

Intention of Generation Z to Visit Halal Tourism Destinations in West Java

¹Lu'liyatul Mutmainah, ²Listia Andani, ³Nuryanti Taufik

^{1,2,3} University of Siliwangi, Indonesia

* Corresponding author: listiaandani@unsil.ac.id

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ABSTRACT

Indonesia has great potential in the tourism sector, including halal tourism, such as in West Java. Technological developments and digitalization permeating various sectors can influence people's interest in traveling, including Generation Z. This study aims to analyze the factors affecting Generation Z's desire to visit halal tourism destinations in West Java. This study investigates the factors according to the Theory of Perceived Behavior or TPB (subjective norms, attitude towards behavior, and perceived behavioral control), spiritual considerations (religiosity), and digital promotion (electronic word-of-mouth). Furthermore, the study incorporates halal literacy as a moderating variable, assessing its impact on the TPB's influence on tourist intention to visit halal tourism destinations. This study employed an online questionnaire, collecting data from 219 respondents. The gathered data was subsequently analyzed using the Structural Equation Modeling-Partial Least Square (PLS-SEM). The findings reveal that perceived behavioral control, electronic word-of-mouth, and halal literacy have a significant and positive effect on Generation Z's interest in visiting halal tourism destinations in West Java. However, subjective norms, attitudes toward behavior, and religiosity did not have a significant effect. Moreover, halal literacy also failed to moderate the relationship between TPB and behavioral intention in this study. A strategy is needed to develop halal literacy combined with online media tools to promote halal tourism in West Java.

Keywords: Generation Z; Intention; Halal Tourism; West Java.

JEL Classification: L83, O30, Z32

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INTRODUCTION

The tourism sector plays a crucial role in driving a country's economic growth. After agriculture, tourism emerged as the second most important industry in 2018. After reaching US\$ 24

billion in 2017, the tourism industry is projected to be the leading contributor to foreign exchange in Indonesia in 2020 (Ministry of Tourism, 2019). Being one of the world's most populous nations

presents a significant potential for Indonesia's tourism industry. The predominantly Muslim population of Indonesia provides a distinct advantage in promoting halal tourism. Using the Global Muslim Travel Index (GMTI), Mastercard-CrescentRating has established a ranking for halal tourism (Mastercard-CrescentRating, 2023a).

Based on the data from GMTI from 2016 to 2023, after several fluctuations, Indonesia reclaimed the top spot in 2023, mirroring its achievement in 2019. The COVID-19 pandemic significantly impacted Muslim tourist arrivals in 2020 (Widyanti, 2021). Indonesia is actively striving to maintain its position as the top halal travel destination (Dihni, 2022). Additionally, Indonesia was recognized with the Stakeholder Awareness Campaign of the Year award (Sayuti, 2023). West Java province is ranked sixth in the Indonesia Muslim Travel Index (IMTI), following West Nusa Tenggara, Aceh, West Sumatera, DKI Jakarta, and Central Java (CrescentRating et al., 2023).

The West Java Governor's Regulation Number 1 of 2022 concerning Islamic Economic and Financial Development, which also governs halal tourism, demonstrates the government of West Java's recognition of this industry. The West Java Province is accessible from several locations and offers a wide range of tourist attractions. According to KNEKS & IAEI (2020), West Java boasts 13 Islamic cultural sites, 436 cultural attractions, 99 of which are Muslim-friendly, and 1,496 local attractions, 60 of which are welcoming to Muslim visitors. West Java's tourism industry suffered greatly during the pandemic (KNEKS & IAEI, 2020).

Data on visitor arrivals in West Java from 2012 to 2022 reveals a significant increase in domestic tourism between 2012 and 2019. However, a substantial decline of 43% occurred in 2020. Subsequently, domestic tourism resumed its upward trajectory in 2021 and 2022. International visitor arrivals exhibited an increase between 2012

and 2017, followed by a period of volatility from 2018 to 2022 (Open Data Jabar, 2022).

The development of halal tourist sites in Indonesia presents significant challenges despite the country's growing tourism industry. Furthermore, this industry is relatively nascent and demands expert human resources and management with competent knowledge of Islamic law (Djakfar, 2017). According to estimates from the Pew Research Center (2011), Indonesia's Muslim population comprised 88.1% in 2010 and is projected to remain at 88% in 2030. Moreover, data from 2020 reveals that Generation Z constitutes 28% (75.3 million) of Indonesia's population, followed by Generation Y (26%; 69.8 million) and Generation X (22%; 59 million) (BPS-Statistics Indonesia, 2024).

Generation Z has significant potential to contribute to the development of the tourism sector, supported by the abundance of information on tourist destinations via the Internet, including halal tourism. Muslim Generation Z represents 27.2% of the global Muslim population. Apart from being consumers, they are also leaders in shaping new trends and values in the tourism industry, positioning them as key drivers of halal tourism (Mastercard-CrescentRating, 2023b).

Several factors influence Generation Z's interest in visiting halal tourist destinations in West Java. The Theory of Planned Behavior (TPB), a psychological framework, posits a link between beliefs and behavior through three key constructs: attitudes, subjective norms, and behavioral control (Ajzen & Fishbein, 1975). Previous studies on the TPB have been conducted in Yogyakarta (Sari et al., 2019) and Aceh (Muchlisa, 2022).

Generation Z often bases decisions on viral posts from influencers or positive reviews from friends on social media platforms such as Instagram, TikTok, or YouTube. This phenomenon can rapidly stimulate interest and motivate

individuals to make decisions, including visiting tourism destinations (Lusianingrum & Pertiwi, 2022). The utilization of internet-sourced information by Generation Z, including the dissemination of knowledge through electronic word-of-mouth (e-WOM), underscores the profound significance of contemporary digital advancements. Furthermore, halal literacy and religiosity can influence Generation Z tourists' decisions to visit halal tourist destinations in West Java. When individuals understand that consumption and activities must adhere to Islamic principles of halal, they can identify tourist destinations that are more Muslim-friendly, offering prayer facilities and halal food options. In addition, with an adequate level of religiosity, an individual, while traveling, will prioritize religious obligations, such as performing the five daily prayers.

Several previous studies have been conducted in Bukittinggi (Mardhatillah, 2020); West Java (Hanafiah et al., 2020); West Sumatra (Cupian et al., 2021); and Malang (Arta & Fikriyah, 2021). Various previous studies have yielded mixed results, and studies that have comprehensively integrated variables from psychological, spiritual, and digital promotion perspectives remain scarce. Apart from that, the study focusing on Generation Z and in the West Java region also offers different contributions. This phenomenon can be attributed to the significant influence of social media on travel decisions among Generation Z. Furthermore, West Java has demonstrated a strong commitment to the development of halal tourism, as evidenced by the implementation of specific regulations in this domain. This study aims to analyze the factors affecting Generation Z's visit to halal tourist destinations by involving TPB variables. This study is unique because it incorporates the variables of religiosity and e-WOM, and halal literacy as a moderating variable in the influence of the TPB on the interests of Generation Z. Halal tourism has

great potential in Indonesia, including in West Java. It is hoped that the increasing interest in visiting halal tourist destinations in West Java can contribute to the community's economic growth.

LITERATURE REVIEW

Halal Tourism and Generation Z

In recent years, discussions surrounding halal tourism have gained significant prominence within the global tourism industry (Hall et al., 2019). The Qur'an, in verses such as Al An'am [6]:11, Al Ankabut [29]:20, and Al Mulk [67]:15, encourages individuals to explore the wonders of God's creation. Additionally, the National Sharia Council of the Indonesian Ulema Council has issued fatwas outlining rules for the implementation of tourism based on Islamic principles (DSN-MUI fatwa Number 108/DSN-MUI/X/2016).

According to Vargas-sánchez & Moral-moral (2019), halal tourism refers to the provision of travel destinations and packages specifically designed to cater to the needs of Muslim travelers while adhering to Islamic principles. West Java Governor Regulation Number 1 of 2022 concerning the Development of Islamic Economics and Finance defines Muslim-friendly tourism as a collection of additional amenities, accessibility services, and attractions designed to cater to the needs, preferences, and experiences of Muslim travelers. Based on a review of previous definitions, it can be inferred that halal tourism refers to travel that offers a range of amenities in compliance with the tenets of Islamic law.

One of the drivers of tourism is Generation Z, defined as individuals born between 1997-2012 (BPS-Statistics Indonesia, 2024). Having grown up immersed in digital technology, Generation Z maintains a profound connection to the online world. For this generation, travel transcends mere relaxation or respite; it serves as a means of self-expression, a catalyst for cultural and intellectual

enrichment, and a vehicle for cultivating personally meaningful experiences (Hanafiah et al., 2020). Active social media users have ready access to tourism-related information, particularly that which goes viral, thereby stimulating visiting tourist destinations. A viral post, an influencer's endorsement, or a positive review from a friend on platforms such as Instagram, TikTok, or YouTube can swiftly pique their curiosity and inspire their next travel endeavor (Lusianingrum & Pertiwi, 2022).

Generation Z is at the forefront of driving innovation in the development of Muslim-friendly destinations (Mastercard-CrescentRating, 2023b). Distinguishing this generation is their commitment to travel experiences that align with their personal values, particularly their emphasis on cultural and religious inclusivity (Sakdiyakorn et al., 2021). They are more than just travelers; they are advocates for meaningful change, specifically in championing and promoting Muslim-friendly tourism. For this generation, selecting a destination extends beyond aesthetics or adventure; it involves seeking locations that provide halal food, prayer facilities, and activities that adhere to Islamic principles.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) provides a framework for examining the variables that influence an individual's behavioral decisions. According to the Theory of Planned Behavior (TPB), an individual's intention to engage in a specific behavior is determined by three key factors: Subjective Norms (SN), Attitude Towards Behavior (ATB), and Perceived Behavioral Control (PBC). (Ajzen, 1991).

Subjective Norms (SN) are defined as an individual's perception of the extent to which significant others in their life support or expect them to engage in specific behaviors (Ajzen, 1991). Subjective norms may be defined as a reflection of

the social pressure experienced by individuals to align their actions with the expectations or viewpoints of those they respect or value. Studies by Muchlisa (2022) and Saragih & Jonathan (2019) demonstrate that interest in visiting tourism locations is significantly influenced by subjective norms.

Attitude Toward Behavior (ATB) describes the process of evaluating an individual's behavior based on their actions (Ajzen, 1991). Within the framework of this study, it comprises subjective evaluations of halal tourism elements. Studies conducted by Purwanto & Rofiah (2020) and Saragih & Jonathan (2019) demonstrated that attitude affects an individual's intention to travel to tourist destinations.

The ease or difficulty of engaging activities is referred to as Perceived Behavioral Control (PBC) (Ajzen, 1991). Individuals typically act in ways that are easier to regulate and implement (Bamberg & Moer, 2007). According to studies conducted by Purwanto & Rofiah (2020) and Saragih & Jonathan (2019), interest in traveling to tourist destinations is significantly influenced by perceived behavioral control.

Religiosity

Religiosity is the extent of an individual's involvement in religious or spiritual aspects (Arta & Fikriyah, 2021). Religiosity refers to an individual's internal state that motivates them to act in accordance with their level of religious adherence and beliefs. In the Islamic context, religiosity manifests in domains such as aqidah (faith), sharia (Islamic law), morality, and the lived experience of faith and Ihsan (spiritual excellence) (Utomo et al., 2024). A high level of religiosity influences an individual's interest in visiting halal tourist destinations. Cahyaningsih & Nugroho (2020) and Muchlisa (2022) demonstrated that religiosity has a

significant effect on interest in visiting tourist destinations.

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) describes the process of sharing information or reviews via electronic platforms (Purwanto & Rofiah, 2020). The role of information technology, particularly social media, in stimulating interest and encouraging visits is significant. In the present era, tourists rely significantly on social media as a source of accurate information (Yacoub & Hamouda, 2018). Social media represents the primary conduit for the dissemination of electronic word-of-mouth (e-WOM) and exerts a considerable influence on the formation of tourist decisions. Based on a study conducted by Hanafiah et al. (2020), e-WOM has a significant effect on the level of individuals' interest in visiting tourist destinations.

Halal Literacy

Halal literacy can be defined as an individual's understanding of the suitability of a product to be consumed in accordance with halal principles (Novitasari & Fikriyah, 2023). An incomplete understanding of halal tourism can result in misconceptions, whereas comprehensive halal literacy enables the recognition of its capacity to reinforce local wisdom, cultural values, and sustainable practices while addressing the needs of Muslim travelers (Rachman et al., 2022). A comprehensive grasp of halal principles is likely to foster greater interest among individuals in visiting halal tourist destinations. Consequently, halal literacy may serve as a crucial moderating factor in determining tourists' interest in visiting. As evidenced by the findings of Setyowati & Anwar (2022), halal literacy has a significant impact on the level of interest in visiting tourist destinations.

This study examines the factors affecting Generation Z's intention to visit halal tourism

destinations in West Java. In addition, this study also investigates how halal literacy can moderate the relationship between the three TPB variables and behavioral intention. The following outlines the framework for developing research hypotheses:

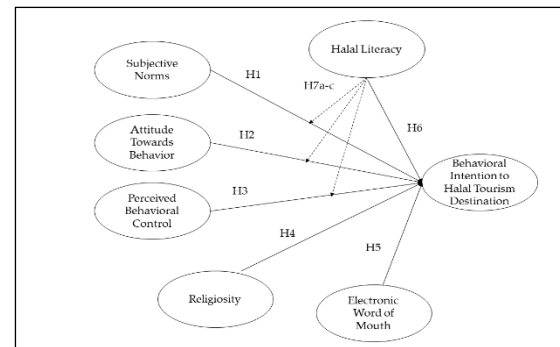


Figure 1. Research Framework (Authors, 2024)

The hypotheses presented are focused on understanding the factors affecting Generation Z's intention to visit halal tourism destinations in West Java. These hypotheses are based on various psychological and social factors that could shape their travel behavior. The following is an explanation of each hypothesis:

The Influence of Subjective Norms on Generation Z's Behavioral Intention to Visit Halal Tourism Destinations in West Java

Social influences, such as pressures from family, friends, or society, can significantly affect an individual's behavior, including their travel decisions. Generation Z, characterized by strong social connectivity, is particularly susceptible to these influences. If their social circles value halal tourism or encourage visits to halal-friendly destinations, their intention to visit such locations can be shaped. Studies conducted by Muchlisa (2022) and Saragih & Jonathan (2019) demonstrate that subjective norms have a significant effect on individuals' interest in visiting tourist destinations. H1: Subjective norms have a significant effect on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

The Influence of Attitude towards Behavior on Generation Z's Behavioral Intention to Visit Halal Tourism Destinations in West Java

An individual's attitude towards behavior refers to the degree to which they perceive that behavior positively or negatively. For Generation Z, their perception of halal tourism, whether they find it enjoyable, culturally enriching, or aligned with their personal values, can significantly impact their decision to visit halal destinations. Studies conducted by [Purwanto & Rofiah \(2020\)](#) and [Saragih & Jonathan \(2019\)](#) underscore the effect of attitude on the intention to visit tourist destinations.

H2: Attitude towards behavior has a significant effect on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

The Influence of Perceived Behavioral Control on Generation Z's Behavioral Intention to Visit Halal Tourism Destinations in West Java

Perceived behavioral control refers to an individual's belief in their ability to engage in particular behavior. In this context, it concerns the perceived ease or difficulty of visiting halal tourism destinations. If Generation Z perceives that they can easily access halal tourism options, such as halal food, prayer spaces, or culturally appropriate activities, this sense of control can influence their intention to visit these destinations. According to studies conducted by [Purwanto & Rofiah \(2020\)](#) and [Saragih & Jonathan \(2019\)](#), perceived behavioral control has a significant impact on individuals' interest in traveling to tourist destinations.

H3: Perceived behavioral control has a significant effect on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

The Influence of Religiosity on Generation Z's Behavioral Intention to Visit Halal Tourism Destinations in West Java

Religiosity, or the degree of religious commitment, plays a significant role in shaping travel decisions. For Generation Z, stronger religious beliefs often lead to a preference for destinations that align with their faith, such as those offering halal food and prayer facilities. This relationship between religiosity and travel intentions is key to understanding their behavior. Supporting this notion, [Cahyaningsih & Nugroho \(2022\)](#) found that religiosity has a positive and significant effect on interest in halal tourism in Yogyakarta. This finding underscores how religious commitment can drive preferences for travel experiences that align with spiritual values.

H4: Religiosity has a significant effect on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

The Influence of Electronic Word of Mouth on Generation Z's Behavioral Intention to Visit Halal Tourism Destinations in West Java

In the contemporary digital landscape, the opinions and experiences shared online, particularly those disseminated through social media platforms, have a strong influence on decision-making. For Generation Z, electronic word of mouth (e-WOM) plays a key role in shaping travel intentions. Positive reviews, recommendations from influencers, or shared experiences on platforms such as Instagram and TikTok can inspire them to visit halal tourism destinations. According to the study conducted by [Hanafiah et al. \(2020\)](#), electronic word of mouth (e-WOM) plays a significant role in influencing interest in visiting tourist destinations.

H5: Electronic word of mouth has a significant effect on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

The Influence of Halal Literacy on Generation Z's Behavioral Intention to Visit Halal Tourism Destinations in West Java

Halal literacy, or the understanding of halal principles, helps individuals make informed decisions about halal-friendly products and services. Generation Z's level of halal literacy may directly influence their comfort and willingness to engage in halal tourism. Individuals with a greater awareness of halal tourism may be more inclined to visit halal destinations. Based on a study conducted by [Setyowati & Anwar \(2022\)](#), halal literacy significantly affects the interest in visiting tourist destinations.

H6: Halal literacy has a significant effect on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

Moderating Role of Halal Literacy in the Influence of Theory of Planned Behavior (TPB) on Generation Z's Behavioral Intention to Visit Halal Tourism Destinations in West Java

The studies by [Durohman \(2024\)](#) and [Kurniawan et al. \(2024\)](#) underscore the significant role of halal literacy in moderating the influence of the Theory of Planned Behavior (TPB) components on behavioral intentions. [Durohman \(2024\)](#) found that halal literacy strengthens the effect of subjective norms on purchase intentions but does not affect the relationship between perceived behavioral control and intentions. This finding suggests that halal literacy may also enhance the influence of subjective norms on Generation Z's intention to visit halal tourism destinations. A deeper understanding of halal tourism concepts tends to make individuals more sensitive to social norms. Similarly, [Kurniawan et al. \(2024\)](#) demonstrated that halal literacy amplifies positive attitudes toward halal food, which is potentially applicable to halal tourism. When Generation Z understands the benefits and values of halal

tourism, it can reinforce their positive attitudes toward these destinations, encouraging them to visit.

Halal literacy may also moderate the impact of perceived behavioral control on intentions in halal tourism. While [Durohman \(2024\)](#) did not observe this effect in the context of purchasing halal products, it may be more relevant in tourism. For Generation Z, possessing knowledge about halal-friendly facilities, suitable activities, and destinations that meet their needs can increase their confidence in planning and executing their trips. This enhanced sense of control can further strengthen their intention to visit halal destinations. Therefore, halal literacy serves not only as a tool for deepening religious understanding but also as a practical factor that influences decision-making processes, whether in the selection of halal products or in the engagement with halal tourism. Based on these insights, the following hypotheses are proposed:

H7a: Halal literacy moderates the influence of subjective norms on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

H7b: Halal literacy moderates the influence of attitude towards behavior on the behavioral intention of Generation Z to visit halal tourism destinations in West Java.

H7c: Halal literacy moderates the influence of perceived behavioral control on the behavioral intention of Generation Z to visit halal tourism destinations in West Java

METHODOLOGY

This study employed a quantitative approach, with data collected through questionnaires. Respondents were selected using non-probability sampling and purposive sampling techniques with three criteria: Muslim, generation Z (born in 1997-2012), and domiciled in West Java.

A non-probability sample was adopted as the sample design, as each selected sample subject has no probability (Sekaran & Bougie, 2016). The PLS-SEM approach was used to analyze the research data using SmartPLS 3.0. PLS-SEM is suitable for handling research models with numerous constructs and indicators in each of these variables (Sholihin & Ratmono, 2021).

Studies related to interest in visiting halal tourist destinations have also been conducted by several previous researchers using PLS-SEM (Sari et al., 2019; Hanafiah et al., 2020; Cupian et al., 2021). This method is considered capable of elaborating on quantitative research concerning various variable relationships in a complex manner (Cresswell, J.W. & Creswell, 2018; Nurrachmi et al., 2020). As the primary objective of this study is to analyze the influence of the TPB variables, integrated with the religiosity and e-WOM variables and subsequently moderated by halal literacy, PLS-SEM is deemed more suitable for testing a theory (Hair et al., 2011). In addition, PLS-SEM is a non-parametric statistical test. Thus, it

does not require a specific number of research samples and can, therefore, be employed for smaller datasets (Darmansyah et al., 2020).

The questionnaire employed a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), with 219 respondents. This sample size met the adequacy ratio for research using the SEM-PLS method. PLS can be used for handling abnormal data, small sample sizes, and constructs measured with formative indicators (Hair et al., 2014). To ensure validity and reliability, a pilot study was conducted with 38 samples. Data analysis includes validity and reliability tests as well as structural model tests. Furthermore, PLS consists of two measurement models, namely the outer model, which determines the relationship between the constructs and indicators being observed, and the structural model (inner model), which determines the relationship between research constructs (Henseler et al., 2016). This study involved six variable constructs adapted from various sources, as seen in Table 1.

Table 1. Constructs of Variable and Sources

Constructs	Sources
Subjective Norm	Ajzen (1991); Saragih & Jonathan (2019); Purwanto & Rofiah (2020)
Attitude Toward Behavior	Ajzen (1991); Saragih & Jonathan (2019)
Perceived Behavioral Control	Ajzen (1991); Saragih & Jonathan (2019); Purwanto & Rofiah (2020)
Religiosity	Cahyaningsih & Nugroho (2022); Utomo et al. (2024); Muchlisa (2022)
Electronic Word of Mouth	Hanafiah et al. (2020); Purwanto & Rofiah (2020)
Halal Literacy	Novitasari & Fikriyah (2023); Hasbi et al. (2023); Setyowati & Anwar (2022)
Intention to Visit Halal Tourism Destination in West Java	Ajzen (1991); Saragih & Jonathan (2019); Purwanto & Rofiah (2020)

RESULT AND DISCUSSION

Respondent Demography

This study involved 219 Generation Z respondents in West Java, consisting of 67.58%

women and 32.42% men. Most respondents (62.567%) hold a bachelor's degree. The respondents enjoy traveling (90.87%) and demonstrate awareness of the concept of halal tourism (67.58%). However, only 47.95% of

Generation Z respondents recognize West Java as a halal tourist destination in Indonesia. Furthermore, respondents extensively utilize various applications and social media platforms to facilitate their travel plans, including Traveloka, Instagram, and YouTube. In general, this indicates

that technology also plays a role in supporting the tourism sector. Basic knowledge and concepts about halal tourism are crucial for the community, thus influencing their behavior and interest in visiting halal tourism destinations.

Table 2. Respondent's Profile

Demography	Frequency	Percentage
Gender		
Female	148	67.58%
Male	71	32.42%
Age		
17-20 years old	119	54.34%
21-24 years old	89	40.64%
25-27 years old	11	5.02%
Education		
Senior High School	78	35.62%
Undergraduate	137	62.56%
Postgraduate	4	1.82%
Traveling Preferences		
Yes	199	90.87%
No	20	9.13%
Halal Tourism Concept Knowledge		
Yes	148	67.58%
No	71	32.42%
Information about West Java as ten of the halal tourism destinations in Indonesia		
Yes	105	47.95%
No	114	52.05%

Source: Authors (2024)

Validity and Reliability Test

This study employed SEM PLS as the data analysis tool. The output results of data analysis were interpreted to determine the effect of the independent variable on the dependent variable. Prior to testing the effect between variables, SEM-PLS analysis requires several initial steps to ensure that the measurement instrument exhibits both validity and reliability and that the proposed model is suitable. Converging validity and discriminant validity tests are conducted to assess the validity and reliability of measurements.

Convergent Validity

Convergent validity testing is conducted by comparing the observed outer loadings and Average Variance Extracted (AVE) values to the established thresholds. The required value is that the outer loadings value must exceed 0.7, while the AVE (Average Variance Extracted) must exceed 0.5 for each latent variable. The following presents the test results with the calculated algorithm in the SEM-PLS software.

Table 3. Measurement Model Evaluation Output (Outer Model)

	ATB	BI	EWM	HL	ME 1	ME 2	ME 3	PBC	RG	SN
ATB1	0.935									
ATB2	0.941									
ATB3	0.939									
ATB4	0.825									
ATB5	0.918									
ATB*HL						1.871				
BI1		0.852								
BI2		0.949								
BI3		0.941								
EWM1			0.830							
EWM2			0.913							
EWM3			0.778							
EWM4			0.903							
HL1				0.932						
HL2				0.956						
HL3				0.924						
HL4				0.929						
PBC1								0.875		
PBC2								0.892		
PBC3								0.761		
PBC*HL						1.680				
RG1									0.931	
RG2									0.952	
RG3									0.950	
RG4									0.911	
RG5									0.801	
SN1										0.790
SN2										0.918
SN3										0.862
SN*HL					1.680					

*ME: Moderating Effect

Source: Authors (2024)

The outer loadings value can be said to be valid if the value of the outer loadings for each construct indicates a value > 0.7. Based on the results of the outer loading output in Table 3, each

research variable indicator obtained an outer value above 0.7. Thus, it can be concluded that all research variable indicators passed the outer loading test.

Table 4. Average Variance Extracted (AVE) Output Result

Constructs	Average Variance Extracted (AVE)
Attitude Toward Behavior	0,833
Behavioral Intention	0,838
Electronic Word of Mouth	0,736
Halal Literacy	0,875

Moderating Effect 1	1,000
Moderating Effect 2	1,000
Moderating Effect 3	1,000
Perceived Behavioral Control	0,713
Religiosity	0,830
Subjective Norm	0,736

Source: Authors (2024)

As shown in Table 4, the Average Variance Extracted (AVE) for each variable construct exceeds 0.5. This indicates that all variables exhibit adequate convergent validity, confirming that the questionnaire items effectively measure the intended constructs.

Discriminant Validity

This discriminant validity test was conducted by examining the square root of the Average Variance Extracted (AVE) in the Fornell-Larcker Criterion table in the SmartPLS algorithm results.

Table 5. Square of Average Variance Extracted Output Result

	ATB	BI	EWM	HL	ME 1	ME 2	ME 3	PBC	RG	SN
ATB	0.913									
BI	0.817	0.915								
EWM	0.767	0.791	0.858							
HL	0.864	0.820	0.773	0.936						
Moderating Effect 1	-0.694	-0.594	-0.560	-0.678	1.000					
Moderating Effect 2	-0.780	-0.660	-0.631	-0.754	0.899	1.000				
Moderating Effect 3	-0.731	-0.611	-0.570	-0.710	0.892	0.951	1.000			
PBC	0.843	0.818	0.766	0.730	-0.601	-0.657	-0.605	0.845		
RG	0.892	0.819	0.793	0.918	-0.714	-0.808	-0.750	0.785	0.911	
SN	0.744	0.687	0.726	0.668	-0.546	-0.623	-0.602	0.735	0.730	0.858

*ME: Moderating Effect

Source: Authors (2024)

Based on the test results presented in Table 5, the AVE root value for each variable in this study exceeds its corresponding correlation with other variables. This finding indicates that the measurements in this study passed the Square of Average Variance Extracted test.

Reliability Test

Reliability testing refers to the ability of the research measurements to be trusted as accurate measurement tools and capable of revealing actual

information in the field. This reliability test was conducted by examining the Cronbach alpha value and composite reliability value. Variables are considered reliable if they exhibit strong reliability, as indicated by Cronbach's alpha and composite reliability values exceeding 0.7. Table 6 demonstrates that all variables in this study have Cronbach's alphas and composite reliability values greater than 0.7. Thus, it can be said that the reliability test results demonstrate acceptable levels of reliability.

Table 6. Cronbach's Alpha and Composite Reliability Output Result

Constructs	Cronbach's Alpha	Composite Reliability
Attitude Toward Behaviour	0,949	0,961
Behavioral Intention	0,903	0,939
Electronic Word of Mouth	0,880	0,917
Halal Literacy	0,952	0,966
Moderating Effect 1	1,000	1,000
Moderating Effect 2	1,000	1,000
Moderating Effect 3	1,000	1,000
Perceived Behavioral Control	0,799	0,881
Religiosity	0,948	0,960
Subjective Norm	0,820	0,893

Source: Authors (2024)

Evaluation of Structural Models (Inner Model)

Structural model evaluation is conducted to analyze the results of hypothesized measurements that directly or indirectly influence exogenous variables on endogenous variables. The following are the test results of this study:

Coefficient of Determination (R-Square)

The coefficient of Determination indicates the proportion of variance in the dependent variable that can be explained by the independent variables in the model.

Table 7. R Square

Dependent Variable	R Square
Behavioral Intention	0.789

Source: Authors (2024)

Based on the output results in Table 7, the first equation reveals that the Behavioral Intention

variable obtained an R-square value of 0.789, meaning that the independent variables (Subjective Norm, Attitude Toward Behavior, Perceived Behavioral Control, Religiosity, Electronic Word of Mouth, and Halal Literacy) collectively explained 78.9% of the variance in the Behavioral Intention variable. The remaining 21.1% of the variance can be attributed to other variables outside this study.

Hypothesis Test

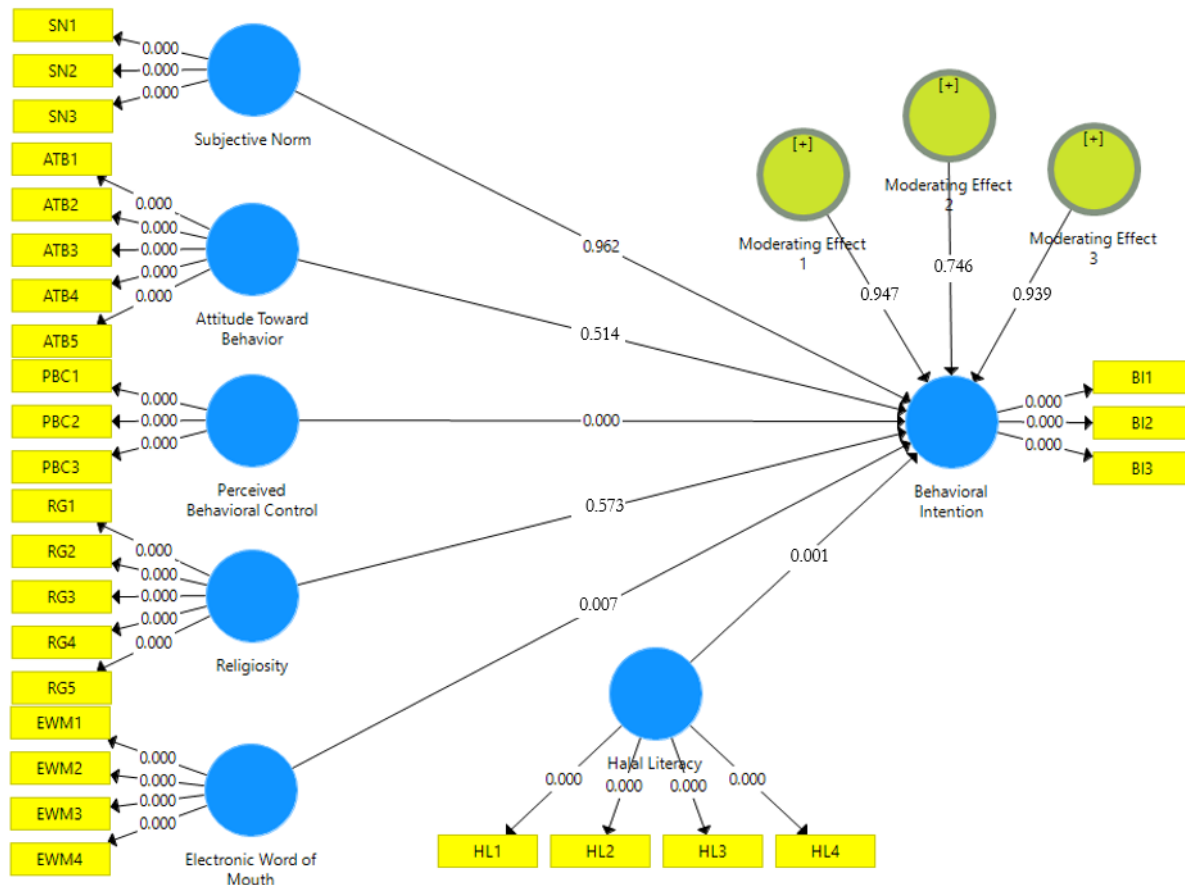
In the hypothesis testing process, evaluation is conducted by examining the path coefficient and t-statistics. The use of SmartPLS software facilitates the determination of these values through the bootstrapping method. The guideline used for interpretation is that if the t-statistic value is > 1.96 and the p-value is < 0.05. The results of the hypothesis testing analysis are presented in Table 8:

Table 8. Result of Hypothesis Testing

Hypothesis	Original Sample (O)	T Statistics	P Values	Result
Subjective Norm → Behavioral Intention	-0,003	0,048	0,962	H1 is rejected
Attitude Toward Behavior → Behavioral Intention	0,058	0,654	0,514	H2 is rejected
Perceived Behavioral Control → Behavioral Intention	0,360	4,914	0,000	H3 is accepted
Religiosity → Behavioral Intention	0,052	0,564	0,573	H4 is rejected
Electronic Word of Mouth → Behavioral Intention	0,193	2,728	0,007	H5 is accepted

Hypothesis	Original Sample (O)	T Statistics	P Values	Result
Halal Literacy → Behavioral Intention	0,344	3,485	0,001	H6 is accepted
Moderating Effect 1 → Behavioral Intention	0,004	0,067	0,947	H7a is rejected
Moderating Effect 2 → Behavioral Intention	0,025	0,324	0,746	H7b is rejected
Moderating Effect 3 → Behavioral Intention	-0,006	0,077	0,939	H7c is rejected

Source: Authors (2024)



Source: Authors (2024)

Figure 2. Path Diagram Result

Discussions

The analysis indicates that subjective norm (SN) and attitude toward behavior (ATB) variables do not have a significant effect on behavioral intention to visit halal tourism destinations in West Java, thus H1 and H2 are rejected. This finding aligns with previous studies conducted by Maskur et al. (2015), Mulachela (2017), and Purwanto & Rofiah (2020). Generation Z tends to prioritize their

personal values over social norms. This may diminish the influence of subjective norms on their decisions to visit halal destinations in West Java. Generation Z also prioritizes personal experiences and preferences when making decisions, rather than relying solely on general attitudes towards behavior. If they lack experience with or have positive perceptions of halal destinations, their attitudes toward these behaviors may be neutral or

insufficiently strong to influence their desire to visit the tourism destinations.

However, these findings differ from those of previous studies, indicating a significant impact of ATB on the intention to visit tourist destinations (Derizal et al., 2023; Purwanto & Rofiah, 2020). This discrepancy may be attributed to differences in the geographical scope of the research, which may have led to varying outcomes. Moreover, it is important to acknowledge that information conveyed by family or relatives may not always accurately reflect the realities of tourism. Therefore, such information may not effectively incentivize individuals to visit halal tourist destinations (Purwanto & Rofiah, 2020).

Meanwhile, perceived behavioral control (PBC) has a significant effect on behavioral intention, thus H3 is accepted. This finding aligns with a previous study conducted by Purwanto & Rofiah, 2020 in Jombang. Perceived behavioral control includes an individual's perception of the ease or difficulty of carrying out certain behaviors, such as visiting halal tourist destinations. For Generation Z, if they perceive that visiting a destination is easy (such as good transportation access, clear information, or adequate facilities), they tend to have higher Behavioral Intention. Furthermore, PBC also includes an individual's control or ability to overcome obstacles or challenges that may arise, such as managing time, costs, or other preparatory measures (Christina & Adiati, 2023). If Generation Z perceives that they possess sufficient control to manage these factors when planning visits to halal destinations, this will increase the likelihood that they will have a strong intention to undertake such trips.

Furthermore, religiosity does not have a significant effect on behavioral intention to visit halal tourism destinations in West Java, thus H4 is rejected. This finding aligns with the study conducted by Arta & Fikriyah (2021), which found

that religiosity has no effect on traveling in Malang Raya. This can be attributed to the tendency of Generation Z to prioritize trends and general preferences over religious considerations when selecting travel destinations. In more secular or multicultural contexts, they do not necessarily perceive a strong link between their tourism experiences and their religious beliefs. Consequently, religiosity plays a less significant role in their travel decisions. Although they identify as religious individuals, their interpretation of religious practices tends to be more individualistic and may not directly influence their tourism activities. This finding contrasts with the study conducted in Madiun, demonstrating that religiosity affects interest in consuming halal products (Setyowati & Anwar, 2022). Religiosity signifies an individual's adherence to their religious beliefs. This includes maintaining personal and familial adherence to halal principles, such as selecting travel destinations that offer facilities for both worship and the consumption of halal products.

Generation Z is also more influenced by peers than social norms and is deeply immersed in social media, where the opinions of influencers and the groups they follow can have a greater impact on their behavioral intentions than traditional social norms. As evidenced by the electronic word of mouth (e-WOM) variable which has a significant effect on behavioral intention in visiting halal tourism destinations in West Java, this means that H5 is accepted. Hanafiah et al. (2020) found that e-WOM has a positive and significant effect on the intention to visit halal tourism destinations. However, the findings of the studies conducted by Purwanto & Rofiah, 2020 and Cupian et al. (2021) contradict the hypothesis, as they indicate no significant effect. It is conceivable that the information derived from e-WOM may not be as robust as that obtained directly from siblings or

colleagues. The discrepancy in the findings may be attributed to the varying respondent demographics and tourist destinations examined in the study. The study conducted by [Cupian et al. \(2021\)](#) did not focus on Generation Z but rather on a sample of individuals aged 20 to 40 years old. Consequently, the impact of e-WOM on tourist decisions in West Sumatra may differ. Similarly, [Purwanto & Rofiah, 2020](#) conducted a study in Jombang with a sample that did not include any younger individuals.

According to this study, halal literacy has a significant effect on behavioral intention to visit halal tourism destinations in West Java. Thus, H6 is accepted. Halal literacy allows individuals to better understand the needs and expectations of halal tourism destinations. This includes an understanding of halal standards in food, lodging, and other activities that comply with Islamic religious principles. [Rahmat et al. \(2022\)](#) stated that halal literacy has a significant impact on halal products. Individuals with greater halal knowledge tend to have a greater intention to visit destinations offering halal services and facilities. Consumers' knowledge and awareness of halal matters will likely make them more discerning and cautious in their decision-making processes ([Mutmainah, 2018](#)). A study conducted in Malang, East Java, demonstrates that halal knowledge within the tourism context can have a positive and significant influence on intention to visit tourism destinations ([Arta & Fikriyah, 2021](#)).

It is imperative to enhance literacy pertaining to halal tourism. This can be achieved through educational and socialization initiatives designed to enhance public perception and mitigate concerns surrounding halal tourism, often attributed to Islamization. The halal tourism sector in Indonesia has demonstrated significant growth, both domestically and internationally. However, the mapping of halal tourism remains a subject of

contention and opposition from certain groups ([Rachman et al., 2022](#)).

Meanwhile, halal literacy as a moderating variable is unable to moderate the TPB variables, namely subjective norm, attitude toward behavior, or perceived behavioral control. Thus, it can be concluded that H7a, H7b, and H7c are rejected. [Durohman \(2024\)](#) found that halal literacy is unable to be a moderating variable in the relationship between perceived behavioral control and behavioral intention. While halal literacy is crucial for understanding halal concepts, it may not be effective as a moderating variable in influencing variables from the theory of planned behavior (TPB) among Generation Z. Generation Z is more likely to be influenced by personal experiences, individual preferences, and social media in shaping their attitudes and intentions on visiting halal tourist destinations. A social environment that de-emphasizes religious aspects, such as the concept of halal, can also reduce the relevance of Halal Literacy as a significant factor in their decision-making process. Nevertheless, halal literacy has been demonstrated to moderate ATB in young people's interest in purchasing halal cosmetics, as evidenced by the findings of [Hasbi et al. \(2023\)](#). This suggests that young people perceive that knowledge about halal can enhance their attitudes towards purchasing halal products.

CONCLUSION AND RECOMMENDATION

Conclusion

In general, the Theory of Planned Behavior (TPB), particularly perceived behavioral control, effectively predicts Generation Z's intention to visit halal tourist destinations in West Java. Furthermore, electronic word of mouth (e-WOM) and halal literacy also have a significant effect on behavioral intention. However, halal literacy does not significantly moderate the effect of TPB variables on behavioral intention. In addition,

religiosity was not found to have a significant effect on public interest. The use of TPB, e-WOM, religiosity, and halal literacy in this study to analyze factors affecting Generation Z's visit to halal tourism destinations in West Java can be used to develop marketing strategies and enhance tourism potential.

Implication

This study offers three primary implications related to halal tourism development. First, from a theoretical standpoint, this study is expected to contribute to a deeper and more comprehensive understanding of halal tourism, particularly in West Java and in Indonesia as a whole. This includes recognizing the significance of digitalization in promoting the concept of halal tourism, thereby benefiting all visitors, and the urgency of halal literacy for the public to help them in making decisions, including for visiting halal tourism destinations. Second, for industry stakeholders involved in the halal tourism ecosystem, it is essential to acknowledge the potential of Generation Z to develop various digital innovations in the development of halal tourism, such as the utilization of augmented reality, virtual reality, or computer graphics. The industry stakeholders significantly contributing to economic development should prioritize the empowerment of Micro, Small, and Medium Enterprises (MSMEs) within tourist destinations. Collaboration efforts and assistance can significantly benefit MSME players in enhancing halal tourism destinations, such as support for halal certification, training programs, or access to financing utilizing Islamic principles from Islamic banks or Islamic Microfinance Institutions.

Third, regarding policymakers, a policy should be implemented requiring all tourism platforms to include reviews on the availability of prayer facilities and halal food and beverages

within tourist areas. Furthermore, the public should be encouraged to contribute this information through various social media channels. In addition, public awareness must be heightened to foster the development of halal tourism in West Java while preserving the existing local culture and protecting the surrounding natural resources. This requires synergy from diverse stakeholders, including government, academics, practitioners, and society in general, including micro, small, and medium business actors within the tourism area. Both local and national governments should collaborate with industry stakeholders, academic institutions, and community members, including the younger generation, to establish an agreement for the sustainable development of this strategic halal tourism sector.

Limitation

This study possesses limitations due to its restricted scope, encompassing halal tourism within a single province and exclusively involving Generation Z residents of West Java. Furthermore, this study employs only a quantitative method utilizing SEM-PLS, with the respondents from West Java. Future studies can combine quantitative and qualitative research methods. Moreover, future studies can explore the contributions of other generations to the development of halal tourism destinations. This study could be further enhanced by considering various internal and external factors, such as human resource competence, availability of adequate facilities, accessibility, service satisfaction, relevant regulations, or others to support halal tourism development. The next studies could also involve experts to conduct in-depth interviews with the aim of formulating safe tourist destinations that pay attention to halal products and maintain sustainability.

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