



## Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

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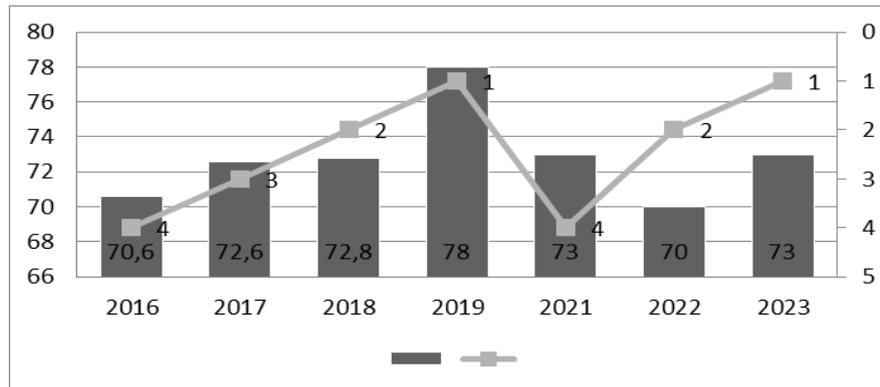


**Abstract.** Tourism serves as a gateway to several industrial sectors that are vital to the country's economy. This study aims to investigate the variables influencing the Muslim intention to travel to West Java's halal tourism destination. The Theory of Planned Behaviour (TPB), which is composed of Perceived Behavioural Control (PBC), Attitude towards Behaviour (ATB), and Subjective Norms (SN), is used in this study. In addition, electronic word-of-mouth (e-WOM) and an intervening variable called Halal Literacy (HL) were included in this study. The Partial Least Square Structural Equation Modelling (PLS-SEM) analytical method will be applied in this study with 210 respondents. The study's findings demonstrate that HL and PBC influence the Muslim intention to travel to West Java's halal tourism destinations. In addition, PBC and SN significantly influence HL. However, ATB, e-WOM and SN do not influence to Muslim intention. Additionally, PBC and SN significantly impact to Muslim intention indirectly through halal literacy. Muslim populations should increase halal literacy including halal tourism. Internet media can provide valuable information about reviews of current halal tourist attractions. The synergy between the government, industry players and other stakeholders to support the halal tourism ecosystem in West Java needs to be carried out.

**Abstrak.** Pariwisata berfungsi sebagai pintu gerbang ke beberapa sektor industri yang vital bagi perekonomian negara. Penelitian ini bertujuan untuk menyelidiki dan menganalisis variabel-variabel yang memengaruhi niat Muslim untuk bepergian ke destinasi wisata halal Jawa Barat. Teori Perilaku Terencana (TPB), yang terdiri dari Kontrol Perilaku yang Dirasakan (PBC), Sikap terhadap Perilaku (ATB), dan Norma Subjektif (SN), digunakan dalam penelitian ini. Selain itu, electronic word-of-mouth (e-WOM) dan variabel intervening yang disebut Literasi Halal (HL) disertakan dalam penelitian ini. Metode analisis Partial Least Square Structural Equation Modelling (PLS-SEM) akan diterapkan dalam penelitian ini dengan 210 responden. Temuan penelitian menunjukkan bahwa HL dan PBC memengaruhi niat Muslim untuk bepergian ke destinasi wisata halal Jawa Barat. Selain itu, PBC dan SN secara signifikan memengaruhi HL. Namun, ATB, e-WOM dan SN tidak memengaruhi niat Muslim. Selain itu, PBC dan SN secara tidak langsung berdampak signifikan terhadap niat Muslim melalui literasi halal. Populasi Muslim perlu meningkatkan literasi halal, termasuk pariwisata halal. Media internet dapat menyediakan informasi berharga tentang ulasan objek wisata halal terkini. Sinergi antara pemerintah, pelaku industri, dan pemangku kepentingan lainnya untuk mendukung ekosistem pariwisata halal di Jawa Barat perlu dilakukan.

## INTRODUCTION

Tourism is a sector that supports national economic growth. In 2018, tourism became the second leading sector after agriculture. The tourism sector is targeted to become the largest foreign exchange contributor for Indonesia in 2020, after reaching US\$ 24 billion in the previous year (Ministry of Tourism, 2017). One of Indonesia's potentials in the tourism sector is because Indonesia is one of the countries with the largest population in the world. To encourage halal tourism, Indonesia also has an advantage because the majority of its population is Muslim. Mastercard-CrescentRating has carried out a ranking for halal tourism through the Global Muslim Travel Index (GMTI) (Mastercard-CrescentRating, 2023a).

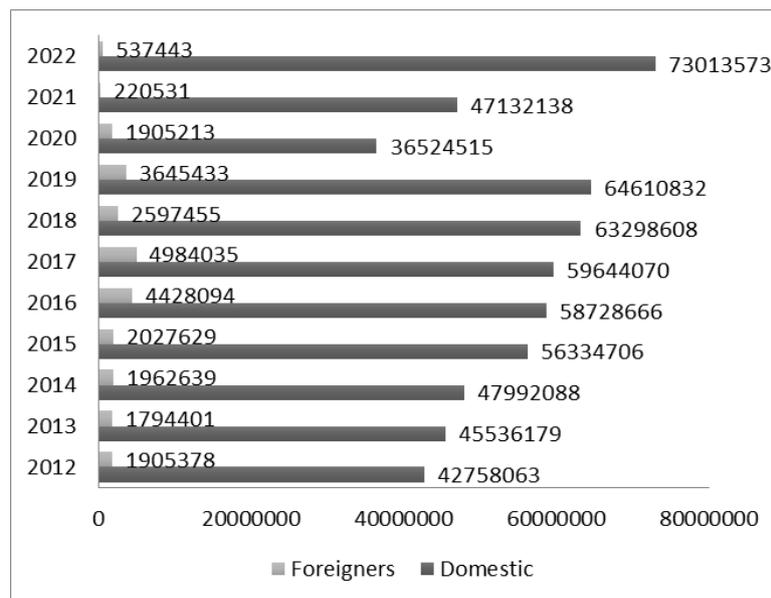


Source: Global Muslim Travel Index (GMTI) Report, 2016-2023.

Figure 1 The Indonesia's rank on Global Muslim Travel Index (GMTI) 2016-2023

Based on Figure 1, Indonesia's position experienced fluctuations until 2023 and returned to first place. In 2020, due to Covid-19, the number of Muslim tourist arrivals fell (Widyanti, 2021). Indonesia was trying to maintain its position as the best halal tourist destination (Dihni, 2022). Indonesia also received the Stakeholder Awareness Campaign of the Year award (Sayuti, 2023). According to the Indonesia Muslim Travel Index (IMTI), West Java Province is in sixth position after West Nusa Tenggara, Aceh, West Sumatra, DKI Jakarta and Central Java (CrescentRating et al., 2023). West Java has great potential as a halal tourism destination, especially related to nature, culinary, and fashion which continue to develop and adapt to the times. West Java is an attractive province because its local government is committed to halal tourism.

The West Java government has awareness of this sector with the West Java Governor's Regulation Number 1 of 2022 concerning Sharia Economic and Financial Development which also regulates halal tourism. West Java Province is an area with diverse tourist destinations and can be reached with various accesses. West Java has 13 Islamic cultural sites, 436 cultural attractions and 99 of them are Muslim-friendly and 1496 local attractions and 60 of them are friendly for Muslim tourists. During the pandemic, the tourism sector in West Java was significantly affected (KNEKS and IAEL, 2020). The following is data on tourist visits to West Java for 2012-2022:



Source: Open Data Jabar, 2022.

Figure 2 Tourist visits to West Java (2012-2022)

Figure 2 illustrates there was a significant increase from 2012-2019 for domestic tourists, while in 2020 there was a significant decrease of up to 43%. However, in 2021-2022 it continues to increase. For foreign tourists, there was an increase from 2012-2017, then experienced fluctuations from 2018-2022. The decline in the number of tourists, especially domestic tourists, is very significant, having fallen by up to 50% in 2020. In addition, the number of foreign tourists also differed significantly from 2019 to 2022, even though it is the recovery period from Covid-19.

Even though the tourism sector is increasing, building halal tourist destinations in Indonesia is not easy. Apart from being relatively new, it requires human resources and management that are professional and have competent knowledge regarding Islamic law (Djakfar, 2017). It is hoped that the large Muslim population in Indonesia, apart from being a potential market share for halal tourism, can also answer challenges related to human resources. Data from the Pew Research Center shows estimates of Muslims in Indonesia at 88.1% (2010) and 88% (2030) (Pew Research Center, 2011). Apart from that, 2020 data shows that Indonesia's population consists of Generation Z, namely 28% (75.3 million), Generation Y 26% (69.8 million) and Generation X 22% (59 million) (BPS, 2021).

The diversity generations of the population supported by high internet penetration in Indonesia can be quite a promising reason for the development of the tourism sector. We Are Social data shows that internet users in Indonesia reach 66.5% of the 278.7 million population or 185.3 million in 2024. The purpose of internet use is 83.1% for searching for information and 40.8% for searching for places, holidays and travel (We Are Social, 2024). This allows Indonesia to have great potential in developing the tourism sector, supported by the abundance of information via the internet regarding tourist destinations, including halal tourism. Apart from being consumers, the younger generation of internet users are also leaders in forming new trends and values in the tourism industry so that they can become the main drivers of halal tourism (Mastercard-CrescentRating, 2023b).

Current digital developments are also very important because people use information from the internet to make decisions, including traveling through Electronic Word of Mouth (e-WOM). Apart from that, halal literacy can influence Generation Z tourists' decisions in visiting halal tourist destinations in West Java.

Several previous studies have been conducted in Bukittinggi by Mardhatillah (2020), in West Java by Hanafiah et al. (2020), in West Sumatra by Amzal et al. (2021) and in Malang by Arta and Fikriyah, (2021).

There are various factors that influence the Muslim community's interest in visiting halal tourist destinations in West Java. The Theory of Planned Behavior (TPB) is a theory that can be used psychologically to link beliefs and behavior using three main components: Attitude Towards Behavior (ATB), Subjective Norms (SN), and Perceived Behavioral Control (PBC) (Ajzen and Fishbein, 1975). Previous research has been conducted in Yogyakarta by Sari et al. (2019) and in Aceh by Muchlisa (2022).

Various previous studies have shown various results and none have combined variables from the perspective of psychology, spirituality and digital promotion in a comprehensive analysis. This research aims to analyze the factors that influence Muslim communities to visit halal tourist destinations by involving TPB variables. This research novelty comes from additional variables called e-WOM and also halal literacy as variables that mediate the influence of TPB on interest in visiting halal tourism destinations in West Java.

## LITERATURE REVIEW

### Halal Tourism

Discussions regarding halal tourism have increased in recent years as an important part of the global tourism industry (Hall et al., 2019). There are several verses in the Qur'an that encourage humans to explore God's earth, such as in Q.S Al An'am: 6 verse 11, Q.S Al Ankabut: 29 verse 20 and Q.S Al Mulk: 67 verse 15. Apart from that, fatwas regarding guidelines the implementation of tourism based on sharia principles has also been issued by the National Sharia Council of the Indonesian Ulema Council, namely DSN-MUI fatwa Number 108/DSN-MUI/X/2016 (*Fatwa Dewan Syariah Nasional Majelis Ulama Indonesia No. 108/DSN-MUI/X/2016 tentang Pedoman Penyelenggaraan Pariwisata Berdasarkan Prinsip Syariah, 2016*).

Vargas-Sánchez and Moral-Moral (2020) define halal tourism as offering destination and travel packages specifically designed to meet the needs of Muslim tourists in accordance with the teachings of the Islamic religion. In West Java Governor's Regulation Number 1 of 2022 concerning Sharia Economic and Financial Development, it is explained that Muslim-friendly tourism is a set of additional amenities, attractions and accessibility services aimed at meeting the experiences, needs and desires of Muslim tourists (*Peraturan Gubernur Jawa Barat Nomor 1 Tahun 2022 tentang Pengembangan Ekonomi dan Keuangan Syariah, 2022*).

Halal is not only about the food and beverages, but also to the hotels, facilities and services (Author et al., 2023). The needs of the Muslim population when they travel led to the emergence of halal tourism. Muslims must provide for their fundamental needs while traveling, including halal meals, travel packages that consider prayer times, locations for prayer, and other necessities. Halal travel provides common standards for everyone, including consumer protection, environmental friendliness, and hygiene (Mutmainah et al., 2025). Based on various previous definitions, it can be concluded that halal tourism is tourism that provides various supporting facilities in accordance with the principles of Islamic law.

### Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) establishes a framework for analyzing the determining factors of individual behavioral choices. According to TPB, there are three factors that determine an individual's intention to do something (Behavioral Intention/BI), namely Subjective Norms (SN), Attitude Towards Behavior (ATB), and Perceived Behavioral Control (PBC) (Ajzen and Fishbein, 1975; Ajzen 1991).

Subjective Norms (SN) is defined as an individual's perception of the extent to which important people in their life expect or support certain behaviors (Ajzen, 1991). Subjective norms reflect the social pressure that individuals feel to comply with the expectations or views of those they value or respect. Some previous studies show that subjective norms have a significant influence on interest in visiting tourist destinations (Muchlisa, 2022; Saragih and Jonathan, 2019).

Attitude Towards Behavior (ATB) refers to assessing whether someone's behavior is good or bad by evaluating their actions (Ajzen, 1991). In the context of this research, it includes individual assessments of certain aspects of halal tourism. Based on previous research, attitudes have a significant influence on interest in visiting tourist destinations (Saragih and Jonathan, 2019; Purwanto and Rofiah, 2020).

Perceived Behavioral Control (PBC) represents the ease or difficulty of performing certain behaviors (Ajzen, 1991). Individuals tend to engage in behavior that is considered easier to implement and can be controlled (Bamberg and Möser, 2007). Previous research show that perceived behavioral control has a significant influence on interest in visiting tourist destinations (Saragih and Jonathan, 2019; Purwanto and Rofiah, 2020).

### **Electronic Word of Mouth (e-WOM)**

Electronic Word of Mouth (e-WOM) is a term that refers to the process of sharing information or reviews via electronic platforms Purwanto and Rofiah, 2020). The role of information technology, especially social media, in increasing interest in visits is very important. Today's tourists rely heavily on social media to obtain accurate information (Hamouda and Yacoub, 2018). Social media is the main way for spreading e-WOM and has a big influence in influencing tourist decisions. This is because tourists use the internet, especially social media, to get relevant and complete information (Purwanto and Rofiah, 2020). Previous studies shows that e-WOM has a significant influence on interest in visiting tourist destinations (Hanafiah et al., 2020).

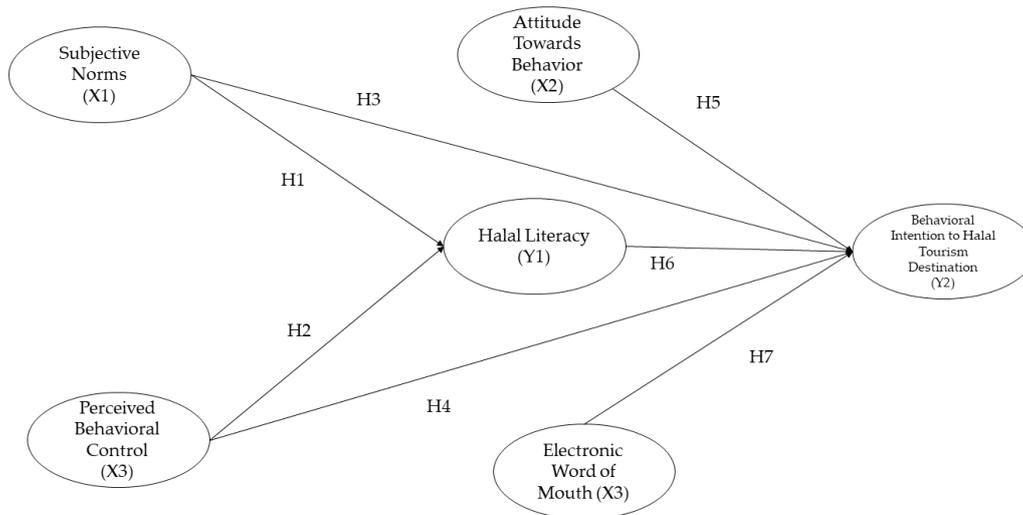
Wibawa et al. (2025) found that e-WOM has positive significant influence toward destination trust and destination images but does not have significant effect on the intention. Another research shows that positive comments, reviews, and halal destination image can influence visitors to come again (Chirmardani and Arief, 2022). Positive e-WOM plays important role to influence tourist behavior and needed by Muslim tourist who rely on peer reviews from the previous visitors regarding halal services and facilities.

### **Halal Literacy**

Halal literacy is an individual's understanding of the suitability of a product to be consumed with halal principles (Novitasari and Fikriyah, 2023). Another definition explains that halal literacy is a term for subjective knowledge about what is halal and haram (Hasbi et al., 2023). With a good understanding of halal principles, individuals will be more likely to be interested in visiting halal tourist destinations. As a result, halal literacy can be an important factor in mediating tourists' interest in visiting. Based on the results of research conducted in Madiun, it shows that halal literacy has a significant influence on interest in visiting tourist destinations (Setyowati and Anwar, 2022).

### **Hypothesis Development**

The Theory of Planned Behavior (TPB) is the basic concept used in research related to public intention in visiting halal tourism destinations in West Java in this research. This research also added Electronic Word of Mouth (e-WOM) variable and halal literacy as mediation variable for the Subjective Norms and Perceived Behavioral Control (PBC) variables towards Behavioral Intention (BI). This research formulates seven hypotheses which are illustrated in Figure 3 as follows:



Source: Authors, 2024.

Figure 3 Research framework in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

- H<sub>1</sub> : Halal literacy mediates the relationship between Subjective Norms and Behavioral Intention to Halal Tourism Destination in West Java
- H<sub>2</sub> : Halal literacy mediates the relationship between Perceived Behavioral Control and Behavioral Intention to Halal Tourism Destination in West Java
- H<sub>3</sub> : Subjective Norms have a significant effect on Behavioral Intention to Halal Tourism Destination in West Java
- H<sub>4</sub> : Perceived Behavioral Control have a significant effect on Behavioral Intention to Halal Tourism Destination in West Java
- H<sub>5</sub> : Attitude towards Behavior has a significant effect on Behavioral Intention to Halal Tourism Destination in West Java
- H<sub>6</sub> : Halal Literacy has a significant effect on Behavioral Intention to Halal Tourism Destination in West Java
- H<sub>7</sub> : Electronic Word of Mouth has a significant effect on Behavioral Intention to Halal Tourism Destination in West Java

## METHOD

This research uses a quantitative approach with data collected through questionnaires. The population and sample in this study is the Muslim community in Indonesia who are more than 17 years old. Respondents were selected using non-probability sampling and convenience sampling techniques. This approach is used with consideration of easiness, accessibility, time availability, and geographical proximity (Etikan et al., 2016). A non-probability sample was chosen as the sample design because each selected sample subject has no probability (Sekaran and Bougie, 2016). This research involved 210 respondents as samples. The questionnaire uses a Likert scale from 1 (strongly disagree) to 5 (strongly agree).

The Partial Least Square-Structural Equation Modeling (PLS-SEM) approach was used to test research using SmartPLS 3 software. PLS-SEM is suitable for handling research models that have many constructs and indicators in each of these variables (Sholihin and Ratmono, 2021). PLS can be used for abnormal data, small sample sizes, and constructs that are measured formally (Hair, 2014). Data analysis includes validity

and reliability tests as well as structural model tests. Apart from that, 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). The following is a table of the number of questionnaire items in this study:

Table 1 Constructs, number of questionnaire items and references that used in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

No	Constructs	Number of Items	References
1	Subjective Norms (SN)	3	Ajzen (1991), Saragih and Jonathan (2019), Purwanto and Rofiah (2020)
2	Attitude Towards Behavior (ATB)	5	Ajzen (1991), Saragih and Jonathan (2019), Purwanto and Rofiah (2020)
3	Perceived Behavioral Control (PBC)	3	Ajzen (1991), Saragih and Jonathan (2019), Purwanto and Rofiah (2020)
4	Electronic Word of Mouth (EWM)	4	Hanafiah et al. (2020), Purwanto and Rofiah (2020)
5	Halal Literacy (HL)	4	Novitasari and Fikriyah (2023), Setyowati and Anwar (2022), Etikan et al. (2016).
6	Behavioral Intention (BI)	3	Ajzen (1991), Saragih and Jonathan (2019), Purwanto and Rofiah (2020)
Total		22	

Source: Authors, 2024.

## RESULTS AND DISCUSSION

### Respondents Profile

The respondents of this research involved the Muslim community in Indonesia with female gender being 68.1% and male 31.90% with the majority being Generation Z reaching 71.43%. Current technological developments are changing the behavior and lifestyle of the younger generation (Dimock, 2019). Therefore, they tend to use information on digital media to travel. The majority of respondents studied at a bachelor's degree, namely 58.57%. Therefore, this strengthens the argument for understanding related to halal issues and also the concept of halal tourism from various information sources.

The majority of research respondents enjoy traveling (91.90%) and know the concept of halal tourism (68.10%). However, only 52.38% of people know that West Java is one of the halal tourist destinations in Indonesia. Apart from that, various applications and the use of social media are also widely used by respondents to support their travel trips, for example Traveloka, Instagram, YouTube, and so on. In general, this shows that technology also plays a role in supporting the tourism sector. Basic knowledge and concepts about halal tourism are important for the community, thus influencing their behavior and interest in visiting tourism.

Table 2 Respondents profile in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

Description	Frequency	Percentage
<b>Gender</b>		
Female	143	68.10%
Male	67	31.90%

Table 2 Respondents profile in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect (continued)

Description	Frequency	Percentage
<b>Age</b>		
17-20 years old	97	46.19%
21-24 years old	74	35.24%
Over 24 years old	39	18.57%
<b>Education</b>		
Senior High School	67	31.90%
Undergraduate	123	58.57%
Postgraduate	20	9.52%
<b>Travelling Preferences</b>		
Yes	193	91.90%
No	17	8.10%
<b>Halal Tourism Concept Knowledge</b>		
Yes	143	68.10%
No	67	31.9%
<b>Information about West Java as ten of halal tourism destination in Indonesia</b>		
Yes	110	52.38%
No	100	47.62%

Source: Research finding by authors, 2024 (processed data).

### Validity and Reliability Test

This research uses Partial Least Square-Structural Equation Modeling (PLS-SEM) as a data analysis tool. The results of the data analysis output are interpreted to find out how the independent variable influences the dependent variable. Before testing the influence between variables, PLS-SEM analysis requires several initial steps to ensure that the measurement tool passes validity and reliability tests and passes model testing. To evaluate the validity and reliability of measurements, it is carried out by testing convergent validity and discriminant validity.

#### *Convergent validity*

Convergent validity testing is carried out by comparing the values listed in outer loadings and Average Variance Extracted (AVE) with the values that are required to pass the test. The required value is that the outer loadings value must exceed 0.7, while the AVE must exceed 0.5 for each latent variable (Hulland, 1999). The following are the test results with the calculate algorithm in PLS-SEM software.

Table 3 Results of convergent validity test in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

	ATB	BI	EWM	HL	PBC	SN
ATB1	0.928					
ATB2	0.942					
ATB3	0.937					
ATB4	0.833					
ATB5	0.888					
BI1		0.837				
BI2		0.945				
BI3		0.931				

Table 3 Results of convergent validity test in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect (continued)

	ATB	BI	EWM	HL	PBC	SN
EWM1			0.845			
EWM2			0.899			
EWM3			0.771			
EWM4			0.896			
HL1				0.929		
HL2				0.958		
HL3				0.919		
HL4				0.916		
PBC1					0.892	
PBC2					0.890	
PBC3					0.742	
SN1						0.828
SN2						0.904
SN3						0.825

Source: Research finding by authors, 2024 (processed data).

The outer loadings value can be said to be valid if the value of the outer loadings for each construct shows a value  $> 0.7$ . Based on the results of the outer loading output in Table 3, it can be seen that each research variable indicator obtained an outer value above 0.7, so it can be concluded that all research variable indicators passed the outer loading test.

Table 4 Average Variance Extracted (AVE) output results in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

Constructs	AVE
Attitude Toward Behavior (ATB)	0.822
Bahavioral Intention (BI)	0.821
Electronic Word of Mouth (EWM)	0.730
Halal Literacy (HL)	0.866
Perceived Behavioral Control (PBC)	0.712
Subjective Norms (SN)	0.728

Source: Research finding by authors, 2024 (processed data).

The AVE output results in Table 4 can be concluded that each variable construct has an Average Variance Extracted (AVE) value  $> 0.5$ . So it can be concluded that all variables can be said to be valid and the statements in the questionnaire are able to reveal something that is measured by the questionnaire in this research.

### ***Discriminant validity***

The discriminant validity is assessed using Partial Least Squares Structural Equation Modelling (PLS-SEM). This test was carried out by looking at the square of the Average Variance Extracted (AVE) in the Fornell-Larcker Criterion table in the SmartPLS algorithm results. Table 5 shows the result for discriminant validity.

Table 5 The square of Average Variance Extracted (AVE) output result in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

	ATB	BI	EWM	HL	PBC	SN
ATB	0.907					
BI	0.797	0.906				
EWM	0.699	0.733	0.854			
HL	0.815	0.794	0.739	0.930		
PBC	0.808	0.809	0.737	0.720	0.844	
SN	0.707	0.674	0.697	0.639	0.730	0.853

Source: Research finding by authors, 2024 (processed data).

Based on the results in Table 5, it can be seen that the square of AVE value for all variables in this study has a greater value when compared to the relationship value between the variables. Based on this, it can be concluded that the measurements in this study passed the square of AVE test.

Table 6 Cross loading output result in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

	ATB	BI	EWM	HL	PBC	SN
ATB1	0.928	0.744	0.627	0.749	0.755	0.620
ATB2	0.942	0.766	0.639	0.753	0.767	0.677
ATB3	0.937	0.760	0.676	0.753	0.788	0.666
ATB4	0.833	0.593	0.579	0.647	0.614	0.560
ATB5	0.888	0.732	0.645	0.786	0.722	0.673
BI1	0.554	0.837	0.556	0.564	0.634	0.528
BI2	0.817	0.945	0.724	0.797	0.793	0.665
BI3	0.765	0.931	0.694	0.770	0.758	0.627
EWM1	0.531	0.584	0.845	0.573	0.573	0.538
EWM2	0.648	0.652	0.899	0.679	0.685	0.619
EWM3	0.462	0.495	0.771	0.485	0.531	0.587
EWM4	0.709	0.737	0.896	0.747	0.705	0.640
HL1	0.718	0.680	0.656	0.929	0.643	0.578
HL2	0.784	0.773	0.739	0.958	0.703	0.632
HL3	0.806	0.771	0.705	0.919	0.698	0.612
HL4	0.721	0.728	0.644	0.916	0.632	0.552
PBC1	0.861	0.797	0.701	0.789	0.892	0.686
PBC2	0.641	0.679	0.647	0.563	0.890	0.648
PBC3	0.462	0.524	0.484	0.387	0.742	0.482
SN1	0.563	0.524	0.523	0.523	0.574	0.828
SN2	0.632	0.635	0.626	0.557	0.669	0.904
SN3	0.613	0.561	0.631	0.555	0.621	0.825

Source: Research finding by authors, 2024 (processed data).

The Table 6 represents that the construct indicator value of each variable in this study has a cross loading value of  $> 0.5$ . This shows that the discriminant validity of the construct indicators of each variable is valid.

### ***Reliability test***

Reliability testing refers to the ability of the research measurements used to be trusted as accurate measurement tools and capable of revealing actual information in the field. This reliability test was carried out by looking at the Cronbach alpha value and composite reliability value. Variables that have good reliability and can be said to be reliable if the construct or variable has a Cronbach alpha value  $> 0.7$  and composite reliability  $> 0.7$ .

Table 7 Cronbach's alpha and composite reliability output result in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

Constructs	Cronbach's Alpha	Composite Reliability
Attitude Toward Behavior (ATB)	0.945	0.958
Bahavioral Intention (BI)	0.890	0.932
Electronic Word of Mouth (EWM)	0.876	0.915
Halal Literacy (HL)	0.948	0.963
Perceived Behavioral Control (PBC)	0.801	0.881
Subjective Norms (SN)	0.812	0.889

Source: Research finding by authors, 2024 (processed data).

Table 7 shows that all variables in this study have cronbach alpha's and composite reliability values greater than 0.7. Thus, it can be said that the reliability test value is reliable.

### Structural Model Evaluation (Inner Model)

Evaluation of the structural model (Inner Model) was carried out with the aim of analyzing the results of hypothesized measurements that directly or indirectly influence exogenous variables on endogenous variables.

#### *Coefficient of determination (R-Square)*

Coefficient of Determination shows the ability of the independent variable to explain the dependent variable. This measurement is by looking at the R Square value. In this study the two dependent variables are halal literacy and behavioral intention.

Table 8 R square test result in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

Constructs	R Square
Behavioral Intention	0.734
Halal Literacy	0.546

Source: Research finding by authors, 2024 (processed data).

Based on the output results in Table 8, it can be seen for the first equation where the Behavioral Intention variable obtained an R-square value of 0.734, meaning the ability of the independent variables (Subjective Norms, Perceived Behavioral Control, Attitude Toward Behavior, Electronic Word of Mouth, and Halal Literacy) in explaining the Behavioral Intention variable was 73.4%, while the remaining 26.6% was influenced by other variables outside this research.

The second equation where Halal Literacy obtained an R-Square value of 0.546 means the ability of the independent variables (Subjective Norms and Perceived Behavioral Control) in explaining the Halal Literacy variable was 54.6% while the remaining 45.4% was explained by other variables that were not studied.

### Hypothesis Test

In the hypothesis testing process, evaluation is carried out by examining the path coefficient and t-statistics. The use of SmartPLS software facilitates the discovery of these values through the bootstrapping method. The guideline used for interpretation is if the t-statistic value is  $> 1.96$  and the p-value is  $< 0.05$ . Analysis of the results of hypothesis testing is presented in Table 9 and Figure 4 as follows:

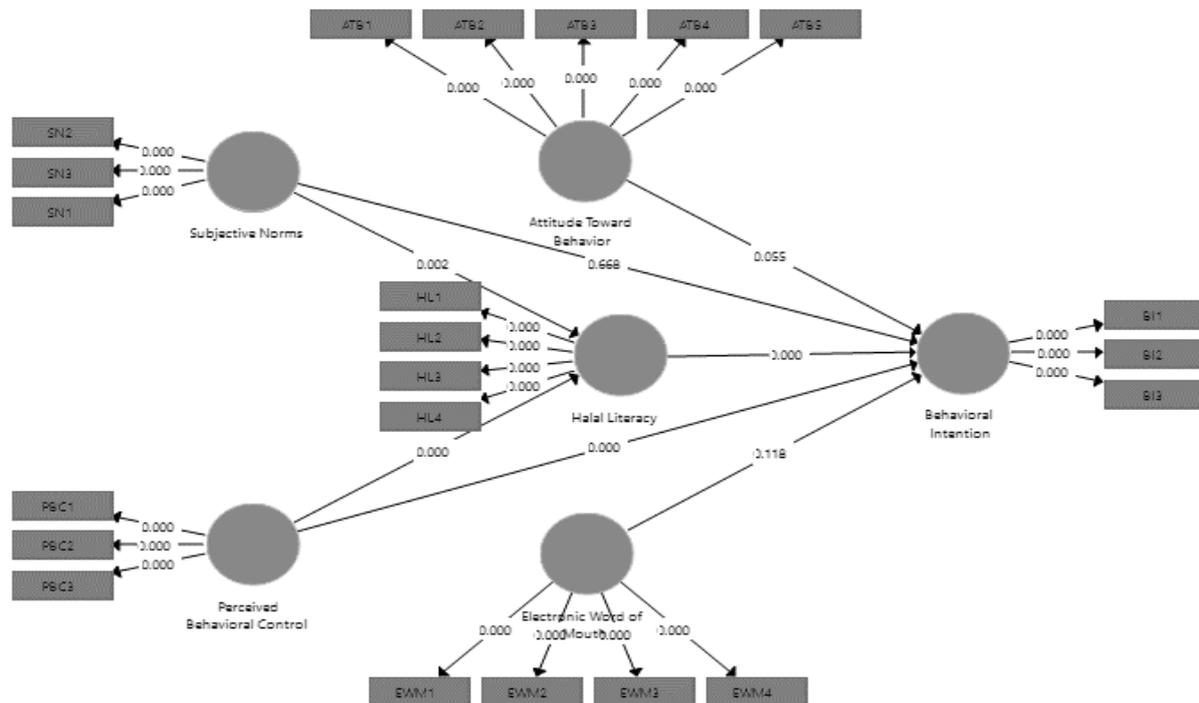
Table 9 Result of direct and indirect effect (mediation effect) in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

Direct	Original Sample (O)	T Statistics	P Values	Result
Subjective Norm -> Behavioral Intention	0.024	0.429	0.668	H3 not supported
Perceived Behavioral Control -> Behavioral Intention	0.353	4.509	0.000	H4 supported
Attitude Toward Behavior -> Behavioral Intention	0.167	1.930	0.055	H5 not supported
Halal Literacy -> Behavioral Intention	0.305	3.750	0.000	H6 supported
Electronic Word of Mouth -> Behavioral Intention	0.113	1.571	0.118	H7 not supported

Indirect	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Result
Perceived Behavioral Control -> Halal Literacy -> Behavioral Intention	0.166	3.147	0.002	H1 supported
Subjective Norm -> Halal Literacy -> Behavioral Intention	0.074	2.446	0.015	H2 supported

Source: Research finding by authors, 2024 (processed data).



Source: Research finding by authors, 2024 (processed data).

Figure 4 Path diagram result in the research of Muslim Intention to Visit Halal Tourism Destination in West Java: Halal Literacy Mediation Effect

## Discussion

In general, the Theory of Planned Behavior (TPB) is successful in predicting the Muslim community's intention in visiting halal tourist destinations in West Java. Apart from that, the mediating variable, namely halal literacy also has a significant influence. However, the Electronic Word of Mouth (e-WOM) variable was not proven to have a significant effect on public interest.

Halal Literacy (HL) can significantly mediate the relationship between Perceived Behavioral Control (PBC) and Behavioral Intention (BI) for visiting halal tourist destinations in West Java with p-values of 0.002, so it can be concluded that **H1 is accepted**. A person will have greater control over behavior related to halal, especially with the support of halal literacy. This situation then increases a person's intention to carry out this behavior even higher, in this case visiting halal tourist destinations.

The results of this study show the importance of education and increasing halal literacy in influencing individuals' intentions to behave in accordance with halal principles, especially through increasing perceived behavioral control. The higher of halal literacy, the higher the interest in using halal products in daily life (Setyowati and Anwar, 2022). This is no exception to halal tourist destinations which guarantee the consumption of halal products therein. People will be more wary of the ingredients used in restaurants or cafes where they visit in tourist areas. The existence of regulations related to halal guarantees from the Halal Product Guarantee Organizing Agency (BPJPH) also makes people more careful and maintain the halalness of the products they consume.

Understanding the concept of halal is the main foundation in implementing halal tourism, and this is very relevant in West Java, especially for the respondents of this study who are generation Z Muslims. By increasing halal literacy, people in West Java will better understand and appreciate the values of halal tourism, which in turn can encourage their interest in visiting these destinations (Supriadi et al., 2022). The results of this research also emphasize the importance of building a positive image of halal tourism to ensure the sustainability of this sector. With the young age group, namely generation Z, tending to have an optimistic view of the prospects for halal tourism, promotional and educational strategies targeted at this group is very relevant. Campaigns, road shows and exhibitions are effective methods for increasing awareness and building public trust in halal destinations (Riansyah and Ismail, 2024).

This research also analyzes how halal literacy mediates the relationship between Subjective Norms (SN) and Muslim's intention in visiting halal tourist destinations in West Java. The results of data processing show a significant effect with p-values of 0.015. This means that the influence of SN on BI can be mediated by the individual's level of halal literacy, so it can be said that **H2 is accepted**. The results of this research indicate that the opinions and expectations of other people can influence an individual's intention to behave in accordance with halal principles, especially when the individual has adequate knowledge about the halal concept. Therefore, efforts to increase halal literacy can help in forming positive intentions related to interest in visiting halal tourist destinations, taking into account the views and social norms around them. Other people's opinions in recommending halal tourist destinations to someone cannot directly influence interest in traveling. However, this can be mediated by the individual's halal literacy.

Halal literacy can increase a person's awareness in choosing a product or tourist destination because that person wants to guarantee their main needs as a Muslim. The behavior of prioritizing the halalness of a product has made a halal lifestyle a priority for consumers and tourists today (Setyowati and Anwar, 2022). As in Q.S Al Baqarah 2: 121 and 168, Allah SWT commands humans to consume products that are clearly halal and avoid anything that is haram because it will cause damage (Novitasari and Fikriyah, 2023; Setyowati and Anwar, 2022). Halal literacy is used as a mediating variable because it bridges the influence between independent variables, such as the TPB variables (Attitude, Subjective Norms, and Perceived

Behavioral Control) by increasing people's understanding of halal principles and forming positive attitudes towards halal destinations. With good halal literacy, people are more likely to appreciate and utilize existing information, so that their intention to visit halal destinations becomes stronger. Another research shows that halal literacy is able to mediate religiosity and consumption interest in halal tourism (Wahyuni, 2022).

In this study, the results show that SN has no effect on BI with p-values of 0.668, meaning that **H3 is rejected**. The results of this research show that SN does not play a dominant role or does not have a large enough impact or significant influence on individuals' intentions to visit halal tourist destinations. Information conveyed from other people, including family or people who are important, does not make someone have a direct interest in visiting halal tourist destinations in West Java (Purwanto & Rofiah, 2020). There are various considerations that tourists may take into account. Previous research also shows that SN has no significant effect on travel interest (Derizal et al., 2023).

However, different results are shown by the influence of PBC on BI with a significance value of 0.000, so it can be concluded that **H4 is accepted**. This indicates that the higher a person's PBC towards halal-related behavior, the higher their intention to carry out that behavior. Increasing the perceived control associated with halal behavior can increase individuals' intentions to visit halal tourist destinations in West Java. Related research conducted in Jombang, East Java also came to the same conclusion that PBC can influence a person's interest in visiting halal tourist destinations, especially if there is a religious experience that they want to experience (Purwanto and Rofiah, 2020). This finding is similar with previous research conducted by Abror et al. (2025) that PBC has significant impact on revisit intention and in the context of halal tourism activities, visitors who have good self-efficacy in traveling to halal destination will lead to the happiness and will impact the possibility to revisit the destination.

Furthermore, the Attitude towards Behavior (ATB) variable also has no significant effect on BI with p-values of 0.055 (**H5 is rejected**). The results of this research show that individual evaluations or ATB do not significantly influence their intention to visit halal tourist destinations in West Java. Another previous research conducted regarding interest in visiting Baduy Villages also showed that ATB had no significant effect (Wulandari et al., 2021). This is different from the results of research in halal tourism in Yogyakarta or in East Java that ATB has a significant effect (Purwanto and Rofiah, 2020; Sari et al., 2019).

Meanwhile, the influence of HL on BI shows a significant value with p-values of 0.000, so it can be said that **H6 is accepted**. Increasing halal literacy can positively influence individuals' intentions to visit halal tourist destinations. This indicates that efforts to increase knowledge and understanding about halal in society can potentially increase interest in visiting halal tourist destinations in West Java. A better halal literacy shows an adequate understanding of Islamic teachings in carrying out daily activities. Knowledge about halal as in Islamic law is important to help consumers' thought processes and shape their attitudes (Hasbi et al., 2023). This can increase a person's interest in choosing a tourist destination that meets their needs as a Muslim. As research conducted in Malang, East Java shows that halal knowledge in the context of tourism can have a positive and significant influence on the interest in visiting Muslim communities (Arta and Fikriyah, 2021). Consumers' halal knowledge and awareness will make them more selective and careful in making their decisions (Mutmainah, 2018).

The results of the next hypothesis are quite interesting because Electronic Word of Mouth (e-WOM) has no significant effect on BI, as shown by the p-value of 0.118 (**H7 is rejected**). The results of this research show that information or recommendations conveyed via electronic platforms such as social media (e-WOM) do not significantly influence their intention to visit halal tourist destinations in West Java. A person's interest in traveling is not only determined by what is displayed on social media by other people who have experience visiting that tourist destination. This is possible because the reviews given maybe only show aesthetics. Moreover, this often does not match the conditions when other people visit the destination at

different times. Therefore, tourists must also provide more time to ensure developments from the results of previous visitors' reviews because there is a possibility that there will be changes to the tourist destination, whether related to regulations or layout and facilities. This finding explains that the constructs are insufficient to influence the visitor's decision making. Wibawa et al. (2025) suggest that e-WOM should be integrated with other promotional efforts, such as direct engagement, partnership with travel agencies and innovative marketing campaigns.

This research supports previous research conducted in halal tourist destinations in Jombang by Purwanto and Rofiah (2020) and in West Sumatra by Amzal et al. (2021). In addition, e-WOM is not face-to-face and the message giver conveys it to the general public who may not necessarily pay attention to the message or information (Hanafiah et al., 2020). This research is also in line with previous research which shows that Electronic Word of Mouth (e-WOM) has no effect on the decision to visit tourist villages in Sampang Regency (Rosi and Fathor, 2024). This may be caused by several factors, including the lack of credibility and quality of e-WOM information, people's preference for direct recommendations from family or friends, as well as contextual and cultural factors that influence e-WOM acceptance.

## CONCLUSION

Research related to halal tourism still needs to be carried out in line with technological developments and the trend of the younger generation who tend to like these activities. In general, the Theory of Planned Behavior (TPB) supports the analysis of factors that influence a person's interest in visiting halal tourist destinations in West Java. This research also succeeded in elaborating on the influence of halal literacy to mediate variables from the TPB and also how Electronic Word of Mouth (e-WOM) does not always influence tourist interest.

This research concludes that Perceived Behavioral Control (PBC) and Halal Literacy (HL) have a significant effect on Behavioral Intention (BI) to visit halal tourist destinations in West Java. Apart from that, indirectly PBC also has a significant positive effect on BI with HL mediation. Meanwhile, Subjective Norms (SN) and Attitude towards Behavior (ATB) have no direct influence on BI, but indirectly HL succeeded in mediating the relationship between SN and BI. This shows the important role of halal literacy for the community before visiting halal tourist destinations in West Java to ensure they get facilities according to their needs as a Muslim.

However, in this research, Electronic Word of Mouth (e-WOM) was proven to have no significant effect on BI. This may be because tourists do not only rely on reviews from social media and do not immediately believe what other people say that they do not know. The travel experience is something that must be felt directly, not only related to the beauty or aesthetics of the images produced but also the service but also the atmosphere and comfort of a person while traveling, such as enjoying halal food, easy prayer, and the availability of clean water. This is something that may rarely be discussed on social media or the internet regarding tourist destinations.

The use of TPB in research to analyze factors that influence a person's interest in doing something can be used to develop marketing strategies. This research recommends three things to increase people's interest in visiting halal tourism destinations in West Java. First, industry players supporting the halal tourism ecosystem, such as associations or micro, small and medium enterprises (MSMEs) can collaborate to ensure the comfort of tourist visitors. This is mainly in fulfilling basic needs such as consumption, worship, and also the comfort of enjoying various facilities in the tourist area that are in accordance with Islamic principles.

Second, the local government can coordinate with experts related to halal tourism to provide regulations that support the development of halal tourism, such as a halal certification program for MSMEs players. In addition, giving education and assistance for the purpose of halal certification or digital marketing for industry players, equalizing perceptions with the community, and make an agreement to support each others are needed. Third, synergy between academics through universities with local government and industry players to implement Tri Dharma programs such as project based learning, internship, certification, research, or community service at several tourist attractions in West Java so that they can increase their potential and receive wider public attention.

This research has limitations because the scope of halal tourism is in one province, namely West Java. The further research can explore how other halal tourist destinations develop and what factors influence them. Apart from that, future research can combine quantitative and qualitative research methods using bibliometrics or in-depth interviews with relevant stakeholders. This makes it possible to produce more in-depth research because it processes the opinions of experts such as from the local regional government, the Ministry of Tourism and Creative Economy, the National Committee for Sharia Economics and Finance, the Department of Sharia Economics and Finance of Bank Indonesia, the Indonesian Halal Tourism Association, Industrial Players in the sector Sharia Hotels, Academics, and so on.

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