

## Empirical Investigation Of Muslim Gen-Z On Revisit Intention Towards Halal Tourism Of Bandung City

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### Abstract

The city of Bandung is the capital of the province of West Java with the majority of the population being Muslim. Currently, Indonesian tourism has a new concept, namely halal tourism. The purpose of this study was to see and analyze the influence of Muslim-friendly amenities, selfie promotion, and service quality on the interest in returning Muslim Generation Z tourists to Halal tourism in Bandung. The object of this research was Generation Z with 147 respondents. The approach used in this study is the Co-variance based Structural Equation Modeling with the Smart-PLS 3.2.8 analysis tool. The results showed that Muslim-friendly communities had a positive and significant influence on the interest in visiting Generation Z Muslims. The results showed that promotional selfies had a positive and significant influence on the interest of Generation Z Muslim visits and service quality had a positive and significant influence on the interest in the return visits of Generation Z Muslims.

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## INTRODUCTION

Tourism is an industry that has been developed by various kinds in the world because it is supported by various activities and businesses that are interrelated with each other (Astuti, 2018). The Indonesian government has set tourism as a priority sector in addition to infrastructure, food, energy and maritime. Therefore, it is undeniable that the development of Indonesian tourism is currently very fast, one of the fast growing Indonesian tourism sectors is Halal Tourism (Khumaedy, 2017).

The Ministry of Tourism is developing halal tourism in various regions in Indonesia and one of them is West Java which is a leading tourist destination. The Head of the West Java Culture and Tourism Office has also made a cooperation agreement with the Ministry of Tourism in 2019 regarding the Development of Halal Tourism in West Java. West Java has 26 regencies/cities consisting of 17 regencies and 9 cities. As an initial stage, the development of halal tourism in West Java will focus on 4 districts in West Java. Namely, Bandung City, Bandung Regency, West Bandung Regency, and Cianjur Regency (Lukihardianti, 2019). Furthermore, there are many halal tourist destinations in

Bandung City and Regency which are magnets for tourists. While the city of Bandung is famous for culinary and fashion tourism which is the center of a trendsetter in Indonesia.

Tabel 1. Domestic Tourists to Bandung City

Year	2016	2017	2018	2019
Target	6.900.000	7.000.000	7.000.000	7.600.000
Domestic Tourist Arrival	4.827.589	6.706.857	7.530.236	-

Source: Bandung City Culture and Tourism Office, 2020

Based on Table 1 data, the number of domestic tourists in the city of Bandung, in 2017 the number of tourists was 6.7 million, and increased the number of domestic tourists to 7.5 million in 2018. The addition of a large number of tourists, of course, makes this in accordance with the target of the city government of Bandung, which targets an increase in tourist visits to the city of Bandung. However, since the transfer of 13 domestic flights from Husein Sastranegara Airport to West Java International Airport (BIJB) Kertajati, tourist visits to Bandung City have fallen by 68% from 367 thousand to 114 thousand passengers every month. Meanwhile, the 2020 target was rationalized to 7.6 million visitors due to the Covid-19 pandemic, including all those who have an interest in this industry, from local governments, business actors to the tourism sector workers, which most impacted.

Therefore, to anticipate the impact of Covid-19, the Head of the Bandung City Culture and Tourism Office said that he would focus on attracting Nusantara tourists who canceled their vacation abroad. One of the efforts is through promotional activities on social media through campaigns that show that the city of Bandung is safe to visit. Several alternative tourist attractions that are related to increasing healthy lifestyles such as parks or sports venues are intensified and one of the implemented movements is to use the hashtag "Come Kembangan" or, "Stay Safe Bandung" (Ranawati, 2020). Halal Tourism Development Strategy in Bandung City, namely Bandung City Declaring a Muslim Friendly City as a Muslim-friendly supporting facility, one of which is halal street food in the city of Bandung (Jabarexpress, 2019). The head of the Bandung City Culture and Tourism Office (Disbudpar) stated that the halal tourism development plan was not meant to be compartmentalized. This step is actually an effort to attract tourists to visit the city of Bandung (Solehudin, 2019).

Until now, research on halal tourism and Gen-Z tourists in Indonesia has not received special attention from academics. This opens up space for researching halal tourism and Generation Z tourists. Previous research in the tourism sector suggests examining several variables relevant to the interest in visiting a tourist destination by Gen-Z, such as Muslim friendly amenities (Nasar et al., 2015), selfie promotion (Cheah et.al 2019), service quality (Shariff et al 2015). Based on the direction of previous researchers, this study will examine the relationship of the variables of Muslim-friendly amenities, selfie promotion, and service quality toward the intention of Muslim Gen-Z to revisit halal tourism in Bandung city.

## **LITERATURE REVIEW**

### ***Halal Tourism and Gen Z***

As quoted from the Guidelines for the Implementation of Halal Tourism, halal tourism is a set of additional services for amenities, tourist attractions, and accessibility that are intended and provided to meet the experiences, needs, and desires of Muslim tourists (Sutono, 2019). While, According to Kopperschmidt (2000) generation is a group of individuals who identify groups based on the same year of birth, age, location, and events in the lives of groups of individuals who have a significant influence in their growth phase. In the Generation Theory proposed by Codrington and Marshall (2004), the human generation is divided into 5 based on the year of birth, namely:

1. The Baby Boomer Generation, born between 1946 to 1964
2. Generation X, born between 1965 to 1980
3. Generation Y, born between 1981 to 1994, is often called the millennial generation
4. Generation Z, born between 1995 to 2010 (also referred to as iGeneration or Generation iNet)
5. Generation Alpha, between born in 2011 to 2025.

### ***Revisit Intention***

According to Suwarduki (2016), it assumes that buying interest in consumers can be equated with interest in visiting tourists again. Consumers or tourists in deciding to visit have various considerations such as attitudes before deciding to buy a service or product. In this study, the indicators for the variable of interest in revisiting will be adapted from Bomeng et.al (2020) and Yim et.al (2017), which consist of:

1. I will visit in the future.
2. Be sure as you wish will visit in the future.
3. Have enough resources.
4. Visiting tourist destinations in the next 2 months.
5. Possibility of visiting tourist destinations in the next 2 months.

### ***Muslim-friendly Amenities on Revisit Intention***

Muslim Friendly Amenities are the availability of Muslim-oriented facilities and services; serving Muslim tourists and providing hospitality services to Muslim tourists (Nassar, Mostafa, Reisinger, 2015). In this study, the indicator for the variable Muslim friendly amenities will be adapted from Nassar, et al (2015), which consists of:

1. Halal food.
2. Worship facilities.
3. Accommodation of health and recreational services.
4. Do not provide alcoholic beverages.
5. Muslim-friendly accommodation.

Research conducted by Stephenson (2014) suggests that Muslim-friendly facilities have a significant effect on return visit interest. Suherlan (2015) found that Muslim-friendly amenities had a

significant effect on the interest in returning to sharia tourism. Therefore, we posit the following hypothesis:

H1. There is a positive and significant influence between Muslim Friendly Amenities and Interest in Revisiting Halal Tourism Destinations in Bandung

### ***Selfie Promotion on Revisit Intention***

Promotion is a variable to attract the attention of potential tourists to certain destinations and enjoy various activities designed in tourism objects. (Basu Swastha and Handoko, 2008). The availability of smartphones and fast data services supports the selfie phenomenon with social media sites receiving millions of selfie posts every day (Qiu et.al., 2015). Instagram, a popular social networking application, hosts more than 50 million photos and attracts more than one billion “likes” every day (Sciberras, 2015). Much of this activity is further driven by advanced photography and editing applications that help customers further personalize their images. In this study, the indicators for the electronic word of mouth variable will be adapted from Cheah et al (2019), which consist of:

1. Selfie photos on halal tourism in Bandung, really caught my attention.
2. After seeing the selfie photo of Bandung's halal tourism, it gave me a good impression.
3. After seeing the tourism selfie photo, I was actively looking for information related to Bandung's halal tourism.
4. After seeing selfie photos of Bandung's halal tourism, I believe that visiting it will provide a valuable experience.
5. After seeing selfie photos of Bandung halal tourism, I will also share the information with friends.

Based on previous research conducted by Sari & Trinanda (2020) showed that selfie promotion had a positive and significant effect on revisit interest and research conducted by Trinanda & Sari (2019) showed that selfie promotion had a positive and significant effect on revisit interest. Therefore, we posit the following hypothesis:

H2. There is a positive and significant effect between selfie promotion and interest in revisiting halal tourism destinations.

### ***Service Quality on Revisit Intention***

Improving service quality is one of the most crucial issues in management, both in the government and private sectors. This happens because, on the one hand, the demands of the community for improving the quality of services from year to year are getting bigger, while on the other hand, the practice of service delivery has not experienced significant improvements (Purwoastuti and Walayani, 2015). According to Crosby as quoted by Prihantoro (2012), quality is conformity to requirements. In this study, indicators for service quality variables will be adapted from Sulva, et al (2018), which consist of:

1. Convenience
2. Quality of service

3. Accurate performance
4. Ease of communication
5. Feedback service
6. Willingness to provide assistance

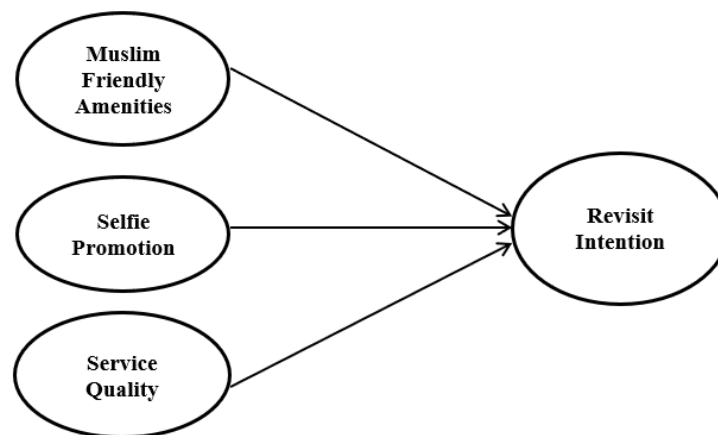
Previous research conducted by Chih-Hsing Sam Liu & Tingko Lee (2016) showed that service quality had a positive and significant effect on revisit intentions. And research conducted by Shariff et al (2015) shows that service quality has a positive and significant effect on revisit intentions. Therefore, we posit the following hypothesis:

H3. There is a positive and significant influence between service quality on revisiting intention toward halal tourism destinations

## **METHODS**

This study aims to have a better understanding of Muslim Gen-Z's revisit intention to halal tourism destinations to test whether identified variables is having a positive and significant relationship in predicting revisit intention. Thus, the following is the framework for this research:

Figure 1. Research Framework



The time of research began and was carried out from March 2020 to January 2021. The study was conducted in Jakarta and this study analyzed Muslim-friendly amenities, selfie promotion, and service quality on interest in revisiting halal tourism destinations in Bandung city.

The research population in this study is Gen-Z of Indonesian Muslims who live in Jakarta who has an interest in revisiting halal tourism in the city of Bandung. Then according to Sugiyono (2018), the sample is part of the number and characteristics possessed by the population. The guideline is 5-10 times the estimated parameter. This study uses 7 times the number of estimated parameters. Thus, the number of samples that will be used is 217 respondents.

The primary data collection technique in this research is to distribute questionnaires in the form of questionnaires to respondents directly, namely to generation Z Muslims with a structured list of questions with alternative answer choices available so that respondents just choose answers according to their motivation, learning, attitudes, circumstances or personal opinions. To complete the research data, secondary data collection will be carried out by conducting a literature study, namely by collecting data or materials related to the problem to be studied in this research, both books, references, literature related to the problem being studied. being researched.

The analytical method used in this study is the Co-Variance Based Structural Equation Model where the data processing uses the Partial Least Square (Smart-PLS) version 3.2.8. PLS (Partial Least Square) is an analytical model that can be used to explain whether or not there is a relationship between latent variables. As stated by Ghozali (2015) PLS is a powerful analytical method because it is not based on many assumptions, the data does not have to be normally distributed, and the sample does not have to be large.

## **RESULTS AND DISCUSSION**

### ***Respondent Profile***

Respondent data shows that the number of respondents is dominated by respondents who live outside Jabodetabek, amounting to 83 people (55.5%), while the rest are domiciled in Greater Jakarta. In terms of gender, there are more women than men, amounting to 96 people (65.3%). In the age criteria, respondents are dominated by ages ranging from 19-25 years, which is 129 people (87.8%). On the criteria for the status of respondents, 137 respondents (93.2%) have single status compared to married. In the education criteria, respondents are dominated by S1 more than other education, namely 106 people (72.1%). On the job criteria, the respondents were dominated as students as many as 107 people (72.8%). In the criteria of expenditure per month, respondents are dominated by the number of 77 people (52.4%) which is Rp. 500,000 - Rp. 2,500,000. Meanwhile, according to the criteria in a year, 61 respondents visited West Java more than 10 times a year. And the last on the criteria of motivation and reasons of respondents as many as 67 people (45.6%) for education and training.

### ***Measurement Model***

According to Ghozali & Latan (2015), the purpose of evaluating the outer model is to assess validity through convergent validity and discriminant validity, as well as the reliability of the model evaluated by composite reliability and Cronbach's alpha for the indicator block.

Based on table 2 below, it can be seen that all indicators have met convergent validity because they have a loading factor value above 0.70 and all constructs show an AVE value greater than 0.50 which means that all of these indicators are the right measuring tools to measure each variable. Furthermore, the test results with the AVE value show that all variables have potential reliability to be tested further. This is because the AVE value in all constructs has been greater than 0.50.

Table 2. Measurement Model Results

Variabel	Indikator	Loading	Cronbach's Alpha	CR	AVE
Revisit Intention	RI.1	0.763	0.919	0.895	0.656
	RI.2	0.807			
	RI.3	0.724			
	RI.4	0.789			
	RI.5	0.810			
Muslim-Friendly Amenities	MFA.1	0.720	0.92	0.892	0.698
	MFA.2	0.835			
	MFA.3	0.826			
	MFA.4	0.780			
	MFA.5	0.840			
	MFA.6	0.851			
Selfie Promotion	SP.1	0.812	0.943	0.942	0.767
	SP.2	0.858			
	SP.3	0.825			
	SP.4	0.845			
	SP.5	0.838			
Service Quality	SQ.1	0.848	0.885	0.838	0.607
	SQ.2	0.883			
	SQ.3	0.879			
	SQ.4	0.874			
	SQ.5	0.894			

Next, based on table 2 below, it can be seen that the results of the composite reliability test and Cronbach's Alpha show a satisfactory value, that is, all latent variables can be relied upon because all latent variable values have the value of composite reliability and Cronbach alpha 0.70. So it can be concluded that the questionnaire used as a research tool has been reliable and consistent.

Table 3. Fornell-Larcker Criterion

	Muslim-Friendly Amenities	Selfie Promotion	Service Quality	Revisit Intention
Muslim-Friendly Amenities	0.810			
Selfie Promotion	0.439	0.836		
Service Quality	0.640	0.479	0.876	
Revisit Intention	0.556	0.598	0.593	0.779

From table 3 and table 4, it can be concluded that the discriminant validity requirements have been met. That is, in the Fornell-Larcker Criterion, the correlation value between variables is smaller than the AVE root value of the variable itself (numbers in bold). Then, from the Heterotrait Monotrait (HTMT) Ratio test, all correlations between variables have values below 0.90.

Table 4. Heteroit – Monotrait Ratio (HTMT)

	Muslim-Friendly Amenities	Selfie Promotion	Service Quality	Revisit Intention
Muslim-Friendly Amenities				
Selfie Promotion	0.486			
Service Quality	0.696	0.517		
Revisit Intention	0.634	0.684	0.668	

### **Structural Model**

Structural analysis of models or inner models of concept and theory-based model development in order to analyze the relationship between exogenous and endogenous variables that have been described in the conceptual framework. Testing the predictive ability of the model is measured by the parameters coefficient of determination ( $R^2$ ), effect size ( $f^2$ ), and predictive relevance ( $Q^2$ ). Table 6 shows the results of testing the predictive ability of the model.

Table 5. Structural Model Results

	VIF	$R^2$	$Q^2$	$f^2$	Effect Size
Muslim Friendly Amenities → Revisit Intention	1.761	0.506	0.296	0.054	Kecil
Selfie Promotion → Revisit Intention	1.350			0.205	Sedang
Service Quality → Revisit Intention	1.846			0.084	Kecil

From the data above, it can be seen that the VIF value of all variables shows a value of less than 10, so in the regression model there is no multicollinearity between independent variables. The structural model indicates that the variable of interest in revisiting can be said to be strong because it has a value above 0.506 which is categorized as good. The model of the influence of the independent latent variables (Muslim-friendly amenities, selfie promotion, and service quality) on the interest in revisiting provides an  $R^2$  value of 0.506 which can be interpreted that the construct variable interest in revisiting which can be explained by the variables Muslim-friendly amenities, selfie promotion, and service quality, by 50.6% while 49.4% is explained by other variables not examined in this model. In the results of the prediction relevance test, the value of  $Q^2$  is 0.296. Because the value of  $Q^2$  is more



than zero, the variable of interest in revisiting can be said to be good and has predictive relevance. And in the effect size test, the  $f^2$  value of each variable has a small value, but selfie promotion and service quality have the highest values, which are 0.205 and 0.084 respectively, while the Muslim-friendly amenities variable has a small value of 0.054.

Tabel 6. Path Coefficients

No.	Hypotheses	$\beta$ value	t-value	P-value	Decision
1.	Muslim Friendly Amenities $\rightarrow$ Revisit Intention	0.216	2.726	0.035	Supported
2.	Selfie Promotion $\rightarrow$ Revisit Intention	0.370	5.080	0.000	Supported
3	Service Quality $\rightarrow$ Revisit Intention	0.277	2.898	0.002	Supported

Based on the results of hypothesis testing in this study, it can be obtained that the t-value is greater than alpha 5% = 1.645, which is 2.726, and can be seen from the P-value which shows a value smaller than 0.05, which is 0.035. This result is also strengthened by research that is strengthened by research conducted by Nassar, et al, (2015) showing that Muslim friendly amenities have a positive and significant effect on interest in revisiting and research conducted by Hairani et al. (2017) showed that Muslim friendly amenities had a positive and significant effect on visiting interest. Thus, it is stated that the higher the Muslim-friendly amenities, the higher the interest in returning to visit, and vice versa.

Furthermore, based on the results of hypothesis testing in this study, it can be obtained that the t-value is greater than alpha 5% = 1.645, which is 5.080, and can be seen from the P-value which shows a value smaller than 0.05, which is 0.000. This result is also reinforced by research conducted by Sari & Trinanda (2020) which shows that selfie promotion has a positive and significant effect on decisions making and research conducted by Trinanda & Sari (2019) shows that selfie promotion has a positive on revisit intention

Next, based on the results of hypothesis testing in this study, it can be obtained that the t-value is greater than alpha 5% = 1.645, which is 2.898 and can be seen from the P-value which shows a value smaller than 0.05, which is 0.002. This result is also reinforced by research conducted by Liu & Lee (2016) which shows that service quality has a positive and significant effect on revisit intentions. And research conducted by Shariff et al (2015) shows that service quality has a positive and significant effect on revisit intentions.

## CONCLUSION

This study is intended to determine the effect of Muslim-friendly amenities, selfie promotion, and service quality on revisit intention. Thus, the conclusions and suggestions that will be taken into consideration in this research are as follows:

1. Muslim Friendly Amenities have a positive and significant impact on revisit interest. Thus, what the Ministry of Tourism and Disbudpar of Bandung City can do to improve Muslim Friendly Amenities for Halal tourism in Bandung, namely by making policies in terms of increasing halal-certified restaurants and entertainment places around Bandung city tourist attractions so that Muslim tourists, especially the Gen-Z feels safe and comfortable in visiting halal tourism in the city of Bandung. Then Disbudpar as a policymaker urges business actors to create a tested Halal logo or certificate to be placed in a position that is easy for tourists to see.
2. Selfie Promotion has a positive and significant impact on revisit intention. Thus, what must be done by the Ministry of Tourism and Disbudpar of Bandung City to improve the Quality of Halal Tourism Services in Bandung is to create, build and develop Muslim-friendly service quality providing response services by telephone must be prioritized first, because tourists like this usually have the business. more important. Then provide feedback through online media by including links and social media platforms to make it easier for Muslim Generation Z tourists to access these services. Most tourists want to be served quickly and responsively. If there is a queue when filling out the response form, it is best to provide a neat queue number, a comfortable place, and some other entertainment so that tourists don't get bored while waiting in line.
3. Service Quality has a positive and significant influence on revisit intention. Thus, what must be done by the Ministry of Tourism and Disbudpar of Bandung City to improve the Quality of Halal Tourism Services in Bandung is to create, build and develop Muslim-friendly service quality providing response services by telephone must be prioritized first, because tourists like this usually have the business. more important. Then provide feedback through online media by including links and social media platforms to make it easier for tourists, especially Generation Z Muslims to access these services. Most tourists want to be served quickly and responsively. If there is a queue when filling out the response form, it is best to provide a neat queue number, a comfortable place, and some other entertainment so that tourists don't get bored while waiting in line.
4. For further research, it can be seen from the  $R^2$  test that the variable revisits intention in this study is influenced by the variables of Muslim-friendly amenities, selfie promotion, and service quality by 50.6% while 49.4% is explained by other variables not examined in this model so that there are still variables Other factors that may affect the interest in returning Gen-Z Muslims to Halal tourism in Bandung include: brand image, customer satisfaction, and destination image. So that further research can be carried out in the city of Bandung by changing different research models or conducting research on different types of objects and expanding the research sample with different types of variables.

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