THE ROLE OF MEDIATION TRUST ON VISIT INTENTION OF MUSLIM FRIENDLY TOURISM IN THE DEVELOPMENT OF HALAL TOURISM: AN EMPIRICAL EVIDENCE OF MUSLIM GENERATION Z

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ABSTRACT

The trend of Muslim-friendly tourism in Indonesia is in great demand by tourists, including foreign tourists from various countries. This study investigates the role of trust mediation on Muslim-friendly tourism visit intention among Muslim generation Z. This study used quantitative methods. Data collection used questionnaires. The subjects of this study were 159 respondents spread across several islands in Indonesia. The respondents were determined by the main criteria: Muslims aged 11-26 who represent Generation Z Muslims. Data analysis using SPSS and AMOS version 24. The results showed that full trust mediation was found in the relationship between the perception of behavioral control on the behavior of visit intention of Muslim-friendly tourism, while in the relationship of attitude, subjective norms towards visit intention of Muslim-friendly tourism found to be partial mediation. In other words, the model proposed to form a fundamental change in the pattern of visit intention of Muslim-friendly Muslim generation Z tourism does not work optimally. However, the study still found it important that trust could mediate the relationship between perceived behavioral control and visit intention of Muslim-friendly travel.

Keywords: Halal tourism; Islamic business

1. INTRODUCTION

Muslim-friendly tourism in Indonesia is in great demand by tourists, including foreign tourists from various countries. This condition can be proven based on the Global Islamic Tourism Index (GMTI) 2022 report. The highest number of Muslim tourists to Indonesia was recorded at 160 million tourists in 2019. Meanwhile, Muslim tourists to Indonesia are expected to reach 230 million by 2026, with an estimated expenditure of $225 billion. In addition, according to the GMTI 2022 report, Indonesia's position rose from fourth to second out of 138 countries as the top Muslim tourist destination after Malaysia. With assessment indicators as benchmarks, namely ease of destination accessibility, communication, environment and services, Indonesia can surpass 138 destinations in the world. Considering that the majority of Indonesia's Muslim population reaches 86.7%, Indonesia has the potential to create and improve Muslim-friendly tourist destinations in the country.

This study uses the Theory of Planned Behavior (TPB) in predicting the effect of trust mediation on the visit intention of Muslim-friendly tourism among Muslim generation Z. SDGs are based on the general assumption of mainstream neoclassical economics that humans are generally rational and self-centered or selfish. This assumption is attacked by critics of behavioral economics who consider that humans are subjective and rationally limited. Based on these assumptions, this study maintains attitudes, subjective norms (SN), and Perceived Behavioral Control (PBC) as predictors of trust, replacing SDGs' generalized rational intention with actual behavior of visit intention.

From previous research, the use of SDGs in the context of the role of trust mediation on the visit intention of Muslim-friendly tourism has not received enough attention from experts. However, some previous studies have been related to this study, such as research conducted by Nuri & Chusnul, Fadlan & Hanny, Prananda Firdaus, Khasbulloh el al, and Dian &Ririn. These studies tend to explore the attributes of halal destinations to the decision to visit halal tourism. This study maintains trust as a subjective behavior by replacing the general rational intention of SDGs, which is used as an intervening variable that has a mediating effect on the visit intention of Generation Z Muslims.

This study aims to complement previous studies that have not paid sufficient attention to investigating the role of trust mediation on the visit intention of Generation Z Muslims, while specifically this study aims to predict the influence of attitudes, subjective norms (SN), and Perceived Behavioral Control (PBC) on the visit intention of generation Z Muslims through trust mediation as an intervening variable. Thus, this study is considered the first study designed to investigate the role of trust mediation on the visit intention of Indonesian Generation Z Muslims.

This research reviews relevant theories and concepts and supports the research thinking to be carried out, and is used for the development of research hypotheses. Discussion of theories and concepts includes the role of trust mediation on visit intention in the development of Muslim friendly halal tourism. In addition, the literature review reviews several relevant studies to this study, which becomes a reference for hypothesis development.

2. METHODS

This study used quantitative methods. This study will test five variables: visit intention as variable Y2, Trust as variable Y1, attitude as variable X1, subjective norm as variable X2, and perception of behavioral control as variable X3. The population in this study is people who live in Indonesia and are at least 11-year-old to 26 years old who interpret as generation Z Muslims. The sampling technique in this study used the Simple Random Sampling technique as many as 159 respondents. In conducting data collection, researchers distributed questionnaires online with Microsoft Forms through social media such as WhatsApp. The measurement scale in this study used a Likert type scale with five points. The data analysis method used is Structural Equation Modeling (SEM). SEM was chosen because it is better and more accurate in evaluating data when analyzed, can find out the magnitude of variables and their components. The relationship between one variable and another, SEM is able to know the magnitude of error in measurement, and SEM can combine unobserved and observed variables. SEM is used in order to test hypotheses in research. This study used SPSS software version 24 to conduct descriptive analysis, validity test and reliability test and AMOS version 24 to conduct hypothesis test.

3. RESULTS AND DISCUSSION

Characteristics of Respondents

The respondents in this study are generation Z Muslims in Indonesia who have not and have visited Muslim friendly tourism. The following is a description of the number of respondent data and the identity of research respondents consisting of gender, age, provincial origin, occupation, and pocket money per month. Based on the responses from respondents, the results of respondent identification can be described as follows:

Table 1. Description of Respondent Data

Demographics	Category	Frequency	Percentage
Gender	Man	62	3
	Woman	97	61%
Age	11-15	4	2,5%
	16-20	58	36,5%
	21-26	97	61%
Provincial Origin	Sumatra	8	5%
	Javanese	30	18,9%
	Sentences	3	1,9%
	Sulawesi	112	70,4%
	Maluku	6	3,8%
Work	Student	122	76,7%
	Private Employees	7	4,4%
	Civil Servants/Civil Servants	3	1,9%
	Self employed	10	6,3%
	Lecturer/Teacher	6	3,8%
	Police/TNI	0	0%
	Other	11	6,9%
Monthly	< IDR 500,000	71	44,7%
	IDR 500,000 to IDR 1,000,000	33	20,8%
	IDR 1,000,000 to IDR		
	> IDR 1,500,000	32	20,1%

Source: Primary data, processed (2023)

Based on table 1 above, it shows that the research data was obtained from the results of questionnaires that had been distributed to respondents totaling 159 people. The characteristics of these respondents show that respondents are female (61%) more than men (38%). In terms of age: age 1 1-15 years (2.5%), age 1 6-2 0 years (26.5%), and age 21-26 years (61 %). In terms of provincial origin, the highest number of respondents was found on the island of Sulawesi at 70.4% and the lowest number of respondents was found on the island of Kalimantan at 1.9%. In terms of employment, the majority of students / students are 67.7%

Exploratory Factor Analysis (EFA)

EFA instrument test results are valid if they have a loadings factor value of > 0.5 and a significance value of < 0.05. Here are the results of the validity test in this study. The results of the factor analysis obtained with KMO on the Attitude variable are 0.875 and the results of Bartlett's test of sphericity show that the significance is 0.000 which means that it has met the requirements of < 0.05. Factor loadings of all indicators > 0.5. As well as based on the EFA Table of attitude variables, no dimensions are formed and no indicators are omitted. All items are valid.

The results of the factor analysis obtained with KMO on subjective norm variables are 0.852 and the results of Bartlett's test of sphericity show that the significance is 0.000 which means it has met the requirements of < 0.05. Factor loadings of all indicators > 0.5. As well as based on the EFA Table of subjective norm variables, no dimensions are formed and no indicators are omitted. All items are valid. The results of the factor analysis obtained with KMO on the behavioral control perception variable were 0.796 and the results of Bartlett's test of sphericity showed that the significance was 0.000 which means it had met the requirements of < 0.05. Factor loadings of all indicators > 0.5. As well as based on the EFA Table of behavioral control perception variables, no dimensions are formed and no indicators are omitted. All items are valid.

The results of the factor analysis obtained with KMO on the trust variable were 0.877 and the results of Bartlett's test of sphericity showed that the significance was 0.000 which means that it had met the requirements of < 0.05. Factor loadings of all indicators > 0.5. As well as based on the Trust variables table, no dimensions are formed and no indicators are omitted. All items are Valid. The results of the factor analysis obtained with KMO on the visit intention variable were 0.887 and the results of Bartlett's test of sphericity showed that the significance was 0.000 which means that it had met the requirements of < 0.05. Factor loadings of all indicators > 0.5. As well as based on the EFA Table of visit intention variables, no dimensions are formed and no indicators are omitted. All items are valid.

Reliability Test

To show reliability between variables, the CR ≥ 0.70 and the AVE ≥ 0.50. Based on Table 2 below all variables have CR and AVE values ≥ 0.70 and 0.50 therefore, all variables are declared valid and reliable.

Table 2. Reliability Test Results

Variable	CR ≥ 0.70	AVE ≥ 0.50	Information
X1	0,895	0,742	Reliable
X2	0,856	0,598	Reliable

X3	0,784	0,560	Reliable
Y1	0,843	0,643	Reliable
Y2	0,850	0,739	Reliable

Source: Primary data, processed with AMOS (2023)

Fit Model SEM

After testing the fit model, results were obtained showing a value of P = 0.446; RMSEA=0.009; GFI=0.937; AGFI=0.906; CMIN/DF=1.013; TLI=0.999; CFI=0.999; So it can be stated that the model meets the criteria and fit.

Table 3. SEM Model Fit Test Results

Goodness of Fit Indices	Cut-off value	Result	Model Evaluation
Probability	≥ 0.05	0,446	Fit
RMSEA	≤ 0.05	0,009	Fit
GFI	≥ 0.05	0,937	Fit
AGFI	≥ 0.90	0,906	Fit
CMIN/DF	≤ 2.00	1,013	Fit
TLI	≥ 0.90	0,999	Fit
CFI	≥ 0.90	0,999	Fit

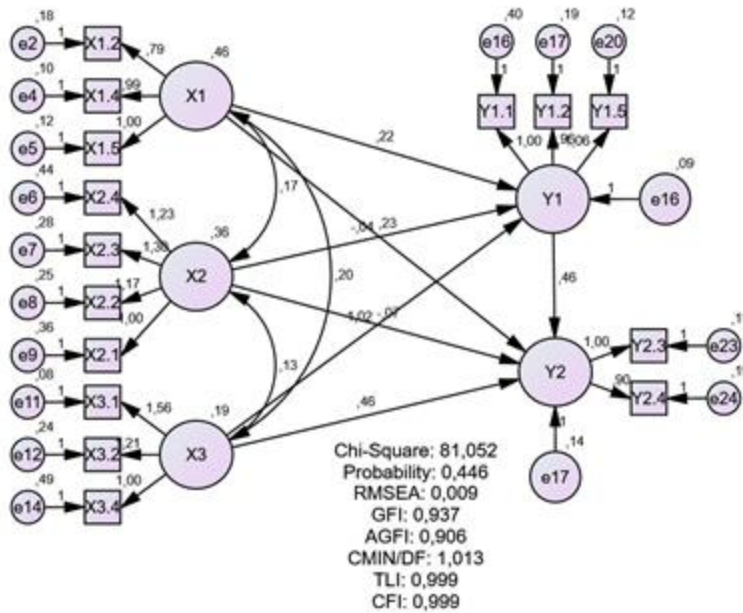Source: Primary data, processed with AMOS (2023)

Figure 1. Fit Model SEM
Source: Primary data, processed with AMOS (2023)

Test the Hypothesis

Based on the table of hypothesis test results below, seven hypotheses are tested in this study. The hypothesis is accepted if the CR value ≥1.96 and the P value <0.05. Here is an explanation of each hypothesis.

Table 4. Hypothesis Test Results

Hypothesis	Variable	Cut-off Value	T-Statistic	Result
	Attitude → Visit Intention	≥ 1.96	2,342	Accepted
H1	Subjective norm → Visit Intention	≥ 1.96	-0,789	Rejected
	Perceived Behavioral Control → Visit Intention	≥ 1.96	1,657	Rejected
	Attitude → Trust	≥ 1.96	2,710	Accepted
H2	Subjective norm → Trust	≥ 1.96	-0,483	Rejected
	Perceived Behavioral Control → Trust	≥ 1.96	4,947	Accepted
	Attitude → Visit Intention → Trust	≥ 1.96	1,765	Rejected
H3	Subjective norm → Visit Intention → Trust	≥ 1.96	-0,465	Rejected

Source: Primary data, processed with AMOS (2023)

Attitudes, Subjective Norms, and Perceptions of Behavioral Control Towards Visit Intention

The influence of attitude towards visit intention has a positive and significant effect with CR value = 2.342 > 1.96 so that it can be said that H1 for the attitude variable towards visit intention is accepted. This hypothesis is in line with the results of research conducted by Nuri Purwanto &; Chusnul Rofiah 2020 which shows that attitude has a positive and significant effect on intention to travel. As for the variables of subjective norms and perceptions of behavioral control over visit intention did not have a positive and significant effect with values of CR = -0.789 < 1.96 and CR = 1.657 < 1.96 so it can be said that H1 for variables of subjective norms and perceptions of behavioral control over visit intention is not accepted. These results show that attitude is a factor that influences Muslim generation Z to visit Muslim friendly tourism. Attitude is the main factor that predicts, describes, and influences the behavioral intention of visiting Muslim friendly tourism, the existence of Muslim friendly tourism which is a positive thing makes the intention to visit Muslim generation Z very large. While subjective norms and perceptions of behavioral control are not factors that influence Muslim generation Z to visit Muslim friendly tourism.

Attitudes, Subjective Norms, and Perceptions of Behavioral Control Toward Trust

The influence of attitudes and perceptions of behavioral control on trust can be seen from the results of the analysis above, it is known that attitudes and perceptions of behavioral control have a significant influence on trust with values of CR = 2.710 > 1.96 and CR = 4.947 > 1.96. While the influence of subjective norms did not have a significant effect on trust with CR = -0.483 < 1.96. So, it can be said that H2 for attitude variables and perceptions of behavioral control is accepted and for subjective norm variables are rejected. The results show that subjective norms are not a factor that influences the beliefs of generation Z Muslims, from the facts on the ground it was found that information about Muslim-friendly travel obtained from   social media and invitations from friends and family did not make generation Z Muslims immediately have trust to visit, because sometimes what is displayed or said both from family and from social media does not correspond to reality. However, what influences trust in visiting Muslim friendly tourism is the attitude and perception of behavioral control of generation Z Muslims.

Attitudes, Subjective Norms, and Perceptions of Behavioral Control Towards Visit Intention Through Trust Mediation

The influence of attitudes, subjective norms and perceptions of behavioral control on visit intention through trust mediation can be seen from the results of the analysis above, it is known that subjective attitudes and norms do not have a significant influence on visit intention through trust mediation with values of CR = 1.765 < 1.96 and CR = -0.465 < 1.96. While the perception of behavioral control has a significant indirect influence on visit intention through trust mediation with a value of CR = 2,100 > 1.96. So, it can be said that H3 for attitude variables and subjective norms is rejected and behavioral control is accepted for perceptual variables. These results show that subjective attitudes and norms are not factors that influence visit intention through trust mediation among generation Z Muslims. However, trust mediates the relationship of perceived behavioral control to visit intention. Every supporting factor including aspects of beauty, reachable places, and comfort can reduce the risks and obstacles of generation Z Muslims to visit Muslim friendly tourism so that the interest in visiting generation Z Muslims is stronger. The mediation effect has three hypotheses, the results showed that the hypothesis with behavioral control perception variables is full mediation, while the hypothesis with attitude variables and subjective norms is only partial mediation. As a result, the mediating role of trust is only found in the relationship between perceived behavioral control and visit intention among Muslim Generation Z.

The proposed model to map the visit-intention behavior of Muslim-friendly tourism was not able to work optimally. As a result, the SDGs used to map the formation of Muslim-friendly tourist visit-intention behavior are not able to accommodate it perfectly,

so other theories are needed to support it. However, the study found it important that trust can mediate the relationship between perceived behavioral control and visitor intention behavior. However, it cannot mediate the relationship between attitudes, subjective norms and visitor intention behavior. Therefore, a new insight that can be revealed in this study is that trust can be used as a means to shape the behavior of Muslim friendly travel visit intention among generation Z Muslims, namely the model of trust-based Muslim friendly travel visit intention behavior, if it is based on perceptions of behavioral control.

The study also offers some practical implications. First, by knowing the SDGs aspects, the tourism office and halal tourism object developers can develop and maximize potential by considering the trust aspects of the generation Z Muslim community. Second, the Muslim generation Z community needs to form a trust-based Muslim friendly tourism visit intention behavior in an effort to develop halal tourism. Third, this research is useful for the government and the general public in determining development policies, evaluations, and control systems in the development of halal tourism in Indonesia.

This research is inseparable from limitations, namely the size and sampling method which most of the samples are dominant on one island, namely Sulawesi Island even though there are several large islands in Indonesia. Therefore, departing from existing limitations can later become an area of further study for further researchers.

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