penelitian ini terdiri dari wisatawan yang berkunjung ke destinasi wisata halal di Pulau Lombok, dan metode pengambilan sampel menggunakan metode purposive sampling dengan kriteria yang telah ditentukan, dan total sampel sebanyak 280 responden. Data yang terkumpul akan dianalisis dengan menggunakan software SmartPLS 3. Hasil penelitian menunjukkan bahwa norma subjektif, sikap, citra destinasi, motivasi berwisata berpengaruh signifikan dan positif terhadap niat wisatawan untuk berkunjung ke destinasi wisata halal di Pulau Lombok. Sedangkan persepsi perilaku tidak berpengaruh signifikan dan positif terhadap niat wisatawan untuk mengunjungi destinasi wisata halal di Pulau Lombok

Kata Kunci: Attitude, Destination Image, Perceived Behavior, Subjective Norm, Wisata Halal

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1. INTRODUCTION

Tourism is currently emerging as a sector of considerable significance and very competitive market (Gunawan et al., 2016); (Prajawati, 2020).

Furthermore, the growing prominence of the global Muslim market is garnering attention from tourism enterprises.

The need to travel has now become an individual priority in the process of self-actualization. This process aims to increase knowledge, experience and entertainment due to busy daily routines. One thing that is of concern is halal tourism as a whole alternative tourism (Prajawati, 2020).

This substantial potential within the Muslim market has spurred the segmentation development across diverse industries, including the halal food and beverage sector, Sharia-compliant financial services, halal fashion, Sharia cosmetics, pharmaceuticals, halal tourism, and Islamic media and entertainment (Saparini, Susanto & Faisal, 2018). It is unsurprising that the halal concept is presently a trend in the global development of the Islamic economy, with one notable outcome being the emergence of a new segmentation within the tourism sector, known as halal tourism, which is now regarded as a promising new market niche Battour & Battor (2010), describes halal tourism as a travel industry targeted at Muslims that adheres to sharia law in its execution. (Battour & Ismail, 2015) And (Battour et al., 2014) delineate the Islamic attributes of destinations not only as encompassing worship and halal food but also extending to Islamic entertainment, Islamic dress codes, and moral values. The halal sector introduces a novel segment within the tourism industry, prompting several countries to embrace the concept of halal tourism (Adinugraha, 2018).

The government has designated ten provinces in Indonesia as halal tourist development areas, as stated in the IMTI report for 2019. Lombok, located in the West Nusa Tenggara (NTB) Province of Indonesia, stands out as one of the most prominent halal tourism destinations. Bali Island and Komodo Island, both popular tourist destinations in Indonesia, flank NTB on either side, making NTB a pivotal location for tourism growth. In addition to its picturesque landscapes, NTB boasts a rich diversity of ethnicities and cultures. NTB is recognized as one of Indonesia's halal tourism hubs, supported by the predominantly Muslim population. The West Nusa Tenggara Province (NTB) is the first and only province in Indonesia to have a regional regulation (Perda) specifically addressing halal tourism. According to Regional Regulation Number 2 of 2016 concerning Halal Tourism in West Nusa Tenggara Province, tourism growth is founded on four pillars: destination, marketing (promotion), the tourist sector, and institutions (Ramadhaniah & Badan, 2020). Apart

from that, Lombok is also designed as a pilot project for halal tourism destinations in Indonesia (Slamet et al., 2022).

Lombok is recognized as an area with tremendous potential for tourism development due to its abundant tourist attractions. It ranks among the top halal travel destinations in Indonesia, as evidenced by its accolades. In 2015, Lombok won the World Halal Travel Awards for "Best Halal Travel Destination" and "Best Honeymoon Destination." Furthermore, in 2016, it received awards for "World's Best Halal Beach Resort," "World's Best Halal Travel Website," and "World's Best Halal Honeymoon Destination," further solidifying its status in the halal travel sector (Yulistara, 2018). Additionally, Lombok achieved the highest score of 70 among ten other places in Indonesia according to the Mastercard-Crescentrating report in 2019.

Tourism in the West Nusa Tenggara Lombok region is currently experiencing improvement, evident from the increasing number of tourists visiting each year. With Lombok Island often referred to as the "island of a thousand mosques," the halal designation presents a significant opportunity to enhance tourism, stimulate economic growth, and promote the preservation of traditional knowledge. Despite West Nusa Tenggara's achievement as the leading halal travel destination globally, there appears to be a disconnection between the consistent comprehension and response of its tourism stakeholders concerning halal tourism. This is because many stakeholders in West Nusa Tenggara lack clarity, hindering their ability to present a unified perspective on halal tourism. Consequently, several issues plague this sector, including low interest in halal travel, insufficient knowledge and marketing efforts related to halal travel, a skewed perception of halal travel, and inadequate infrastructure (Suyatman, 2019). As halal tourism continues to expand, it is anticipated to bolster Indonesia's economy. Given that religion serves as a catalyst for travel, it is inseparable from the context of halal tourism, provided that all actions undertaken by travelers and travel agencies align with Islamic principles (Sari & Izzati, 2017). Consequently, it becomes imperative to examine various variables that influence tourists' intentions to visit halal tourist destinations on the island of Lombok.

The Theory of Planned Behavior (TPB), which serves as a cornerstone in understanding the relationship between research variables, forms the

foundation for identifying consumers' intentions to visit halal tourism destinations in this research. The components of TPB influence behavioral intentions, thereby affecting an individual's actions. This theory aims to elucidate strategies for behavior modification, predict and understand the outcomes of behavioral intentions, and elucidate real-world human behavior. Subjective norms, perceived behavioral control, and attitude toward the activity are the three independent elements that influence conceptual intentions.

The concept of planned behavior also encompasses the notion of deliberate conduct. Earlier scholars established this theory to enhance the theoretical mechanistic framework's understanding and its ability to predict human intentions and behaviors in specific domains, precisely identifying the role of human intention (Icek Ajzen, 1991) & (Han & Kim, 2010) such as tourism, namely the destination image factor.

The attitude toward the behavior represents the initial component within the theory of planned behavior. This pertains to an individual's capacity to form appropriate judgments regarding the behavior in question and vice versa. When an individual perceives that their behavior will benefit both themselves and others, they are more likely to exhibit the behavior if they receive a favorable evaluation of it (Ajzen & Fishbein, 1980; Han & Kim, 2010). The research conducted by Shen & Shen (2020) demonstrates that attitudes directly influence tourists' intentions to visit traditional Chinese villages. This outcome aligns with numerous previous studies in the field of tourism, which have indicated that attitude can serve as the primary factor in predicting, explaining, and influencing tourists' behavioral intentions. Comparable outcomes were demonstrated by (M. Sánchez-Cañizares, 2020) on a visit to Spain. (Panwanitdumrong & Chen, 2021) Moreover, notably advantageous relationships were identified between attitudes and intentions to visit tourists when the concept of planned behavior was expanded and applied to seaside tourists in Thailand. According to Trapsila's (2005) research, the inclination to visit the Penggaron tourism forest, a natural tourist destination, is positively influenced by attitude. Conversely, beliefs were found to have no discernible impact on the intention to visit, contrary to the research (Bae & Chang, 2021).

Subjective norms constitute a social element comprising the second part. This component addresses

the societal influence individuals face when deciding whether or not to partake in an action. Positive subjective norms manifest when individuals feel endorsed in their behavior by their social environment, and vice versa. Consequently, an individual's capability to execute a behavior may be either facilitated or impeded by the responses of others (Fishbein & Ajzen, 1980; Moutinho, Ballantyne, & Rate, 2011). Previous research in the tourism sector has indicated that subjective norms can be a factor influencing tourists' behavioral intentions. Trapsila (2005) demonstrates that Subjective Norms have a positive effect on the interest in visiting the natural tourist attraction of the Penggaron tourist forest. Besides that, (Erul et al., 2020); (Jiwandono & Kusumawati, 2020); (CW Lin et al., 2021); (Budhiraharja & Thahjono, 2017). Daniswara, Suhud, & Corry (2019) also demonstrated significant positive outcomes concerning the influence of Subjective Norms on Tourist Visiting Interest. Different from research (Renanita, 2017); Shadrina & Fuad, 2022; (Bae & Chang, 2021) found that subjective norms did not exert a significant influence on tourist interest and visitation.

Perceived behavioral control, also known as perceived exercisable control, represents the third factor. It signifies the ease or difficulty individuals perceive in performing a certain behavior (Ajzen & Madden, 1986); (Icek Ajzen, 1991). Previous research in the tourism sector has indicated that perceived behavior can be a factor influencing tourists' behavioral intentions (M. Sánchez-Cañizares, 2020) shows significant results of PBC on intention to visit. In the same way, (Panwanitdumrong & Chen, 2021) Applying the theory of planned behavior, which was adapted for coastal tourists in Thailand, revealed a significant positive relationship between Perceived Behavioral Control (PBC) and the intention to visit environmental tourist destinations Besides that, (Bae & Chang, 2021); (Boguszewicz-Kreft et al., 2022) also showed significant results. However, Research (Shen & Shen, 2021) revealed that it had no effect on tourists' intention to visit traditional Chinese villages.

The fourth aspect encompasses perceptions, ideas, and attitudes regarding objects or activities within the location, which collectively contribute to a fundamental understanding of the destination. As per (Lopes, 2011), The opinions, perceptions, and ideas held by certain individuals regarding a location or destination are referred to as destination image.

Destination image is also defined as the mental representation of an individual's knowledge, feelings, and awareness of the destination. Furthermore, target image also influences behavioral intention (Hallmann et al., 2015). Studies conducted by (Satyarini et al., 2017) demonstrates a significant correlation between an individual's perception of a destination and their interest in visiting it (Å & Tsai, 2007; Lin et al., 2018; Pirbazari & Jalilian, 2020; Zhang et al., 2017; Chen & Tsai, 2007) proves that destination image emerges as the most significant factor influencing behavioral intentions. Different from research conducted by (Ekasari et al., 2023) & (Suwarduki & Yulianto, 2016) stated that Destination image has no effect on intention to visit.

In addition to the characteristics mentioned earlier, the researchers incorporated religion as a moderating component. Muslims adhere to guidelines for behavior and food consumption that align with their religious beliefs, hence the inclusion of this variable. Therefore, religion is intended to either encourage or deter travel. The utilization of religion as a moderating influence is widespread. (A Abror et al., 2020; Osman et al., 2019) using religiosity as a barrier between halal tourism and customer satisfaction. (Abror Abror et al., 2019) also examined religiosity as a moderator between service quality and satisfaction. Additionally, in order to moderate the relationship between halal awareness, brand image, norms, attitudes, and pricing on purchasing intentions, Syahirah & Muhammad (2016) developed a conceptual. Although prior research (Julina & Asnawi, 2021), In the context of intentions to visit halal tourist destinations in Indonesia, religiosity was employed as a moderating variable. Presently, there are relatively few studies that investigate religiosity as a moderating factor in the domain of halal tourism. This research stands apart from others by incorporating two additional factors, such as destination image.

This research aims to investigate the impacts of subjective norm, attitude, perceived behavior, and destination image on tourists' intention to visit, under the influence of religiosity, as outlined in the preceding description. This objective is based on previous research, which has demonstrated that this variable has the capability to influence travelers' behavioral intentions and serves as a significant determinant of their decision-making process when selecting a destination. Furthermore, the research was

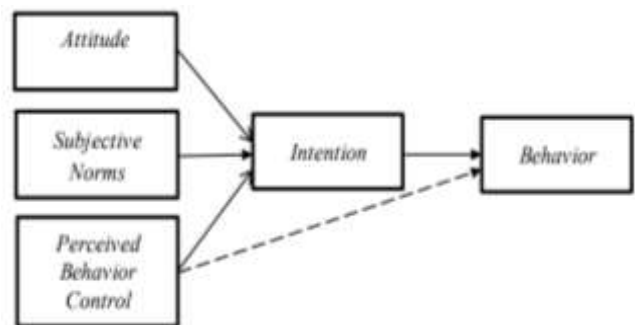
conducted at the Lombok Island Destination, which has been officially recognized by the government as one of the halal tourism destinations. Numerous awards have validated the status of this destination as the premier halal tourist destination.

1.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was proposed by Ajzen in 1991, building upon the Theory of Reasoned Action (TRA) initially formulated by Ajzen in 1980. The Theory of Reasoned Action posits that the intention to engage in a behavior is influenced by two factors: subjective norms and attitudes towards the behavior (Fishbein and Ajzen, 1975). Subsequently, the Theory of Reasoned Action was adapted into the Theory of Planned Behavior when Ajzen (1988) introduced perceived behavioral control as an additional factor. Icek Ajzen and Martin Fishbein then continued to refine and enhance this theory. This theory is based on the premise that beliefs have the ability to shape behavior. To apply the perspective of trust, various informational traits, qualities, and attributes are amalgamated, leading to the inclination to act (Art & Ratnadi, 2017). *The Theory of Planned Behavior* posits the presence of three conceptually independent determinants of interest. In summary, this theory can also be illustrated by the following diagram:

Table 2.1

Theoretical Framework of Planned Behavior



1.2 Subjective Norms

Subjective norms pertain to an individual's perceptions or beliefs regarding what others in their life think they should or should not do concerning a specific activity. This aspect is termed subjective norms because these perceptions are inherently subjective in nature. According to Fishbein and Ajzen (1975), two factors contribute to the formation of subjective standards. The first factor is normative belief, which specifically involves views about the aspirations and goals of a referent that are significant to them in relation to a behavior, influencing someone

to either engage in or refrain from engaging in that action. The subject's impression of important people's views toward the activity in issue is influenced by normative ideas (Angelina & Japariato, 2019). The second factor is the Motivation to Comply, which represents an individual's inclination to act in accordance with the expectations of a referent, a group of people, or another individual. The influence wielded by authoritative figures significantly impacts people's motivation to comply. According to Azwar (2005), an individual's motivation to comply stems from their desire to meet the expectations of those around them.

1.3 Attitude

According to Ajzen (2005), behavioral beliefs, also known as attitudes toward a behavior, are what lead an individual to believe what will happen if they engage in a certain action. Beliefs encompass people's perceptions of the world, their environment, and themselves. In Ajzen's theory of planned behavior, understanding beliefs involves associating the anticipated activity with the various advantages or disadvantages that result from performing or refraining from the behavior. This concept, based on the analysis of collected facts, can shape our attitude toward the activity and enhance the likelihood of it being beneficial to us. According to Fishbein and Ajzen (1975), attitude development comprises two aspects. The first aspect is behavioral belief, which pertains to a person's perceptions about a particular activity and represents a belief that would foster the formation of attitudes. Behavioral beliefs are linked to outcomes or other attributes associated with the behavior. The second aspect is outcome evaluation, which involves the favorable or unfavorable assessment of the behavior under consideration or the action chosen to be performed based on the stated beliefs. How an individual evaluates each significant outcome influences their subjective probability that their actions will lead to a specific outcome.

1.4 Perceived behavior

According to (Icek Ajzen, 1991). Perceived Behavioral Control (PBC), defined as the degree of ease or difficulty associated with performing a behavior, is considered to be a reflection of past experiences in anticipating success or failure. Fishbein and Ajzen (1975) propose that the formation of the initial belief regarding control over one's capability to either facilitate or hinder the enactment of a behavior

involves two factors. Control beliefs represent personal judgments regarding what factors encourage or discourage a specific behavior. The second factor is perceived power, which refers to an individual's evaluation of the extent of influence exerted over them to impact their actions in a manner that either increases or decreases the likelihood of the behavior occurring. The perception of whether a particular factor is supportive or inhibiting in this regard is also referred to as perceived power control.

1.5 Destination Image

According to Lopes, a destination image encompasses all objective information, biases, concepts, and emotional sentiments that an individual or group holds regarding a particular location. According to (Lopes, 2011). (Qu et al., 2011) propose three dimensions for measuring destination image, which are as follows: Firstly, cognitive target image involves the process wherein individuals form mental representations of a destination based on the information available to them. Individual perceptions are shaped by internal factors such as expectations, past experiences, and beliefs. When travelers gather information about a destination or tourist attraction before visiting, their perceptions may be influenced accordingly (Hendarto, 2006). The second is unique image, which is made up of emotions derived from the surrounding landscape, the allure of a location, and nearby attractions at the tourist site. Thirdly, the picture of a tourist site that evokes sentiments like enjoyable, exciting, relaxing, and fascinating is known as the affective destination image.

1.5.1. The influence of subjective norms on intentions to visit halal tourism.

According to Ajzen (1991), subjective norms represent the principal social influences shaping individuals' decisions regarding the adoption of specific behaviors. They refer to the impact that perceived opinions of significant individuals, such as family members, close friends, colleagues, or business partners, have on an individual's decision-making process. Wang et al. (2019) further elucidate subjective norms as comprising a person's moral sentiments or obligations, which stem from their normative perceptions regarding what their significant others believe they should or should not undertake (Ajzen & Fishbein, 1980).

Previous research results have confirmed the positive influence between Subjective Norm and

intention (Kim, 2018; MT Liu & Liu, 2020; Soliman, 2019; Wang & Wong, 2021). Based on this research, the following hypothesis can be concluded:

H1: Subjective Norm exerts a notable positive influence on the intention to visit Halal tourism on Lombok Island.

1.5.2. The influence of attitude on intention to visit halal tourism.

As per Wang et al. (2020), Attitude can be defined as the degree to which an individual perceives a specific behavior in a positive or negative light. It represents the psychological evaluation process undertaken by an individual when considering certain purchasing behaviors related to a particular product or service (Wang et al., 2020). It can represent an individual's consistently positive or negative evaluations, inclinations, and sentiments toward specific thoughts or behaviors (Wang & Wong, 2021). Therefore, when individuals have a more positive attitude towards a certain behavior, it will strengthen their intention to carry out that behavior, and vice versa (Wang et al., 2020).

Previous research outcomes have confirmed the positive influence of attitude on intention (Jaiswal & Kant, 2018; Soliman, 2019; Teeroovengadam, 2020; Wang et al., 2020). Based on this research, the following hypothesis can be concluded:

H2: Attitude has a significant positive effect on intention to visit halal tourism on Lombok Island

1.5.3. The influence of perceived behavioral control on intentions to visit halal tourism.

Perceived behavioral control as defined by Ajzen (1991), refers to individuals' perceptions regarding their ability to execute a behavior. Therefore, the greater control an individual perceives over any obstacles, the more inclined they are to engage in carrying out the behavior (Wang et al., 2019).

Previous research results have confirmed the positive influence between perceived behavioral control and intention (Nimri et al., 2019; Soliman, 2019; Paul et al., 2016). Based on this research, the following hypothesis can be concluded:

H3: Perceived behavioral control significantly positively influences intentions to visit halal tourism on Lombok Island.

1.5.4. The influence of destination image on intentions to visit halal tourism.

Destination image is a comprehensive concept comprising thoughts, ideas, and sensations within the minds of visitors. (Norazah Mohd Suki, 2013) explained that tourists who have positive thoughts will feel more satisfied with their decision to visit. Image has been categorized as one of the key factors contributing to destination brand equity, which can influence tourist behavior.

Previous research results have confirmed the positive influence between destination image and intention (Eid et al., 2019) and (Al-Ansi & Han, 2019). Based on this research, the following hypothesis can be concluded:

H4: Destination image significant positive effect on intentions to visit halal tourism on Lombok Island.

1.5.5. The influence of subjective norms on intentions to visit halal tourism is moderated by religiosity.

The extent to which a person adheres to religious values, beliefs, and practices is known as religiosity. The Religious Commitment Inventory is used to measure this structure. Taking these definitions into account, spirituality is defined as an internal, private, subjective, and personalized experience that can be found at all levels of religiosity. Meanwhile, religiosity is defined as a collective, institutional, visible, and public factor. As a result, not everyone who is religious is also spiritual. An individual's perception of the social pressure to perform or not perform a behavior, which consists of rewards and punishments, is known as subjective norms. In addition, subjective norms can be defined as the dynamic between an individual's perceived encouragement from those around him and the urge to follow their opinions in performing or not performing a particular behavior.

Previous research results have confirmed the positive influence of religiosity and subjective norms on intentions to visit halal tourist destinations (Alam, nd; Business et al., 2016; Elseidi, 2018; Khalek, 2015; Mukhtar et al., 2012; Nora & Minarti, 2016; Purnasari et al., 2018). Based on this research, the following hypothesis can be concluded:

H6: Religiosity is able to moderate the influence of subjective norms on intentions to visit halal tourism on Lombok Island.

1.5.6. The influence of attitude on intention to visit halal tourism is moderated by religiosity.

An individual's religiosity is shaped by religious traditions, which constitute a fundamental aspect of their identity concerning adherence to their religion. Religious beliefs serve to oversee all actions, speech, and even emotions, thereby becoming intrinsic components of an individual's personality. Attitude represents an individual's expression of feelings towards an object, indicating whether they favor or oppose it. Furthermore, attitude can also encapsulate a person's beliefs regarding various attributes and benefits of the object.

Previous research outcomes have confirmed the positive impact of religiosity and attitude on intentions to visit halal tourist destinations. (Ahmad et al., 2015; Khalek et al., 2015; Maichum et al., 2017; Renanita et al., 2015). Based on this research, the following hypothesis can be concluded:

H7: Religiosity is able to moderate the influence of attitude on intentions to visit halal tourism on Lombok Island.

1.5.7. The influence of perceived behavior control on intentions to visit halal tourism is moderated by religiosity.

Perceived behavioral control pertains to an individual's perception of their capability to execute a behavior successfully. The level of ability or opportunity accessible can influence the feasibility of executing a behavior, encompassing supportive factors, situational opportunities, resource availability, and control over an action. Religiosity entails attitude. Religiousness represents a state within an individual that motivates them to act in accordance with their level of religious devotion.

Previous research results have confirmed the positive influence of religiosity and perceived behavior on intentions to visit halal tourist destinations (Pratiwi, 2018). Based on this research, the following hypothesis can be concluded:

H8: Religiosity is able to moderate the influence of perceived behavioral control on intentions to visit halal tourism on Lombok Island.

1.5.8. The influence of destination image on intentions to visit halal tourism is moderated by religiosity

The formulation of thoughts, emotions, and overall perceptions regarding a particular entity or location is referred to as one's destination image. Belief encompasses a mindset. A person's religiosity denotes a state that drives them to behave in

accordance with the extent of their religious dedication.

Previous research results have confirmed the positive influence of religiosity and destination image on intentions to visit halal tourist destinations (Chi & Qu, 2008; Y. Liu et al., 2018; Purnasari et al., 2018; Ramadhani & Kurniawati, 2019). Therefore, the following hypothesis is put forward:

H9: Religiosity is able to moderate the influence of destination image on intentions to visit halal tourism on Lombok Island.

2. RESEARCH METHODS

This research employs an explanatory method and adopts a quantitative approach. According to Sugiyono (2015), explanatory research is a research methodology that aims to elucidate the relationships between the variables under investigation and their relative positions. The research's participants were tourists who visited halal tourism spots in the districts of East, Central, West, and North Lombok in the NTB Province. Accidental sampling was employed to select the research sample. When using the accidental sampling methodology, which involves selecting samples based on chance, any individual who happens to encounter the researcher by chance can be utilized as a sample, provided that the individual serves as a valid data source. According to (Hair et al., 2017). According to Triandewo and Yustine (2020), the minimum required sample size is 10 times the total number of latent variable arrows or indicators in the path model. In this research, there are 23 indicators, thus the required sample size is 230 samples. This formula is utilized when the population size is unknown or infinite.

3. RESULTS AND DISCUSSION

3.1. Research result

3.1.1. Respondent Characteristics

3.1.1.1. Characteristics of Respondents Based on Gender

Table 1.
Respondents Based on Gender

| Gender | Frequency | Percentage |
|---------------|------------|-------------|
| Man | 128 | 56 % |
| Woman | 102 | 44 % |
| Amount | 230 | 100% |

Table 1 presents the responses of 230 respondents categorized into two gender groups: men and women. The outcomes reveal that there were more male

respondents than female respondents, with male respondents comprising 56% and female respondents 44%. This indicates that the majority of respondents in this research were male, accounting for a total of 56%.

3.1.1.2. Characteristics of respondents based on age

Table 2. Characteristics of Respondents Based on Age

| Age | Frequency | Percentage |
|---------------|------------|-------------|
| 20-25 Years | 115 | 50 % |
| 25-30 Years | 36 | 16% |
| >30 Years | 79 | 34% |
| Amount | 230 | 100% |

Source: Data processed by researchers in 2023

Based on Table 2 above, it is evident that the 230 respondents were categorized into 3 age groups. Based on age, it is revealed that 125 individuals, constituting 50%, fall within the age range of 20-25 years, which represents the largest proportion of respondents. Additionally, 36 individuals, accounting for 16%, are aged between 25-30 years, while 79 individuals, comprising 34%, are aged over 30 years. This indicates that the majority of respondents are between 20 and 25 years old.

3.1.1.3. Characteristics of Respondents Based on Occupation

Table 3. Characteristics of Respondents Based on Occupation

| Type of work | Frequency | Percentage |
|----------------------|------------|-------------|
| Student | 104 | 45% |
| Self-employed | 44 | 19% |
| Government employees | 30 | 13% |
| Etc | 52 | 23% |
| Amount | 230 | 100% |

Source: Data processed by researchers in 2023

Table 3 displays the categorization of respondents into 4 employment types. It indicates that the largest group comprises 104 student respondents, accounting for 45% of the total. Following them are 44 self-employed respondents, constituting 19%, and 30 civil servant respondents, representing 13%. Other respondents, numbering 52 individuals, make up 23% of the total.

3.1.1.4. Characteristics of Respondents Based on Visitor Domicile

Table 4. 4 Respondents Based on Visitor Domicile

| Type of work | Frequency | Percentage |
|----------------|------------|-------------|
| East Lombok | 78 | 34% |
| central Lombok | 34 | 15% |
| West Lombok | 49 | 21% |
| North Lombok | 17 | 7% |
| Etc | 52 | 23% |
| Amount | 230 | 100% |

Source: Data processed by researchers in 2023

Table 4 illustrates that out of 230 respondents categorized based on their place of residence, 78 individuals, accounting for 34% of the visitors, reside in East Lombok. Additionally, 34 individuals, constituting 15% of the visitors, are residents of Central Lombok, while 49 individuals, comprising 20.1% of the visitors, reside in West Lombok. Furthermore, 17 individuals, representing 7% of the total, live in North Lombok. Meanwhile, 52 individuals, accounting for 23% of the total, reside outside Lombok Island.

3.1.2. Validity test

3.1.2.1. Convergent Validity Test

3.1.2.1.1. Loading Factor Test (Outer Loading)

Table 2.1 Loading Factor

| Variable | Items | Loading Factor | Information |
|-------------------------------|-------|----------------|-------------|
| <i>Subjective Norm(X1)</i> | SN1 | 0.732 | Valid |
| | SN2 | 0.816 | Valid |
| | SN3 | 0.802 | Valid |
| | SN4 | 0.817 | Valid |
| <i>Attitude(X2)</i> | AT1 | 0.824 | Valid |
| | AT2 | 0.869 | Valid |
| | AT3 | 0.841 | Valid |
| | AT4 | 0.812 | Valid |
| <i>Perceived Behavior(X3)</i> | PB1 | 0.767 | Valid |
| | PB2 | 0.785 | Valid |
| | PB3 | 0.777 | Valid |
| | PB4 | 0.758 | Valid |
| <i>Destination Image(X4)</i> | DI1 | 0.749 | Valid |
| | DI2 | 0.741 | Valid |
| | DI3 | 0.794 | Valid |
| | DI4 | 0.783 | Valid |
| | DI5 | 0.753 | Valid |
| | DI6 | 0.721 | Valid |

| Variable | Items | Loading Factor | Information |
|-----------------------|-------|----------------|-------------|
| <i>Intention (Y1)</i> | IN1 | 0.761 | Valid |
| | IN2 | 0.753 | Valid |
| | IN3 | 0.807 | Valid |
| | IN4 | 0.797 | Valid |
| | IN5 | 0.736 | Valid |
| | IN6 | 0.772 | Valid |
| <i>Religiosity(Z)</i> | RL1 | 0.752 | Valid |
| | RL2 | 0.786 | Valid |
| | RL3 | 0.817 | Valid |
| | RL4 | 0.787 | Valid |
| | RL5 | 0.775 | Valid |

Based on the table 2.1 above, it is evident that all questionnaire items in this research possess a loading factor value > 0.70. Therefore, it can be inferred that the questionnaire items in this research have fulfilled the criteria of the convergent validity test.

3.1.2.1.2. Average Variance Extracted (AVE) Test

Table 2.2
Average Variation Extracted

| No | Variable | Average Variance Extracted (AVE) |
|----|-------------------------------|----------------------------------|
| 1. | <i>Subjective Norm(X1)</i> | 0.619 |
| 2. | <i>Attitude(X2)</i> | 0.687 |
| 3. | <i>Perceived Behavior(X3)</i> | 0.594 |
| 4. | <i>Destination Image(X4)</i> | 0.576 |
| 5. | <i>Intention(Y)</i> | 0.539 |
| 6. | <i>Religiosity(Z)</i> | 0.556 |

Based on Table 4.6, the results indicate that the validity test of the Average Variance Extracted (AVE) value for all variables, comprising 7 variables, exhibits an AVE value > 0.50. The highest AVE value is observed for the Attitude variable, reaching 0.687. This fulfills the minimum AVE value requirement set at 0.50. Additionally, the square root of each construct is greater than the correlation value, ensuring that the constructs in this research model maintain good discriminant validity values.

3.1.2.2. Discriminant Validity

Table 3.1
Discriminant Validity Test Results Between Variables

| Variable | SN (X1) | AT (X2) | PB (X3) | IN (X4) | TM (X5) | IN (Y) | RL (Z) |
|-------------------------------|---------|---------|---------|---------|---------|--------|--------|
| <i>Subjective Norm(X1)</i> | 0.782 | | | | | | |
| <i>Attitude(X2)</i> | 0.806 | 0.829 | | | | | |
| <i>Perceived behavior(X3)</i> | 0.593 | 0.568 | 0.770 | | | | |
| <i>Destination Image(X4)</i> | 0.657 | 0.745 | 0.694 | 0.690 | | | |
| <i>Intention(Y)</i> | 0.934 | 0.929 | 0.632 | 0.785 | 0.796 | 0.735 | |
| <i>Religiosity(Z)</i> | 0.517 | 0.548 | 0.545 | 0.679 | 0.723 | 0.574 | 0.749 |

Source: Data processed by researchers in 2023

Based on Table 3, it is evident that the cross-loading values of items from each indicator on the measured variable, as intended, are higher compared to measuring other variables. All values are > 0.5, thus leading to the conclusion that the results of this research instrument satisfy discriminant validity.

3.1.3. Reliability Test (Composite Reliability)

Table 4
Composite Reliability and Cronbach Alpha

| Variable | Cronbach's Alpha value | Composite Reliability Value |
|-------------------------------|------------------------|-----------------------------|
| <i>Subjective Norm(X1)</i> | 0.796 | 0.867 |
| <i>Attitude(X2)</i> | 0.848 | 0.898 |
| <i>Perceived Behavior(X3)</i> | 0.774 | 0.854 |
| <i>Destination Image(X4)</i> | 0.785 | 0.845 |
| <i>Intention(Y)</i> | 0.825 | 0.875 |
| <i>Religiosity (Z)</i> | 0.840 | 0.883 |

Source: Data processed by researchers in 2023

Based on Table 4, it is evident that the results of the output, including composite reliability and Cronbach's alpha for all constructs, are greater than 0.7. This indicates that each construct or variable exhibits good reliability. Therefore, it can be concluded that the construct values in the research are reliable.

3.1.4. R-Square

Table 5.
R-Square

| Variable | R-square | Percentage |
|----------------|----------|------------|
| Intention (IN) | 0.969 | 0.968 |

Source: Data processed by researchers in 2023

In the table above, it is elucidated that the variables SN, AT, PB, and DI collectively influence the variable IN by 0.969%, while the remaining

influence stems from other variables outside the scope of this research.

3.1.5. Hypothesis Testing

Table 6.
Path Coefficient

| | Variable | Original Sample (O) | Samples Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P value |
|---------------------|-----------------|----------------------------|-------------------------|-----------------------------------|-------------------------------|----------------|
| Influence Direct | X1-Y | 0.302 | 0.421 | 0.021 | 2,586 | 0,000 |
| | X2-Y | 0.321 | 0.352 | 0.033 | 1,246 | 0.072 |
| | X3-Y | 0.032 | 0.023 | 0.021 | 2,853 | 0,000 |
| | X4-Y | 0.274 | 0.175 | 0.025 | 2,823 | 0,000 |
| | ZY | 0.023 | 0.036 | 0.010 | 1,783 | 0.075 |
| Influence No Direct | X1-ZY | 0.053 | 0.027 | 0.025 | 2,723 | 0.004 |
| | X2-ZY | 0.023 | 0.005 | 0.028 | 2,345 | 0,000 |
| | X3-ZY | 0.025 | 0.045 | 0.022 | 2,219 | 0.020 |
| | X4-ZY | 0.041 | 0.033 | 0.039 | 1,254 | 0.090 |

Source: Data processed by the researcher

- a. Based on the test results presented in Figure 6, it can be explained that the variable's path coefficient value is 0.302. This implies that Ho1 is rejected and Ha1 is accepted. Thus, this figure demonstrates a positive and significant relationship, indicating that the higher the customer's subjective norm, the greater the customer's desire for tourists to visit the halal tourist destination of Lombok Island. Thus H1 is **ACCEPTED**.
- b. Based on the test results depicted in Figure 6, it can be explained that the variable's path coefficient value is 0.321. This implies that Ho2 is accepted and Ha2 is rejected. Thus, this figure demonstrates a positive and significant relationship, suggesting that the higher the customer's attitude, the greater the tourist's desire to visit the halal tourist destination of Lombok Island. Thus H2 is **REJECTED**.
- c. Based on the test results presented in Figure 4.1, it can be explained that variable X3 perceived behavior has no influence on variable Y, tourists' intention to visit the halal tourist destination Lombok Island, with a P-value of $0.000 < 0.05$ and a t-statistics value of 2.583. The Path Coefficient value is 0.032, leading to the rejection of Ho3 and acceptance of Ha3. Thus, this figure illustrates a negative relationship direction, indicating that the lower the perceived behavioral control of tourists, the lower their desire to visit halal tourist destinations on Lombok Island. Thus H3 is **ACCEPTED**.
- d. Based on the test results presented in Figure 4.1, it can be elucidated that the variable's path coefficient value is 2.74. Consequently, Ho4 is rejected and Ha4 is accepted. Thus, this figure illustrates a significant positive relationship, indicating that a higher level of destination image leads to a stronger perception in the minds of potential tourists to visit the halal tourist destination of Lombok Island. Thus H4 is **ACCEPTED**.
- e. Based on the test results depicted in Figure 4.1, it can be elucidated that variable Z religiosity has the ability to moderate variable X1 subjective norm towards variable Y1. Specifically, the p-value of $0.004 < 0.05$ and the t-statistics value of 2.723 indicate statistical significance. Furthermore, the path coefficient value of 0.053 suggests a negative direction of the relationship. Thus H5 is **ACCEPTED**.
- f. Based on the test results presented in Figure 4.1, it can be concluded that the variable Z religiosity has the capability to moderate the variable. The path coefficient value of 0.023 signifies a significant positive direction of the relationship. Thus H6 is **ACCEPTED**.
- g. Based on the test results shown in Figure 4.1, it can be inferred that the variable Z religiosity is capable of moderating the variable. The path coefficient value of 0.025 indicates a negative relationship direction. Thus H7 is **ACCEPTED**.
- h. Based on the test results depicted in Figure 4.1, it can be elucidated that the variable Z religiosity is

unable to moderate the variable. The path coefficient value is 0.041, indicating a significantly positive direction of the relationship. Thus H8 is **REJECTED**.

3.2. Discussion

The subjective norm variable significantly and positively affects visitors' inclinations to visit halal tourism locations on Lombok Island, as per the outcomes of the first hypothesis test. Hence, it can be concluded that subjective norms influence travelers' intentions to visit the halal tourism site in Lombok Island. The stronger the intention of a tourist to visit the halal tourism spot in Lombok Island, the higher the subjective norm of an individual with positive reviews. These outcomes are consistent with studies demonstrating that Tanzanian consumers' propensity to purchase organic food is consistently influenced by subjective norms (Pacho, 2020). This clarifies that if a person's goal to visit a halal tourism location in Lombok may be impacted by the people in his immediate vicinity, then he has such intention. Increased participation and influence from friends, family, and other significant individuals in an investor's life can impact their investing intentions, according to a research by (Ibrahim & Arshad, 2017) and the outcomes of this research corroborate the outcomes of this theory. The views and attitudes of people closest to an individual regarding these tourist activities are among the elements that encourage individuals to engage in them (Grubor et al., 2019); (G. Zhang et al., 2020). According to the results of the second hypothesis test, the attitude variable did not have a significant positive impact on visitors' intentions to visit halal places. These outcomes align with studies indicating that consumers' willingness to purchase goods from a particular location is not significantly influenced by their sentiments toward that region (Charton-Vachet et al., 2020).

As per a research conducted by Mazhar et al. (2022), attitudes have minimal influence on intentions to make environmentally friendly purchases. The results of this research support the outcomes of the hypothesis.

According to the results of the third hypothesis test, the perceived behavior variable significantly and positively influences visitors' intentions to visit halal tourism locations on Lombok Island. These outcomes are consistent with the noteworthy outcomes of PBC on visit intention shown by (M. Sánchez-Cañizares,

2020) Similar to this, (Panwanitdumrong & Chen, 2021) found a favorable significant association between PBC and the intention to visit environmental tourists for coastal visitors in Thailand using the extended theory of planned behavior. In addition, noteworthy outcomes were also demonstrated by (Bae & Chang, 2021); (Boguszewicz-Kreft et al., 2022) also showed significant results.

As per the results of the fourth hypothesis test, the destination image variable significantly and positively affects visitors' tendencies to visit halal tourism sites on Lombok Island. Consequently, it can be inferred that the destination image variable might influence travelers' intentions to visit halal tourism attractions on Lombok Island. Travelers are more inclined to express a desire to visit the halal tourism destination of Lombok Island if they hold a favorable perception of the location. This research confirms the outcomes of (Redita et al., 2017) that a person's desire to visit a location is influenced by its image, and (Satyarini et al., 2017) that the most significant factor influencing behavioral intentions is DI. This is consistent with earlier research by (Putra, 2017), which claims that pictures of tourist destinations affect tourists' behavior after making decisions as well as their decision-making process. In addition, research by (Restu Prayogo et al., 2017) confirms that positive DI will influence travelers' intentions to visit and vice versa.

According to the results of the fifth hypothesis test, the religiosity variable is capable of diminishing subjective norms regarding visitors' intentions to visit halal tourism sites on Lombok Island. This indicates that Muslims who exhibit a high level of religiosity, such as regular attendance at prayers, as well as those who share similar religious practices and community engagement, are likely to hold similar perceptions of halal tourism destinations if they share similar religious beliefs. This is because these individuals believe that halal tourist destinations adhere to Islamic standards. Based on the research's outcomes, it can be inferred that the subjective norms of Muslims regarding their willingness to visit halal tourism sites on Lombok Island would increase proportionally with their level of religiosity. Research conducted by (Ithnan & Ariffin, 2020) illustrates that a Muslim's subjective norms escalate in tandem with their level of religiosity, a notion reinforced by the results of this investigation. These outcomes are consistent with prior research indicating that religion substantially impacts a Muslim's inclination to patronize

environmentally friendly hotels through subjective standards (Agag & Colmekcioglu, 2020).

Building upon the results of the sixth hypothesis test, which indicate that religion may impact perceptions of travelers' likelihood to visit halal tourism sites on Lombok Island, these outcomes align with studies that utilize religion as a moderating variable in understanding individuals' behavioral intentions (Othman et al., 2017); (Farouk et al., 2018)

Drawing from the results of the seventh hypothesis test, which indicate that religion may impact travelers' perceptions of their intentions to visit halal tourism sites on Lombok Island, it can be inferred that individuals' inclination to visit the halal tourism destination of Lombok Island is influenced by their level of religious adherence. This is consistent with studies by (Amulidina, (2020); (Yusfiarto et al., 2020); (Andam & Osman, 2019) , which found that religiosity can modulate the link between intention and perceived behavioral control.

According to the results of the ninth hypothesis test, the religiosity variable is unable to diminish the impact of the destination image on visitors' inclinations to visit halal tourism locations on Lombok Island. Research conducted by Julita (2023) and Prastiwi (2018) corroborates these outcomes, suggesting that religion does not play a significant role in influencing the destination image in terms of purchase decisions. Research (Nag & Gilitwala, 2019) who compared the outcomes of his research with research carried out in Malaysia provides more evidence in favor of the outcomes of this research.

4. CONCLUSION

Based on the formulation of the research problem, the research and discussion outcomes allow for the following conclusions: Travelers' inclination to visit halal tourism destinations on Lombok Island is significantly and positively influenced by subjective norms, attitudes, and perceived behavior, with the exception of attitude. Additionally, religiosity may moderate subjective norms, attitudes, and perceived behavior, but not the target image.

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