
Travel Intention of Muslim Tourist To Visit Non-Muslim Country: A Conceptual Paper of Extended Theory of Planned Behavior (ETPB)

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Abstract

The purpose of this paper is to analyze the literatures on Muslim behavior toward purchasing the halal tourism using the Theory of Planned Behavior (TPB). This paper is analyzing literature which indexed in the Scopus indexed publication during 2010-2020. Keyword 'Halal Tourism' and 'Theory of Planned Behavior' is used in the searching process. There are fifteen paper which suitable with the keywords and proceed to the further analysis using Integrative literature review. Result analysis proposes several topics for future research regarding the role of religiosity in understanding Muslim purchase intention toward halal tourism, the expanded model of TPB which considering the destination image and materialism, and also the research topic on determining halal factors in the certification standard of halal tourism services among tourism practitioners. Hence, future research agenda is also discussed as the follow up study of this conceptual paper.

Keywords:

Halal Tourism, TPB, Extended

TPB, Behavioral Intention,

Religiosity, Materialism,

Destination Image

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1. Introduction

Halal tourism is getting more attention in the last few years and shows a rapid growth among the industries in the past decade. The growing number of Muslim travelers have increasing the concern on halal tourism to fulfil the need of this segmented tourist (Jia & Chaozhi, 2020). However, the study on halal tourism in the academic areas are still remain limited. There are only few research in past decade which have been concerning on analyzing the growth and development of halal tourism (Sánchez & Moral, 2019a). Most of the researches are still proposing the conceptual paper which in early stage of the analysis, and only few articles which have been proposing the empirical result among the study in the area of halal tourism. However, this limitation would give opportunity for scholars to develop any future empirical research in this area.

One of the most interesting question is about the implementation of halal tourism in the non-Muslim country, such as the trend of Muslim tourist from Indonesia and Malaysia which are popularly visiting Japan, Korea, and China as their travelling destination (Mastercard & CrescentRating, 2019). However, the knowledge on halal tourism in the non-Muslim country is still limited. This paper is aimed to develop this proposition, to analyze the motivation of Muslim tourist to visit non-Muslim country, and to evaluate the halal service attributes that Muslim tourist are willing to experience during their travel in the non-Muslim majority destination.

An interesting construct as the basis motivations of a Muslim in doing their activity is based on their religious value which called as '*niyyah*' or intention. The study of intention in Muslim is interesting, especially in determining the motivational factors and value of a Muslim in their purchasing behavior. An explanation have been developed through theory of planned behavior (Icek Ajzen, 1991) as an applicative theory describing the intention of consumer behavior. In TPB, the behavior of a consumer is based on an intention. The model of purchase intention has three antecedents which are Attitude (ATT), Subjective Norms (SN), and Perceived Behavioral Control (PBC) (Ajzen, 1991). Those three antecedents are the basis of customer intention which lead the actual behavior.

An empirical study of TPB regarding halal purchase intention was conducted by a research of Alam and Sayuti (2011) in Malaysia. In this research, all TPB variables such as ATT, SN, and PBC have positive impact to purchase intention of halal products in Muslim market at Malaysia (Shah Alam & Mohamed Sayuti, 2011). However, in this conceptual paper, an extended TPB is proposed to explore the antecedents of Muslim purchase intention toward halal tourism. Unlike the original TPB construct, this research is proposing three additional antecedents toward TPB which are religiosity, destination image, and materialism.

Religiosity is one of the variables which believed have relations to purchase intention of Muslim consumers. Some researchers have been analyzing religiosity toward intention such as a research in Pakistani's consumer (Mukhtar & Butt, 2012). This research found that religiosity has a significant impact to halal purchase intention. However, unlike the common researches which using single construct religiosity, Mukhtar & Butt (2012) are using two dimensions of religiosity which are the intrinsic religiosity and extrinsic religiosity. Both dimensions of Religiosity have positive and significance impact toward attitude of halal purchase intention.

Meanwhile, in the research of tourism, Destination Image is one of the variables which known influencing the purchase intention. Destination image is the perception of the tourist on specific destination which influenced by their affective, cognitive, and conative factor

(Madden et al., 2016). Tourists strongly rely on the extrinsic cues of a destination such as image in making their choice. Destination image is a mental expression of a tourist's knowledge, feelings, thoughts, opinions, and overall perception of a particular destination, which results from the evaluation of destination elements and attributes (Park et al., 2017). In the context of halal tourism, destination image has empirically proving influencing the purchase intention and satisfaction of Muslim tourist (Al-Ansi & Han, 2019).

Another determinant which applied in this research is the role of materialism in influencing purchase intention of Muslim travelers. Materialism is the interpretation of individual on pursuing the happiness on the possession of materialistic object. For materialistic individual, the value of an object is beyond its utility, it is the value of its possession which determine the status of individual (Raggiotto et al., 2018). In the context of religious society, materialism is also related to the religiosity (Taheri, 2016) in predicting the Muslim intention on halal brand purchasing (Rahman et al., 2017). Therefore, in this study, materialism and religiosity are two different variables which predicted to have influence toward purchase intention.

This research is aimed to develop the model of Extended Theory of Planned Behavior (ETPB) in analyzing the travel intention of Muslim traveler to visit non-Muslim country destination. Those three proposed antecedents which are religiosity, destination image, and materialism, are argued to be influencing the attitude toward halal tourism, which impacting the purchase intention of Muslim travelers. This extended model of TPB has never been implemented in any previous research and becoming the originality and novel hypothesis of this research. Perhaps, the theoretical and contextual gap which has been described in this study could be empirically tested in the future research.

2. Method

This research is aimed to analyze the travel intention of Muslim tourist to visit non-Muslim majority country as their travelling destination. The study would be analyzing the determinants of halal tourism which Muslim tourist seeks to be their service's preferences. Hence, it will contribute to the tourism industry in targeting the Muslim segmentation and also to the development of halal tourism field of study. The motivational factors are related to the degree of the extrinsic and intrinsic motivation, according to the purchase intention construct which have been explained in the Theory of Planned behavior. The theory have been analyzed as an integrated theory in analyzing the motivational factor of consumer purchase intention in specific behavior (Williams et al., 2019).

3. Result and Discussion

The study of intention in Muslim behavior is interesting, especially in determining the motivational factors and value of a Muslim in their purchasing behavior. An explanation have been developed through Theory of planned behavior (Icek Ajzen, 1991) as an applicative theory describing the intention of consumer behavior. TPB is a completion of theory reasoned action (TRA) which has been developed by Ajzen (1985) several years before. Both theories are focusing in studying the intention of consumer purchase behavior. Hussain et al. (2016) has implementing the TRA in analyzing the intention of Muslim customer in purchasing halal products in Pakistan. The research is measuring the impact of halal logo, purchase processing, health consciousness, ingredients, food safety, religious value, and perceived value toward attitude and purchase intention. After gathering data from 500 respondents, the analysis concluded that most factors are influencing the

purchase behavior except halal logo and health consciousness. Both hypotheses were rejected which might be related to the trust issue where majority population in Pakistan are Muslim, so that the halal logo is not really matter to the purchase behavior. In the other hand, the lower economic status of Muslim population in Pakistan which also caused the low of awareness of health consciousness in product purchasing behavior (Hussain et al., 2016)

Another empirical study of TPB regarding halal purchase intention was conducted by a research of Alam and Sayuti (2011) in Malaysia. In this research, all TPB variables such as ATT, SN, and PBC have positive impact to purchase intention of halal products in Muslim market at Malaysia (Shah Alam & Mohamed Sayuti, 2011). There were 250 respondents in this research and multiple regression method was use in the analysis. However, this research is lack of additional variables of the TPB construct as the basis of the research model. All the variables in this research were replicating the TPB model without any modification, addition, or moderation variables among the antecedents.

Different model was also developed by Memon et al. (2019) regarding implementing TPB construct in measuring the purchase behavior of muslim consumer toward halal purchase intention. Unlike previous research, Memon et al. (2019) are including additional variable, which is religiosity as moderating variable. What most interesting in this research is the result analysis found that Religiosity is not significantly moderating the TPB elements to halal purchase intention (Memon et al., 2019).

In the field of halal tourism, TPB model was also initiated in a research of Jeaheng et al. (2019) in analyzing the halal tourism in Thailand. The TPB model was modified and measured its impact by the halal friendly attributes of hotel in Thailand which served Muslim travelers. In this research, halal-friendly attributes such as Halal F&B, Room Facility, Prayer Facility, Muslim Privacy, Perceived Entertainment & Recreation, are significantly affect Muslim Customer Satisfaction, both in cognitive and affective evaluations and affect purchase intention (Jeaheng et al., 2019). While most researchers are focusing on halal tourism as an industry, this research is focusing to analyzing the physical and non-physical attribute which related to the halal-friendly accommodation. The more hotel owners concern to the Muslim-friendly attribute in their hotel, the more satisfy the Muslim travelers would be. In the halal tourism industry, halal accommodation is one of the important attributes for the Muslim travelers.

Understanding Muslim purchase behavior is believed as an important factor in developing halal tourism industry. The motivational factors of Muslim in purchasing halal tourism as their travelling lifestyle could be analyzed by using theory of planned behavior. Several researches have been conducted and developed by various researchers in this field of study. However, more empirical researches are still needed to be developed.

Halal tourism is a concern for Muslim consumer in implementing their travelling style. Islamic value as their faith and basis for daily activity is believed as the reason behind their preferences. The belief of an individual which related to religious values is called as religiosity. Religiosity is one of the variables which believed have relations to purchase intention of Muslim consumers. Some researchers have been analyzing religiosity toward intention such as a research in Pakistani's consumer (Mukhtar & Butt, 2012). This research found that religiosity has a significant impact to halal purchase intention. However, unlike the common researches which using single construct religiosity, Mukhtar & Butt (2012) are using two dimensions of religiosity which are the intrinsic religiosity and extrinsic religiosity. The two dimensional-religiosity have been also analyzed by a research of Mokhlis (2009)

which support that religiosity have influenced consumer behavior. Unidimensional religiosity have been significantly impacting the purchasing behavior in the consumer market, which is in this research study located in Malaysia, a Muslim majority country (Safiek Mokhlis, 2009). In this study, the research is focusing in measuring the intrapersonal religiosity and interpersonal religiosity which using the Religiosity Commitment Index (RCI-10). RCI-10 is a set of measurement of two dimension of religiosity which measured intrapersonal religiosity with six items, and interpersonal religiosity with four items of measurement (Worthington et al., 2003).

The use religiosity as variable while measuring purchase intention have been widely implemented by many researchers (El-Gohary, 2016; Garg & Joshi, 2018; Memon et al., 2019). Religiosity was commonly used as moderating variable to measure the significance of relations between ATT, SN, and PBC toward purchase intention in the TPB model. However, some researches have not concluded similar conclusion. Religiosity was found as non-significance moderating variable to halal purchase intention (Kusumawardhini et al., 2016; Memon et al., 2019). Both researches show that religiosity in some context of Muslim consumer have no significant impact to halal purchase intention, which might be caused by the homogeneity of the consumer in a region.

However, in other research papers, religiosity have been concluded as significance moderating variable (Abror et al., 2019; Amalia et al., 2020). The research which analyzed religiosity has positive and significant impact as moderating variable of halal tourism and engagement toward satisfaction. Data was collected from 450 respondents of Muslim tourist in West Sumatera, Indonesia. This result was also supported by the research's finding of Amalia et al. (2020) which measured the impact of religiosity as moderating variables in the TPB model in the millennials purchase behavior in Indonesia. Unlike previous research which implementing religiosity as moderating variables, Amalia et al. (2020) is measuring religiosity as the independent variables and the three antecedents of TPB model regarding measuring the halal purchase intention. As a result, this research concluded TPB antecedents have significant impact to purchase intention as well as religiosity. Moreover, religiosity also has positive and significant impact to attitude, which enhances the purchase intention of Muslim's millennials toward halal product.

The focus of destination image is also an interesting topic to develop research of halal tourism. A big question whether halal tourism is implemented in the same way in the Muslim country and non-Muslim country (Jia & Chaozhi, 2020) could be raised also as an interesting topic for future research. Destination image is the perception of the tourist on specific destination which influenced by their affective, cognitive, and conative factors. Tourists strongly rely on the extrinsic cues of a destination such as image in making their choice. Destination image is a mental expression of a tourist's knowledge, feelings, thoughts, opinions, and overall perception of a particular destination, which results from the evaluation of destination elements and attributes (Park et al., 2017). In the context of halal tourism, destination image has empirically proving influencing the purchase intention and satisfaction of Muslim tourist (Al-Ansi & Han, 2019).

Another study which focusing in analyzing the impact of Destination Image towards TPB construct has been conducted by Park (2017) to measure the travel intention of Chinese student to visit Japan as their travel destination. In this study, Park (2017) propose four objectives; (1) to explore the effect of the destination image of Japan on attitude, subjective norm, and perceived behavioral control; (2) to investigate the respective predictive power of attitude, subjective norm, and perceived behavioral control on travel intention regarding

travel to Japan; (3) to examine the mediating role of travel constraints associated with intentions to travel to Japan; and (4) to compare the explanatory powers of travel intention in the TPB and ETPB models to see whether the ETPB model produces a better prediction. As the conclusion, the ETPB which proposed in this research has better explanation on measuring the travel intention of Chinese student to visit Japan.

Therefore, this research will also explore the role of destination image on influencing the intention of Muslim traveler to visit non-Muslim destination. The proposed topic whether Muslim travelers consider on halal tourism at the non-Muslim destination will be the focus of this study. Perhaps, the ETPB which proposed in this study is also accepted and have better explanation of this phenomenon.

Materialism is the interpretation of individual on pursuing the happiness on the possession of materialistic object. For materialistic individual, the value of an object is beyond its utility, it is the value of its possession which determine the status of individual (Raggiotto et al., 2018). In the context of religious society, materialism is also related to the religiosity (Taheri, 2016) in predicting the Muslim intention on halal brand purchasing (Rahman et al., 2017). The role of materialism is argued have positive impact toward the attitude of halal tourism. Muslim travelers are predicted to have role in determining the purchase intention of Muslim tourist toward halal tourism.

Although Taheri (2016) found that there is no relation between materialism to the emotional connection to the Islamic tourism, this study has different view on this statement. Taheri (2016) has been conducting his research only in the context of 'Umrah', a pilgrimage journey of Muslim to Meccas, Saudi Arabia. Meanwhile, in the context of Halal Tourism, Umrah and Hajj are not including to this category. Therefore, in the context if general halal tourism, this study argues that materialism still has relations toward attitude of halal tourism. This argumentation is similar with the explanation of Rahman et al. (2017) in his research analysis.

Although in some research the dimension of Religiosity and Materialism are sometimes included, but in this study, we are going to analyze both variables as independent variable in the extended TPB model. Therefore, in this study, materialism and religiosity are two different variables which predicted to have influence toward purchase intention.

According to Lia & Chaozhi (2020), as one of the Muslim tourist destinations in Asia, China has opened their arms to welcome Muslim tourist from all over the world. The number of Muslim tourist is increasing, but the implementation of Halal Tourism is still challenging (Jia & Chaozhi, 2020). However, the Chinese tourism practitioners, such as hotel and restaurant owners are welcoming the Muslim tourist by providing the halal food and Muslim-friendly food. Moreover, although specific declaration as halal hotel, several hotels in China have promoting their accommodation as Muslim-friendly hotel where they can provide halal food and Muslim friendly services to their guests. Similar study have been also developed regarding the implementation of Halal friendly attributes in the Korea tourist objects which increase the Muslim traveller satisfaction and their retention to visit Korea in the future (Han et al., 2019).

This research is aimed to analyses this phenomenon. Is it really matter for Muslim about the halal tourism implementation in non-Muslim majority country? Does Muslim really seeking the Muslim-friendly services when they visit a non-Muslim destination? Or could Muslim tourist adapt the non-Muslim standardized services in specific destination? Those are some basic questions to be asked in this research. The comparison between halal

tourism and generic tourism has been already analyzed by Henderson (2009) in his conceptual paper. He argued that halal tourism will be challenged if the non-halal tourism could provide the special need which can satisfy the Muslim tourist. Therefore, the concept of halal tourism is still challenging whether it is just a conceptual or an practical approach (Henderson, 2009).

Proposed Research Model

There will be three antecedents to be tested to answer the research questions which have been stated in the previous section. It will analyze the Muslim intention to travel to the non-Muslim country. This study will be concluded in several motivational factors which might be caused the Muslim to do their travelling activities, especially in visiting non-Muslim destination. In this following table, author will describe the result of the literature review among the publication to build the conceptual model in this paper.

Table 1. Previous Research

No	Authors	Method & Variables	Result	Gap and Limitation
1.	Khan et al. (2016)	Conceptual paper	This paper is argued that there is no clear differences between 'Islamic and 'Halal Tourism. Standardization of this services are also debatable.	Further research in defining the term 'Halal Tourism' is needed, especially the empirical research.
2.	Jia & Chaozhi (2020)	Qualitative Research, interview with Muslim travelers and tourism practitioners in China	Six aspects of Muslim needs in term of halal tourism which are halal F&B, Muslim-friendly Hotel, Transportation, Entertainment and Shopping, Muslim friendly toilet, and good service staff. Chinese tourism practitioners are welcome for Muslim travellers however only provide limited Muslim friendly services.	The researchers interviewed 34 respondents (both Muslim travelers and Chinese tourism practitioners), and still lack of detail in defining the 'physical and non-physical attributes' for Muslim in supporting the halal tourism preferences. The six aspects which author concluded are still normative and general.
3.	Sanchez & Moral (2019a)	Literature review from Web of Science and Scopus indexed journals.	A systematic literature review which concluded that halal halal tourism is a growing industry but still lack of research in this field of study.	Need further research in developing the empirical study of halal tourism, especially its relation to digital technology and digital economy.
4.	Sanchez & Moral (2019b)	Literature review (WoS and Scopus Indexed journals) and	The semantic debate on halal tourism is still raising among the scholars and practitioners. However,	Halal tourism is an early stage of study and need further research to be developed to gain deeper understanding of the

		also expert's view.	halal tourism is focusing on serving the need of Muslim consumer regarding their traveling behavior. But, the various interpretation of halal tourism among practitioners and the Muslim itself impacting the ambiguity in the practical standards. Several Muslim-friendly attributes are proposed to be developed to attract this Muslim travelers.	terminology, concept, and context of its implementation.
5.	Khan & Callanan (2016)	Critical review paper based on published articles and mass media's content in UK	Critique to the use of Islamic Tourism terminology. Certification standard of its 'sharia' law and regulation is also arguable. However, the term 'Halal Tourism' most acceptable in the society.	Further research in defining the term 'Halal Tourism' and the differences between Islamic tourism should be more elaborated. The need of basis terminology should be noticed.
6.	Yagmur et al. (2019)	Literature review based on bibliometric database with keyword 'Halal Tourism'	The discussion about Halal Tourism is increasing during 2011 to 2016, but most of the papers are literature review, still lack of empirical research. Several topics should be concerned regarding the development of this field of study.	Need to develop various topic in this field of study. Some proposing topic are regarding Muslim preferences in travelling, Muslim motivation, and the Muslim intention toward halal tourism.
7.	Bogan & Sariisik (2019)	Critical assessment of the published articles in reputable journals.	The differences among terminology are based on the Muslim's 'intention' and 'motivation'. Halal tourism is related to leisure activity. However, specific need based on Islamic values are still obligatory. Various	This is a literature review article which lack of empirical data. However, the conclusion is giving a highlight regarding the measurement of Muslim tourist's intention to halal tourism and also the practical issue on standardization and

			interpretation of halal tourism caused different implementation in the tourism services. Therefore, standardization and certification are needed.	certification which could be developed to further research.
8.	Rodrigo & Turnbull (2019)	Semi-structured interview to 21 Muslim tourists in Srilanka.	In halal holidays, Muslim perceived values are influenced by their faith (<i>iman</i>) regarding consuming the tourism services. The need of halal food and other tourism related attributes are very important to satisfy these Muslim tourist.	Author were not clearly stated the attribute which affect the Muslim perceived value regarding consuming the halal tourism services.
9.	Hussain et al. (2016)	Measuring halal purchase intention using TRA Model with additional independent variables. Survey to 282 respondents in Pakistan, measured by SEM.	2 variables are rejected (Halal logo and Health Consciousness), meanwhile Food Processing, Ingredients, Value, Safety Concern, Religious reason are significantly impacting purchase intention among Muslim.	In this research, the variable religious factor could be substituted by using 'Religiosity' which have been widely used in the study of religious value and factors which impact consumer behavior related to religious motivation.
10.	Alam & Sayuti (2011)	Applying TPB in halal food purchasing. Data collected from survey and measured using multiple regression	All TPB Antecedents (ATT, SN, PBC have positive impact to purchase intention in the Muslim consumer in Malaysia.	This research is only using basic antecedents of TPB Model without any additional variables. Need to correlate more variables to the model such as trust and habit.
11.	Memon et al. (2019)	Religiosity as moderating variables among TPB model. Data collected through survey in Pakistan, and measured analysis using	Attitude and Perceived Behavioral Control have positive and significance impact to Purchase intention, meanwhile Subjective Norms is rejected. Religiosity as moderating variable is also rejected.	Extended model of TPB could be developed by correlating other moderating variables such as country origin. In the other hand, Religiosity could be also positioned as independent variable through TPB antecedents.

PLS				
12	Jeaheng et al. (2019)	Defining halal-friendly attributes for Hotels Industry in Thailand. Data collected by Qualitative and quantitative measurement to conclude several attributes.	Cognitive and Affective Evaluation as moderating variable to Muslim purchase intention regarding halal-friendly hotel. Several attribute as independent variables are Halal Privacy, Halal Friendly Service, Halal-Friendly Facility, and Halal food and Beverages (Jeaheng et al., 2019).	This research model has interesting insight to the development of halal tourism study. However, additional construct and theory need to be integrated to measure deeper understanding of Muslim intention. The use of TPB Model could be also useful.
13	Mukhtar & Butt (2012)	Measuring the role of two-dimensional Religiosity, Subjective Norms, and Attitude toward purchase intention of halal products. Data collected from 150 respondent and analyzed using SEM.	All antecedents of TRA model (attitude and subjective norm) are accepted as significant factor toward purchase intention. However, only Intrapersonal Religiosity has positive impact to intention, meanwhile interpersonal religiosity is rejected.	The rejection of Interpersonal Religiosity toward halal purchase intention is interesting because former research has found different result. Further measurement in different sample could be provide another result. Additional variable could be also developed into this model, such as specific consumer attitude.
14	Abror et al (2019)	Impact of Halal tourism and Customer Engagement toward Satisfaction with Religiosity as moderating variable (Abror et al., 2019). Data collected from 450 respondent in Indonesia and analyzed using SEM.	All hypotheses are accepted. Customer engagement and Halal Tourism have positive and significant impact to Customer Satisfaction, and Religiosity as moderating variable is also accepted (Abror et al., 2019).	This study has positive contribution do the development of halal tourism study. However, the use of 'Halal Tourism' as independent variable could be extended into detail dimension and attribute, rather than using halal tourism which might be used by other researchers as a construct, not a measured variable.
15	Amalia et al.	Measuring determinants of	Using TPB constructs, this research concluded	The role of religiosity toward purchase intention

(2020)	halal purchase behavior among Muslim millennials in Indonesia. Data collected from 339 respondents and analyzed using PLS.	that ATT, SN, PBC and also Religiosity have positive impact toward purchase intention. Hence, the Purchase intention and Habits influence Real Purchase Behavior among the respondent	has been measured in this study. However, additional path from Religiosity to Attitude have been also measured. Further research needs to analyze the impact of Religiosity toward SN and PBC
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Based on the literature review above, this study is proposed a research model to analyze the relations between Religiosity, Materialism, and Destination Image toward Attitude toward Halal Tourism which enhance the travel intention of Muslim tourist. The basis theory of TPB is implemented in this research, while the three antecedents are the additional variables which originally conducted for this research. This model is trying to fill the theoretical and empirical gap which has been stated in the previous section of the literature review. The proposed model has not been measured in any previous study and researches. Although the variables proposed have been conducted in other various researches, the relations among the variables were not yet measured in this specific model. This originality of the model perhaps becoming the novel contribution of this study. Moreover, the context of the research in understanding the consumer behavior of Muslim travelers is not yet analyzed in the previous researches.

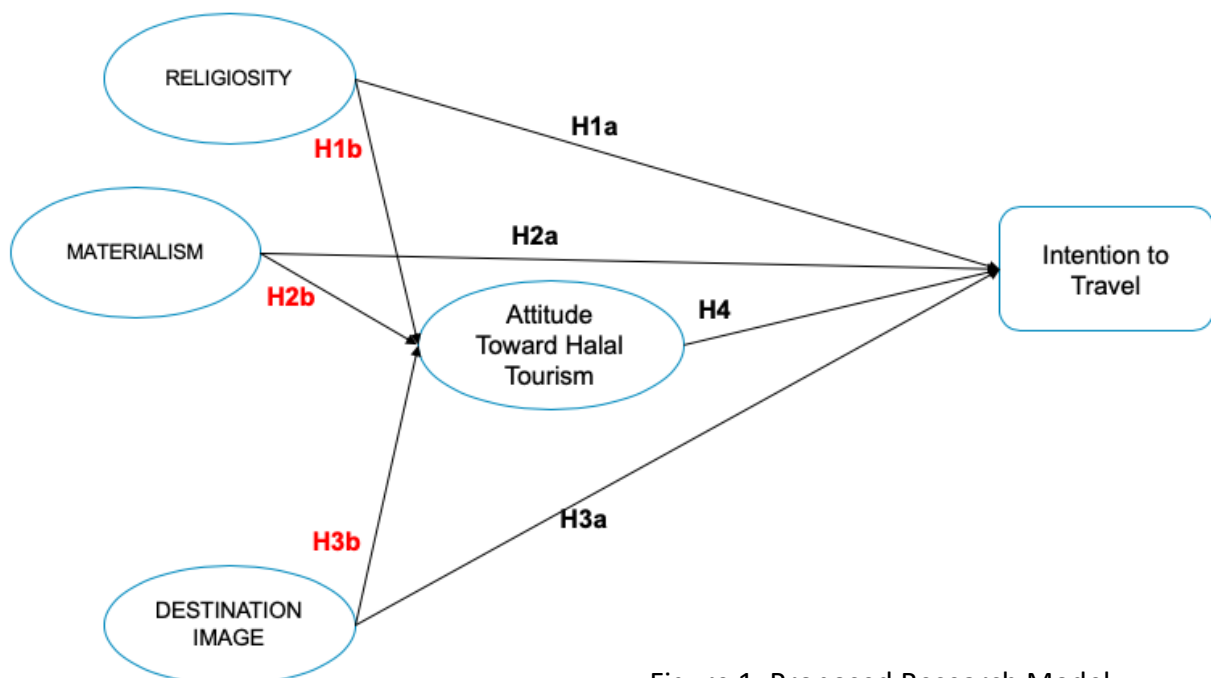


Figure 1. Proposed Research Model

Hypothesis Development

The research model above is the proposed model which has been synthesized from various research and former theories. As stated in the previous section, this model is proposed with its novelty, where the theoretical and contextual gap are trying to be answered. The first

sub-question of the study is the role of religiosity toward attitude of halal tourism. Several researches have been analysed that religiosity have positive impact toward attitude and halal brand purchase intention (Amalia et al., 2020; Aziz & Chok, 2013; Kusumawardhini et al., 2016). However, in the halal tourism study, few research have been conducted research to analyse the moderating effect of religiosity toward attitude and purchase intention. Although Memon (2019) have concluded that there is no moderating effect of religiosity toward attitude and purchase intention, however other researchers were not agree with this result. Religiosity has moderating effect toward TPB construct (Kashif et al., 2017) and interpersonal and intrapersonal religiosity have also impact to purchase intention (Mukhtar & Butt, 2012). Therefore, first hypothesis in this study is built as the following statement:

H1a: Religiosity has direct impact to Muslim's Travel Intention

H1b: Religiosity has impact to Attitude Toward Halal Tourism

Materialism is the interpretation of individual on pursuing the happiness on the possession of materialistic object. For materialistic individual, the value of an object is beyond its utility, it is the value of its possession which determine the status of individual (Raggiotto et al., 2018). In the context of religious society, materialism is also related to the religiosity (Taheri, 2016) in predicting the Muslim intention on halal brand purchasing (Rahman et al., 2017). Therefore, in this study, materialism and religiosity are two different variables which predicted to have influence toward purchase intention. In the context of tourism, a tourist is assumed has materialistic motive while conducting their purchase intention toward travelling to a specific destination. Therefore, the following hypothesis is also proposed in the research:

H2a: Materialism has direct impact to Muslim's Travel Intention

H2b: Materialism has impact to Attitude Toward Halal Tourism

Third sub-question is the role of destination image to attitude toward halal tourism and will enhance the intention to travel. Destination image has positive and significance impact to attitude (Al-Kwafi, 2015). The role of destination image in the tourism research have been elaborated since decades ago. Researchers argue that the image of a designated place will have influence to the preference of traveller to their visit intention. Therefore, destination image could be an antecedent for the attitude toward halal tourism.

In the halal tourism research, TPB construct have been implemented in analyzing the purchase intention of the Muslim tourist toward halal tourism. All TPB construct have been significantly influenced the purchase intention, especially subjective norms (Hussain et al., 2016; Jeaheng et al., 2019). It is empirically proven that destination image have positive relation to attitude toward halal tourism. Therefore, third hypothesis will be described as follow:

H3a: Destination Image has direct impact to Muslim's Travel Intention

H3b: Destination Image has impact to Attitude Toward Halal Tourism

The growth number of Muslim travellers in the world have been increasing In the past few years (Mastercard & CrescentRating, 2019). However, the need of Muslim traveller to fulfil their traveling style have not yet fulfilled with the conventional tourism industry. Therefore, Halal Tourism is introduced (Battour & Ismail, 2016). Several attributes have been elaborated by researchers regarding the motivations of Muslim tourist to seek halal tourism availability in their non-Muslim destination. The need of Halal food and beverages are becoming the top list (Han et al., 2019), and also halal facilities such as praying room and Muslim-friendly toilet. In the field of halal tourism, TPB model was also initiated in a research of Jeaheng et al. (2019) in analyzing the halal tourism at Thailand. The TPB model

was modified and measured its impact by the halal friendly attributes of hotel in Thailand which served Muslim travelers. Therefore, in the previous research, extended TPB empirically has better explanation in the context of the Halal tourism. Therefore, the following hypothesis are proposed:

H₄: Attitude Toward Halal Tourism is mediating the relations between Religiosity, Destination Image, and Materialism toward Muslim's travel intention.

4. Conclusion

This proposed research model is based on the quantitative method which believes that finding the truth is a set of valid and reliable measurement process. In quantitative method, the basic concept of its epistemology is the construct measurement of the research model. Hence, current research is the previous research's gap. The construct building should be based on the structured literature review, where researchers could apply the construct validity and its reliability. Therefore, the process of building the research model is important in this study.

The topics on Muslim purchase intention which have been analysed by some researchers have concluded several antecedents of the causes. Unlike the previous research which dominating the TPB construct as the antecedent, this study is proposing the variables Religiosity, Materialism, and Destination Image as the antecedents of Muslim purchase intention toward halal tourism. Therefore, this deductive process is an ontological perspective in this study, where the proposed modelling of the truth is trying to be tested. Perhaps, this study will contribute to the study of consumer behavior and will enhance the marketing science in the context of tourism.

Although this research is a conceptual paper based on review of previous literatures, the model development is interesting to be tested in empirical research in further research. Based on this publication, scholar could develop their research agenda in implementing the research model. This research framework could be implemented in the several Muslim majority countries to see the consistency of the proposed model. The more empirical research conducted, the more confidence of the *extended theory of planned behavior* could be generalized in this context. Therefore, future research is needed to measure the model.

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