

Understanding the Visit Intention of Indonesia Gen-Z to a Muslim-Friendly Destination by using Extended TPB

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ABSTRACT

A new potential that has emerged in the tourism industry is halal tourism. Indonesia as a majority Muslim population is expected to be able to take advantage of this opportunity by understanding tourist behavior which can be divided into two groups, inbound and outbound travelers. By extending the TPB, this study aims to determine outbound traveler behavior, namely by analyzing the influence of attitude factors, subjective norms, perceptions of behavioral control, destination image, and facilities on the intention to visit Indonesian Z generations to Singapore as a Muslim-Friendly country. The object of this research is Indonesian Gen-Z Muslims and uses 180 respondents. Then the data was processed using the SEM-PLS analysis tool with SMARTPLS software version 3.2.8. The results show that attitudes, subjective norms, perceptions of behavioral control, and destination image have a positive and significant effect on visiting intentions, while facilities have no positive and significant effect on visiting intentions. With these empirical results, the Indonesian tourism ministry can use them as a basis for adopting relevant marketing policies to offer Gen-Z Indonesia, so that they have alternative tourist destinations within the country as domestic travelers. As for scholars, these results can show that TPB can still be used as a relevant theory to study the behavior of Muslim-friendly tourists.

Keywords: Indonesia, Gen-Z, TPB

