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Key determinants of intention to visit halal tourism in Madura

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Abstract

This study aims to analyse the potential of halal tourism in Madura with digital technology, access, value-added, and facilities mediated by e-marketing to see the intention to visit halal tourism. The research method used is Structural Equation Modeling with Smart Partial Least Square (PLS). The sample of this study was collected through a questionnaire from 187 tourists who were travelling in Madura halal tourism destination as respondents. The study results indicate that either directly or mediated by e-marketing, access significantly affects the intention to visit halal tourism. On the other hand, technology innovation and value-added have no significant effect. Meanwhile, facilities and e-marketing also directly affect the intention to visit halal tourism. Overall, to increase the potential for halal tourism visits in Madura, it needs easy access, good e-marketing and supporting facilities because the Madura area has many halal tourist destinations. The added value presented as an opportunity to see original regional merchandise, regional performances, and innovative technology has not become a priority for tourists to have halal tourism intention in Madura Island. This study provides research and practical implications for stakeholders related to halal tourism in Madura.

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Introduction

The Ministry of Tourism and Creative Economy in Indonesia and the Global Halal Forum launched a new product in the tourism industry: halal tourism (Slamet et al., 2022). Halal tourism is one form of cultural-based tourism that places the values and norms of Islamic sharia as the basic guidelines. Halal tourism has a wider variety. Not only stop at tourist attractions to

religious locations but also penetrate public locations while maintaining the rules as Muslims and providing services and facilities for Muslim tourists to be able to worship on the sidelines of their visit to tourist destinations (Ghazali et al., 2022). The Muslim population is categorised as very large and increasing. It used to be estimated at 1.8 billion in 2015 (24.1% of the world's population), a proportion predicted to rise to 31.1% with 3 billion inhabitants by 2060 (Nisha & Cheung, 2022). The launch of Halal Tourism is considering that Indonesia is the world's largest Muslim majority country, with 207,176,162 people (Slamet et al., 2022). It means that with a majority Islamic population, Indonesia should be able to become a prosperous country in developing tourism with the concept of sharia (Halal Tourism).

In Indonesia, halal tourism is a solution to the size of the untapped market. With the potential of the world's largest Muslim population, Indonesia has the largest Halal tourism industry market share. It should be realised by observers of the tourism business in Indonesia. It is due to the development of Halal tourism. Sustainable economic development will be able to contribute significant economic development to all actors in it (Tsai, 2017).

The growth of halal tourism sectors can be optimum if halal tourism visits support it. Some factors could support the growth of halal tourism, such as e-marketing and technology innovation (Chung et al., 2015; Hack-Polay et al., 2022). Internet users use the internet to communicate and make transactions selling goods, doing business, and working. Nowadays, internet users have reached more than 50% or the equivalent of 143 million people connected to the internet network throughout 2017. Internet users use the internet to communicate and make transactions selling goods, doing business, and work. Based on its geographical location, Javanese people occupy the first position exposed to the internet, with 57.70% (APJII, 2018).

The development of halal tourism is beneficial in promoting an area's tourism to prospective users of tourism services that exist outside the area and can even reach market share (Fakhrunnas et al., 2019). This enormous potential shows that e-marketing or marketing through the internet is possible to reach online consumers. Therefore, more in-depth research is needed to be related to the influence of e-marketing-based promotion in attracting tourists to tourist destinations in Madura and supporting the development of halal tourism in Madura. Besides e-marketing and technology innovation, this research also conducts some variables influencing halal tourism visits: access, facility, and value-added.

This study aims to analyse the potential of halal tourism in Madura with digital technology, access, value-added, and facilities mediated by e-marketing to see the intention to visit halal tourism.

Literature Review

Access to halal tourism

As stated by Rahman (2019), marketing to attract tourists who had previously visited destinations needs to emphasise halal facilities such as prayer facilities and the direction of kiblah. Yusuf (2021) also stated that the perceptual attributes of access, environment and service could determine the tourists' intention toward halal tourism. Tourism destinations based on Harahshekh (2019) should establish value-added things like "Halal customer loyalty programmes" to boost halal tourists. Besides that, Berakon et al. (2021) stated that technology could support the tourist ecosystem in the hospitality sector generally. Moreover, this technology should be completed by e-marketing because, from the previous study, e-marketing promotion effectively increases tourists' interest in halal tourism (Safira, 2018).

Yusuf's (2021) study found that the perceptual attributes of access, communication, environment, and service could determine the tourists' intention toward halal tourism in Aceh. Other research stated by Yanidin (2020) also found that the completion of tourist service facilities promotes and builds tourist facilities. Infrastructure significantly improves

accessibility to tourism objects in Bener Meriah Regency and can improve the halal tourism visits to it.

H1: Access significantly influences an intention to visit Halal tourism in Madura.

Facilities of halal tourism

The highest needs of Muslim tourists include the availability of proper places of worship and sanitation hygiene in tourist areas (Prajasari, 2022). This is supported by Akyol and Kilinc (2014) that providing halal food and non-alcohol principles, separate facilities for women and prayer rooms are the main and common features of an Islamic or a halal hotel. Also, Yagmur (2019) There must not be alcohol service and nightclubs; no ham, pork or derivative products must be served and only halal foods must be served. In general, based on Prajasari (2022), optimisation of facilities and infrastructure to support halal tourism are essential things that possibly increase the willingness of tourists to visit halal tourism. Examples of optimisation of facilities and infrastructure are providing places, worship facilities, proper sanitation, and playing the call to prayer or prayer reminders at tourist attractions or shopping centres.

H2: Facilities significantly influences an intention to visit Halal tourism in Madura.

Halal tourism value added

In addition, additional treatments are given in halal tourism as a value-added to promote halal tourism. Based on Harahshekh (2019), such facilities should establish "Halal customer loyalty programmes" to boost Halal tourists and brand Halal facilities such as hotels, food and beverages, and restaurants. Regression analysis by Junaidi (2020) found a significant and positive influence of quality and certification of halal food and halal activities on the halal tourism industry.

H3: Halal tourism value added significantly influences an intention to visit Halal tourism in Madura.

Halal tourism technology innovation

Technology tools enable a dynamic feedback system that connects the supply and demand sides in the travel and tourism industry. Lin et al. (2020) also stated that practitioners, particularly tourism and hospitality enterprise managers and marketers, must understand what variables affect the performance of different marketing strategies and what technology characteristics are critical for effectively planning and implementing tourism and hospitality marketing. Berakon et al. (2021) stated that technology could support the tourist ecosystem in the hospitality sector generally. Sayogo et al. (2017) proved that Indonesian consumers are concerned about using online search technology to help them consume halal products.

H4: Technology Innovation significantly influences an intention to visit Halal tourism in Madura.

Halal tourism e-marketing

Raharjana and Putra (2019), in their research, stated that the development of technology in the digital era should make it easier for marketing or tourism promotion efforts because of the ease of access and wide reach through e-marketing. This statement implies that access is one of the attributes of successful e-marketing. The access of Muslims to tourist destinations is said to be an essential factor in increasing tourist visits. Moreover, to optimise the access itself, it needs a

marketing variable. Within e-marketing, people could more easily access many information, location, and other needed information of tourists to visit halal tourism destinations.

H5: Access significantly influences an intention to visit Halal tourism in Madura through intervening variable e-marketing.

The effect of social media use on tourism business performance needs further exploration from holistic and reductionist perspectives to understand the interplay between tourism marketing tasks and social media technological capability (Lin et al., 2020). Based on Berakon et al. (2021), technological advances and information systems development encourage and stimulate the development of digital applications that respond to tourist needs in the fourth industrial revolution era. Berakon et al. (2021) also stated that young Muslim tourists are a sizeable potential tourist group, and 60% use digital technology to enhance their travel experiences. These young Muslims also have more control over how they use digital technology to purchase online products and services.

H6: Technology Innovation significantly influences intention to visit Halal tourism in Madura through intervening variable e-marketing

Based on Safira (2018), traditional promotions in tourism destination areas only grew by 3% of tourism visits, but when using e-marketing, it increased to 69%. These studies indicate that the use of E-Marketing promotion is effective in increasing the interest of tourists to visit halal tourism. E-marketing creates, manages, and expands commercial relationships online (Oktadiana & Chon, 2017; Zhang & Tavitiyaman, 2022). Information online is a marketing strategy that is considered to have a considerable degree of influence in influencing the level of decision-making by consumers (the user of tourism services). With this, E-marketing is expected to provide a suitable space for the development of the concept of halal tourism by providing adequate and efficient information for prospective consumers. In other research, Monique (2021) found that e-marketing as an intervening coefficient successfully significantly affects the variable Halal Tourism on variable Tourist Visits.

H7: E-marketing has a significant effect on intention visit Halal tourism in Madura

Methodology

This research's population consists of tourists visiting halal tourism in Madura. Using a purposive sampling method, the sample of respondents taken in this research is 187 tourists from several tourist areas in Madura. The data collection technique in this study is a survey.

The dependent variables in this study (X) are promotion, access, halal tourism value-added, and facility. Digital technology is also a mediator (M) and dependent variable in this study. Meanwhile, this study's independent variable (Y) is Halal tourism intention. The measurement used in the questionnaire is a five Likert scale consisting of 1) very bad, 2) bad, 3) quite good, 4) good, and 5) very good. The analysis used Structural Equation Modelling within the Smart Partial Least Square (PLS) program.

Results and Discussion

In the previous discussion, the purpose of this study was to find out how much influence the relationship between the access, facilities, halal tourism value-added, technology innovation, and e-marketing on the intention to visit halal tourism in Madura. Due to the answer to this question, collecting information and data through survey methods is necessary by disseminating questionnaires to tourists who have visited halal tourism in Madura. After the information

obtained through the questionnaire, it can be known how tourists' confidence in information related to products/ services related to halal tourism through social media can influence the decision to visit halal tourism in Madura. In this way, consumers as respondents in this study can see what indicators are related to Sharia tourism in Madura.

The questionnaire used to obtain information consisted of 187 respondents of 21 instruments. This question responds to determinants influencing halal tourism intention/visit, including access, facility, halal tourism value-added, and e-marketing. The response from respondents is indicated by alternative answers and answer scores that researchers have determined. As a preliminary analysis process, some indicators of latent variables are not fulfilling the outer model test, so they should be eliminated from the model to maintain the data accuracy. Partial Least Square processed output can be seen in this result and discussion section.

Outer model testing

In this outer model testing, some tests include convergent validity, construct validity, discriminant validity and construct reliability.

Convergent validity

Convergent validity results can be seen from loading factor values. The loading factor should be more than 0.5 to pass this test. The result of the convergent validity test in table 1 shows that indicators of dependent and independent variables have a loading factor value >0.5. It means that all variables in this research are valid.

Table 1. Convergent validity result

Variable	Validity Result	Variable	Validity Result
E-Marketing		Technology Innovation	
M1	0.950	TI1	0.980
M2	0.793	TI2	0.964
		TI3	0.896
Facilities		Halal Tourism Intention	
F1	0.952	HI1	0.960
F2	0.927	HI2	0.959
Halal Tourism Value Added			
HV1	1.000		

Source: Outer loading result (2022)

Discriminant validity by Average Variance Extracted (AVE)

This test is used to see the consistency of each variable. Within Fornell Larcker criteria, the AVE result should be >0.5 and categorised as discriminant validity. The table shows that the AVE result in this research is more than 0.5. So it can be said that all variables in this research have good validity.

The next step is to check whether the Fornell Larcker test result is greater than the AVE value. The comparison will be made for the latent variables with reflective indicators, namely e-marketing, facilities, halal tourism visit, and technology innovation. The formative latent variables like access and halal tourism value added are not compared to Fornell Larcker's result because the value is the same, 1.000. The result of the Fornell Larcker test is presented in table 3.

Table 2. Construction validity test AVE

Research Variable	Average Variance Extracted (AVE)
Access	1.000
E-Marketing Promotion	0.766
Facilities	0.883
Halal Tourism Intention	0.921
Halal Tourism Value Added	1.000
Technology Innovation	0.898

Source: Construction Validity AVE result (2022)

Table 3. Discriminant validity with fornell larcker

Research Variable	Access	E-marketing	Facilities	H.T Intention	H.T Value	Technology
Access	1.000					
E-Marketing	0.773	0.832				
Facilities	-0.928	-0.619	0.940			
HalalTourism Intention	0.860	0.897	-0.834	0.960		
HalalTourism Value Added	-0.543	-0.568	0.390	-0.660	1.000	
Technology Innovation	-0.309	-0.388	0.342	-0.270	-0.322	0.948

Source: PLS Discriminant Validity with Fornell Larcker Result (2022)

Reliability

Construction reliability is measured by the value of Cronbach's Alpha and Composite Reliability.

Table 4. Construct reliability and validity test

Research Variable	Cronbach Alpha	Composite Reliability
Access	1.000	1.000
E-Marketing Promotion	0.793	0.814
Facilities	0.869	0.938
Halal Tourism Intention	0.914	0.959
Halal Tourism Value Added	1.000	1.000
Technology Innovation	0.943	0.963

Source: Construct Reliability and Validity Result (2022)

The indicator can measure its latent variables constantly if its Cronbach's Alpha and Composite Reliability values are more than 0.7. From table 4, all variables are reliable.

Structural Model

Table 3 shows that all reflective variables have bigger Fornell Larcker values than the AVE value of each variable itself. In e-marketing $0.832 > 0.692$, facilities $0.940 > 0.883$, halal tourism intention $0.960 > 0.921$, and technology innovation $0.948 > 0.898$.

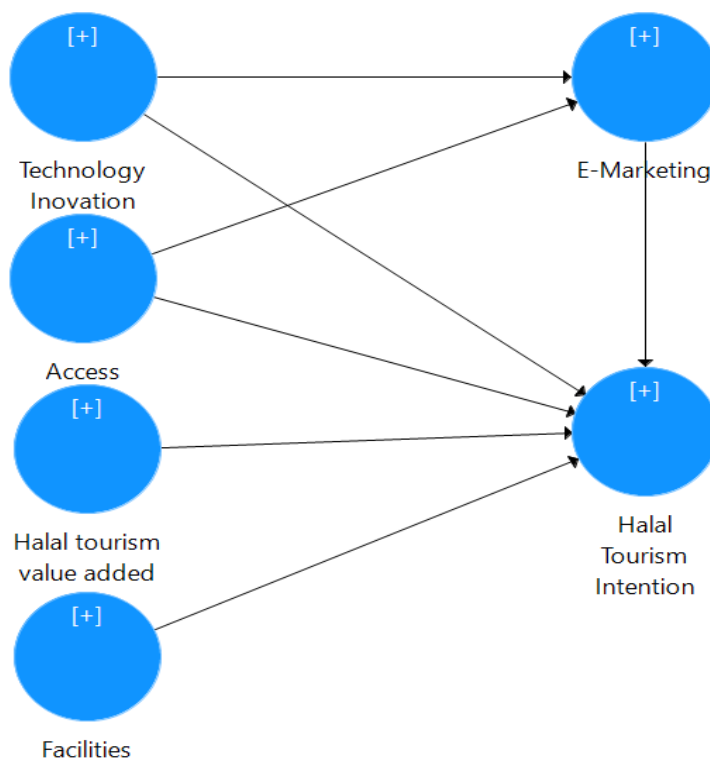


Figure 1. Structural model test
Source: PLS Structural Model Result (2022)

Statistical tests show different significance levels of each independent and mediating variable to halal tourism intention. Access positively influences e-marketing because the p-value is 0.000 or < 5%. Meanwhile, technology innovation brings no significant influence to e-marketing within a p-value of 0.063 or >0.05. In direct relation, access significantly influences halal tourism intention within p value 0.000 < 5%. Facilities also positively influence halal tourism intention within a p-value of 0.019 or < 5%. Halal tourism value-added and technology innovation have a p-value of more than 5%, which is 0.414 (value added) and 0,655 (technology), which means halal tourism value-added and technology innovation bring no significant direct influence on halal tourism intention. Last, e-marketing directly influences halal tourism intention within a p-value of 0.000 or > 5%.

Table 5. Statistical test result

Research Variable	Coefficient	T-statistic	P Value	R Square
Access→Halal tourism intention	0.733	10.566	0.000	0.893
Facilities→Halal tourism intention	0.082	2.356	0.019	
HalalTourism Value Added→ Halal tourism intention	-0.084	0.818	0.414	
Technology Innovation→ Halal tourism intention	0.037	0.447	0.655	
Access → E marketing	0.722	12.412	0.000	0.514
TechnologyInnovation→E Marketing	-0.165	1.863	0.063	
E-Marketing→Halal tourism intention	0.347	3.634	0.000	

Source: PLS Bootstrapping Result (2022)

All the statistical tests show positive relations of significant influence in access, facilities, and e-marketing to halal tourism intention (also access on e-marketing). This positive effect means a linear relationship between variables. The more dependent variables increase, the higher independent variables increase as well. The aggregate influence of all independent (R²) variables is 0,893, which means that the simultaneous effect of access, facilities, halal tourism value-added, technology innovation, and e-marketing has an 89,3% influence on halal tourism intention. On the other side, the influence of access and technology innovation on e-marketing as mediating variables is 51,4%.

Access has a positive and significant influence on Intention to Visit Halal Tourism

The research result shows a significant favourable influence of access on the intention to visit halal tourism. Thus, the statement of H1 is supported. It indicates that access to Madura halal tourism is essential in tourist visits. This research is in line with Yusuf's (2021) and Yanidin's (2020) study, which stated that access and infrastructure that improves accessibility to tourism destinations could increase Muslim tourist intention to visit halal tourism. This research also aligned with suggestions given by Yusuf (2021) stated that the government needs to improve the number of tourism accesses, which include access to tourism information, the road to a tourist destination, quality of road to a tourist destination, public transportation, and transportation cost.

Facilities has a positive and significant influence on intention to visit halal tourism

H2 stated that the facilities could significantly influence the intention to visit halal tourism. This hypothesis is valid so that it can be said that a good quality of facilities provided by halal tourism destinations can significantly increase the intention of Muslim tourists to visit halal tourism. A previous study also supports this result. It is stated that the availability and optimisation of facilities and infrastructure that support halal tourism, like provision of worship facilities and proper sanitation, provision of halal foods (Akyol, 2019; Yargum, 2019), setting prayer reminders at tourism destinations and shopping centres. These are essential things that increase the willingness of tourists to visit halal tourism (Prajasari, 2022).

Halal value added does not influence an intention to visit halal tourism

H3 stated that halal value added will influence an intention to visit halal tourism. This study does not support the hypothesis. In other words, H3 is rejected. This research result is different from the previous study. Junaidi (2020) stated that the quality and certification of halal food increase halal tourism visits. Theoretically, most studies about halal tourism and halal value added are related to halal branding and halal certification of food and services. However, in this study, especially in Madura, since there was limited halal certification in tourism destinations, a halal value-added means additional halal customer loyalty programmes, as Harahshekh (2019) stated, to boost Halal tourists' visits. In Madura's halal tourism destinations, there are opportunities for tourists to see regional performances or to window shop the traditional original merchandise. However, these variables have not become a priority for Muslim tourists to visit halal tourism in Madura.

Technology innovation does not influence an intention to visit halal tourism

H4 is inclined that technology innovation will influence an intention to visit halal tourism. This study found that there is no significant influence between variables. It differs from the previous study that found a significant influence of technology on halal tourism visits. Task and Technology Fit (TTF) significantly affects tourist behaviour and visits (Leung and Tanford, 2016). This insignificant result is because most of the tourism destinations in Madura are religious tourism and nature tourism. The charm of tourism destinations itself attracts Muslim

tourists more to visit them. That is why the interest of tourists to visit religious and nature tourism forms a more significant intention than considering any complicated technological innovation. In other words, technology innovation is not a priority for Muslim tourists visiting halal tourism in Madura.

Access has a positive and significant influence on intention to visit halal tourism though E-marketing

H5 stated that access also significantly influences e-marketing to support the intention of halal tourism visits. Ease of access socialised and promoted by e-marketing is a way to support the intention to visit halal tourism in Madura. Based on Yusuf (2021), tourism access includes access to tourism information, the road to a tourist destination, the quality of road to a tourist destination and public transportation. Tourism destinations' access combined with e-marketing can be in the form of online information about transportation, services, facilities that are easily accessed, online information on the route to the tourism destination and information about location/maps information using Google maps. These factors have increased the intention to visit halal tourism destinations.

Technology innovation does not influence an intention to visit halal tourism though E-marketing

This research found no significant influence of technology innovation within e-marketing on the intention to visit halal tourism. At this point, H6 is rejected. This result aligned with H4 which stated that technology innovation is not a priority of Muslim tourists who visit halal tourism in Madura. Most tourists are more attracted to halal tourism destinations, which are nature and religious tourism. Lin et al. (2021) stated that the success or failure of technology-based marketing approaches depends on the fit between a task (marketing) and a technology (social media) and how the customer subsequently perceives it. In this research, the insignificant relation between technology and e-marketing combination lies in customer perceptions.

E-marketing has a positive and significant influence on intention to visit halal tourism

The result of the study stated that the H7 is accepted or e-marketing is proven to have a significant effect on the intention to visit Halal tourism in Madura. In this context, it means that e-marketing as an intervening coefficient significantly influences access and technology innovation towards the intention to visit halal tourism. This result is aligned with Monique et al. (2021) and Hasan and Hatibie (2014), which presented the importance of e-marketing in increasing Muslim tourist visits. This research agreed with previous research that advises particular governments to enhance halal marketing on travel and tourism through massive promotion, socialisation, and literacy Devi and Firmansyah (2018) within different marketing strategies to attract Muslim tourists (Yousaf & Xiucheng, 2019).

Conclusion

It can be concluded that relation, variables of access and facility directly influence intention to visit halal tourism in Madura. On the other hand, halal value-added and technological innovation has no significant influence on tourist intention. The critical finding also comes from e-marketing as an intervening coefficient that significantly influences access and technology innovation towards the intention to visit halal tourism. As this study is focused and limited to halal tourism destinations in one area, Madura, the future study is suggested to increase the research sample and expand the study population.

Besides, the variable of this study could be reinvestigated in other border areas. The implication for related stakeholders is that this research suggests that halal tourism providers expand the e-marketing of halal tourism destinations in many ways. The information will reach out to Muslim customers and increase the intention to visit halal tourism. Another important note is for the government of the Madura region to fully support the access, infrastructure, and facilities of halal tourism destinations, which is proven to bring significant booster to intention to visit halal tourism destinations in Madura.

Author's Contribution

Nurita Andriani: Contributes to the method, supervising and checking research results.

Miftahul Jannah: Contributes to performing the analysis.

Very Andrianingsih: Contributes for conceived and designing the analysis.

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Declaration of Competing Interest

We declare that we have no conflict of interest.

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