

## Visit Satisfaction and Intention of Gen Z Muslim Tourists in Jakarta Influenced by Halal Destination Attributes

Agus Mahardiyanto<sup>1</sup>, Deasy Wulandari<sup>2</sup>, Nihal Rannan Naqiyya<sup>3</sup>, Rini Ariyanti<sup>4</sup>

<sup>1,2,3</sup>Faculty of Economics and Business, Universitas Jember, Jember, Indonesia

<sup>4</sup>Universiti Sains Islam Malaysia, Negeri Sembilan, Malaysia

### Info Article

#### History Article:

Submitted: 9 November 2023

Revised: 15 November 2023

Accepted: 28 November 2023

#### Keywords:

Halal;

Muslim Tourist;

Halal Destination;

Tourism;

Destination Satisfaction

### Abstract

Halal is becoming a global phenomenon, as are market trends and lifestyles. The interest in halal tourism is also growing among the increasing number of Muslim travelers. The rising number of Muslim tourists can be seen as an opportunity and challenge in developing the tourism industry in Indonesia. Indonesian tourism is a sector that plays a vital role in contributing to state revenue. The purpose of the study was to analyze the effect of halal destination attributes on visit satisfaction and intention of Gen Z Muslim tourists in Jakarta. The sample in this study was 150 respondents. The method used in this study is path analysis with halal Destination Attributes as the independent variable, visiting satisfaction as the intervening variable, and intention as the dependent variable. Data processing uses the t-test and Sobel test. The test results show that the destination attribute variable shows a significant number. This means that Jakarta is considered a city that has advantages in the ease of information and communication to tourists, adequate services and facilities, and good environmental and comfort as a tourist destination.

## Kepuasan dan Niat Berkunjung Wisatawan Muslim Gen Z di Jakarta Dipengaruhi Atribut Destinasi Halal

### Abstrak

Halal menjadi fenomena global, tren pasar dan gaya hidup dunia. Seiring dengan meningkatnya jumlah wisatawan muslim, minat terhadap pariwisata halal juga mengalami pertumbuhan. Peningkatan jumlah wisatawan muslim dapat dilihat sebagai peluang dan tantangan dalam pengembangan industri wisata di Indonesia. Pariwisata Indonesia merupakan sektor yang berperan penting dalam kontribusi pendapatan negara. Tujuan penelitian untuk menganalisis pengaruh Atribut Destinasi halal terhadap Kepuasan berkunjung dan Niat dari wisatawan muslim gen Z di Jakarta. Sampel dalam penelitian ini sebanyak 150 responden. Metode yang digunakan dalam penelitian ini path analysis dengan Atribut Destinasi halal sebagai variabel independen, Kepuasan berkunjung sebagai variabel intervening, dan Niat sebagai variabel dependen. Olah data menggunakan uji t dan uji sobel. Hasil uji menunjukkan variabel atribut destinasi menunjukkan signifikan. Hal ini berarti bahwa Jakarta dianggap sebagai kota yang memiliki kelebihan pada Kemudahan Informasi dan Komunikasi terhadap wisatawan, Layanan dan fasilitas juga memadai, serta lingkungan dan kenyamanan sebagai destinasi wisata.

How to Cite: Mahardiyanto, A., Wulandari, D., Naqiyya, N.R., & Ariyanti, R. (2023). Visit Satisfaction and Intention of Gen Z

Muslim Tourists in Jakarta Influenced by Halal Destination Attributes. *Ekonomi Bisnis*, Vol. 28 (No 3), 123-132

correspondence Address

Institutional address: Jl. Kalimantan No. 37, Jember, East Java, 68121, Indonesia

E-mail: agusmahardiyanto.feb@unej.ac.id

ISSN

0853-7283 (print) 2528-0503 (online)

Halal is a global phenomenon that has become a worldwide market and lifestyle trend. Based on Global Religious Futures data, the world's Muslim population has increased from 1.91 billion in 2020 and is expected to rise to 2.76 billion or grow 69.2% in 30 years. The growth of the Muslim population has also made the halal industry experience rapid development. The concept of halal began to penetrate the service industry and gave rise to halal tourism as a new phenomenon (Samori, Md Salleh, & Khalid, 2016).

The number of Muslim tourists from year to year is increasing. In 2017 there were 131 million international Muslim tourists. This number is predicted to grow to 156 million Muslim tourists in 2020, as well as increasing the value of Muslim tourist spending which is expected to reach 220 billion USD and in 2026 reach 300 billion USD (Mastercard-CrescentRating, 2019). The increase in the number of Muslim tourists is spread across countries with a Muslim majority or not. Based on the 2020/21 State of the Global Islamic Economy report, Saudi Arabia dominated the most spending, followed by the United Arab Emirates, Qatar, Kuwait and Indonesia. Many countries are focusing on developing halal tourism due to an increase in the global Muslim market, including Indonesia. The expenditure of Indonesian Muslim tourists was recorded at 11.2 billion USD in 2020 (DinarStandard, 2021).

The increasing number of Muslim tourists is both a challenge and an opportunity for the Indonesian tourism industry. The tourism industry itself plays an important role in increasing state revenue. This is important because the tourism industry is related to development and contribution through foreign exchange earnings, regional income, regional development, both in investment and labor absorption and business development spread across various regions of Indonesia (Noviarita et al., 2021). The contribution from the tourism industry to the national GDP (Gross Domestic Product) in 2019 was 4.7% and foreign

exchange from the tourism sector reached 239.24 billion rupiah (Kemenparekraf, 2021). Increased development of Indonesia's tourism industry will be a multiplier effect on the economic sector which can accelerate economic growth and create broad employment opportunities.

The Ministry of Tourism and Creative Economy has started to develop Muslim-friendly tourism or halal tourism since 2016. This has an impact on Muslim tourist visits which tend to increase every year (Kemenparekraf, 2021). Based on data from the Directorate General of Population and Civil Registration (Directorate General of Population and Civil Registration) of the Ministry of Home Affairs, it is recorded that the majority of Indonesia's population of 236.53 million people or 86.88% are Muslims (Katadata.co.id, 2021). This proves that Indonesia has great potential in developing halal tourism, because most of its tourist destinations are friendly to Muslim tourists. Indonesia also won 12 out of 16 awards at the 2016 World Halal Tourism Summit (WHTS) which took place in Abu Dhabi, United Arab Emirates (Sayekti, 2019).

There is Islamic tourism or halal tourism which is able to create an economy from upstream to downstream based on sharia principles. It is hoped that this will increase significant income for economic activities and the behavior of the community or the state (Sayekti, 2019). Seeing that Indonesia has made it into the top five best halal tourist destinations in the world, this indicates that Indonesia excels in providing Muslim-friendly facilities and services. This is in line with the goal of halal tourism, which is to provide tourism products and services that meet the needs of Muslim tourists in accordance with Islamic teachings (Mohsin et al., 2016). Halal tourism is aimed at Muslim tourists, but does not rule out its use for non-Muslim tourists. This is because the consumption of products and services labeled sharia or halal has a good, healthy effect, and elevates lifestyle. So that halal tourism can be

understood as the values of Islamic teachings that are applied in tourism without discriminating against non-halal tourism (Noviarita et al., 2021).

The development of halal tourism was affected by the Covid-19 Pandemic. The emergence and spread of Covid-19 in the world in 2019 caused various sectors to suffer due to the pandemic, including the tourism sector. After the last two years, the spread of Covid-19 began to decrease and various countries began to relax Covid-19 restrictions. Through relaxation, the tourism sector has revived due to the reopening of international borders, thereby increasing flight connectivity globally. Several destinations took advantage of this opportunity by developing stakeholder awareness, capacity building, and destination marketing to the Muslim market even during a pandemic (Mastercard-CrescentRating, 2022).

Compared to Gen X and Millennial Generation, Gen Z can be said to adapt more quickly during a pandemic. The pandemic has had an impact on their educational activities, graduation, internships, and their job search (Bawono, Saputra, & Annur, 2022; Hanafiah, Firjatullah, Wibowo, & Handyastuti, 2022; Vargas-Sánchez & Perano, 2018). However, because adaptability is one of their main characteristics, it will influence Gen Z when traveling (Mastercard-CrescentRating, 2022). They are naturally drawn to travel, only to satisfy their curiosity from the information that is constantly churning out at their fingertips.

According to Schroth (2019), the age range of Gen Z is from 1997 to 2013. Gen Z is a generation that grew up with technology. This generation is very dependent on gadgets in carrying out their daily lives. The 2022 Global Muslim Travel Index says that, unlike other generations, the lack of halal destination attributes has not discouraged Gen Z travelers from traveling to certain destinations. Instead, they adapt their needs to suit the environment they are going to work in,

because what is more important to them is the experience gained. They make adjustments, such as eating vegetarian food, preparing instant food when halal food is hard to find, praying in public places that are slightly hidden, etc. Therefore, stakeholders must involve Gen Z on all social platforms to attract their attention.

In the 2019 Global Muslim Travel Index (GMTI), Indonesia ranks first as the world's best halal tourist destination with a score of 78 along with Malaysia. Followed by Turkey and Saudi Arabia with respective scores of 75 and 72. Furthermore, in GMTI 2021, Indonesia's ranking has dropped to fourth place with a score of 73, after Malaysia, Turkey and Saudi Arabia. Then in GMTI 2022, Indonesia ranks second as the world's best halal tourist destination along with Saudi Arabia and Turkey with a score of 70. Malaysia ranks first with a score of 74. This is because not all halal destinations in Indonesia use the four main indicators used by the Indonesia Muslim Travel Index (IMTI). The four indicators set by GMTI consist of access, communication, environment and services (ACES). The ACES is used as an important indicator that is the focus for improving facilities at a destination to make it more Muslim-friendly. This requires halal tourism managers in Indonesia to maximize the halal attributes that exist in every tourist destination.

Jakarta is one of the priorities of the 10 halal destinations set by the Ministry of Tourism and Creative Economy for development (Mastercard-CrescentRating, 2019). Based on IMTI 2019 data, Jakarta occupies four positions out of 10 provinces that have the potential to develop halal tourism after Lombok (West Nusa Tenggara), Aceh, and Riau and the Riau Islands (Fahham, 2017). The ten destinations have proven that the attributes provided by their regions are friendly for Muslim tourists in Indonesia based on the four ACES indicators that have been analyzed by IMTI. Jakarta is working to continue to increase the capacity and capability of tourism personnel and plans to

increase the number of tourist attractions and tour guides certified as halal tourism competency. In 2019, there were 510 restaurants in Jakarta that have halal certificates, 4 sharia hotels and 200 hotels that do not serve alcohol. A total of 203 tourism workers were also sent for training to better prepare and support the development of halal tourism in Jakarta (Mastercard-CrescentRating, 2019). In addition, Jakarta also won the "World's Best Hajj & Umrah Operator" award at the 2016 World Halal Tourism event in Abu Dhabi on 7 December 2016 (Mastercard-CrescentRating, 2019). Based on these data it is proven that Jakarta has a good commitment to the development of halal tourism.

Based on the background above, this research was conducted to determine the effect of halal destination attributes on visiting satisfaction and intentions of Gen Z Muslim tourists in Jakarta. Visit satisfaction was added as an endogenous intervening variable in this study, which can be used as an assessment of the quality and performance of attributes of halal destinations in Jakarta in creating intentions for Gen Z Muslim tourists who have visited destinations

**METHOD**

This research uses quantitative methods and explanatory research types, this method is designed to refer to the background and problem formulation above (Ghozali, 2011; Sugiono, 2014). The data collection using a questionnaire. The data obtained by the researcher are primary data directly

through the google form. Population in this study were Gen Z Muslim tourists visiting Jakarta. The sample in this study was 150 purposive samples and the analysis instrument with Path Analysis.

**RESULT & DISCUSSION**

Generation Z or Gen Z is the generation born between 1997 and 2013 (Schroth, 2019). Gen Z is a generation that grew up with technology. This generation relies heavily on gadgets in carrying out their daily lives. Gen Z could never imagine a world without the internet and is able to spend an average of 6.5 hours every day in front of an electronic screen. They write and receive 109.5 texts per day. Generation Z is known to be more entrepreneurial, trustworthy, tolerant and less money-oriented compared to Millennials. They think more realistically about the job they want and are optimistic about the future. Based on the findings of the Generation White Paper (2011), Generation Z tends to be impatient, instant-minded, lack ambition like previous generations, have attention deficit disorder with high dependence on technology and low attention span, individualistic, self-reliant, most demanding, greedy, materialistic, and self-righteous.

There are several reasons why tourists visit Jakarta, some for business purposes, family visits and even just refreshing and brief business in Jakarta. The table shows the reasons for the respondents to visit Jakarta

**Table 1. Reasons for Visiting**

| Conducting Visits                              | Total | Percentage (%) |
|--|-------|----------------|
| Holiday  | 14    | 9.33           |
| Vacation, Meeting family/friends               | 36    | 24.00          |
| Vacation, Meeting family/friends,              | 1     | 0.67           |
| Business/work dealings                         | 15    | 10.00          |
| Vacation, Business/work                        | 1     | 0.67           |
| Holidays, Business/work matters, Educational   | 2     | 1.33           |
| affairs  | 1     | 0.67           |
| Holidays, Educational affairs                  | 9     | 6.00           |
| Holidays, Education affairs, Will go Umrah or  | 1     | 0.67           |
| Hajj   | 10    | 6.67           |
| Meet family/friends                            | 1     | 0.67           |
| Meeting family/friends, Business/work matters, | 11    | 7.33           |
| Going for Umrah/Hajj                           | 7     | 4.67           |

|  |            |            |
|--|------------|------------|
| Meeting family/friends, Business/work matters, | 1          | 0.67       |
| Meeting family/friends, Educational affairs    | 11         | 7.33       |
| Business/work matters                          | 7          | 4.67       |
| Business / work affairs, Medical treatment     | 10         | 6.,67      |
| Business/work affairs, Education affairs       | 0          | 0.00       |
| Treatment, Will go Umrah / Hajj                | 10         | 6.67       |
| Will go Umrah or Hajj                          | 1          | 0.67       |
| Others   | 1          | 0.67       |
| <b>Total</b>                                   | <b>150</b> | <b>100</b> |

Based on the table 1. it can be seen that the respondent's highest consideration is from a destination is holidays and visiting friends or family are the dominant reasons for travelling to Jakarta. Other reasons are business and education, including preparation for Hajj/ Umrah because Jakarta is the centre of state administration.

According to Sugiyono (2017) validity is used to provide clues about how far a measuring instrument can measure. An instrument can be said to be valid if it can measure what it is supposed to measure. Valid is when an instrument can be used as a measuring tool for what should be measured. The validity test in this study uses the Pearson Product Moment method, namely with the provision that if  $R_{count} \geq R_{table}$  then it can be said to be valid,  $R_{table}$  at  $n = 150$  is 0.159.

**Table 2. Validity Test**

| Variable                         | Item | $R_{table}$ | $R_{count}$ | Sig   | Desc  |
|----------------------------------|------|-------------|-------------|-------|-------|
| Halal Destination Attributes (X) | X.1  | 0.159       | 0.757       | 0.000 | Valid |
|                                  | X.2  | 0.159       | 0.759       | 0.000 | Valid |
|                                  | X.3  | 0.159       | 0.792       | 0.000 | Valid |
|                                  | X.4  | 0.159       | 0.786       | 0.000 | Valid |
| Visit Satisfaction (Z)           | Z.1  | 0.159       | 0.626       | 0.000 | Valid |
|                                  | Z.2  | 0.159       | 0.650       | 0.000 | Valid |
|                                  | Z.3  | 0.159       | 0.741       | 0.000 | Valid |
|                                  | Z.4  | 0.159       | 0.720       | 0.000 | Valid |
|                                  | Z.5  | 0.159       | 0.721       | 0.000 | Valid |
| Intention (Y)                    | Y.1  | 0.159       | 0.625       | 0.000 | Valid |
|                                  | Y.2  | 0.159       | 0.637       | 0.000 | Valid |
|                                  | Y.3  | 0.159       | 0.665       | 0.000 | Valid |
|                                  | Y.4  | 0.159       | 0.704       | 0.000 | Valid |
|                                  | Y.5  | 0.159       | 0.643       | 0.000 | Valid |
|                                  | Y.6  | 0.159       | 0.720       | 0.000 | Valid |

Source: Data Analysis (2024)

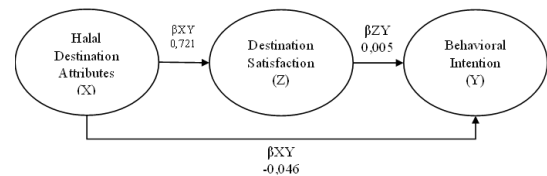
Table 2. shows that the correlation between each indicator of the halal destination attribute variable (X), Visit satisfaction (Z), and intention (Y), shows that  $R_{count} > R_{table}$  and  $Sig < 0.05$ . It can be concluded that each item is declared valid.

**Table 3. Hypothesis Testing Result**

| Model | B      | Sig   | $\alpha$ | Desc            |
|-------|--------|-------|----------|-----------------|
| X → Z | 0.721  | 0.000 | 0.05     | Significant     |
| X → Y | -0.046 | 0.724 | 0.05     | Not Significant |
| Z → Y | 0.005  | 0.929 | 0.05     | Not Significant |

Source: Data Analysis (2024)

Table 3. shows the results of the first path analysis table, it can be explained that between halal destination attributes (X) and visiting satisfaction (Z) have a significant influence. This can be seen with the results of a significant value of 0.000 which is smaller than  $\alpha = 0.05$ . The second path between halal destination attributes (X) and intention (Y) has no significant effect with a value of 0.724 which is greater than  $\alpha = 0.05$ . The third path between visiting satisfaction (Z) and intention (Y) has no significant effect with a value of 0.929 greater than  $\alpha = 0.05$ .



**Figure 1: Research model**

Source: Data Analysis (2024)

a. *The Effect of Halal Destination Attributes on Visiting Satisfaction.*

Based on the results of the t test in this study, the first hypothesis (H1) is accepted. This means that the attribute variable of the halal destination (X) has a significant effect on visiting satisfaction (Z). This means that respondents feel comfortable being in Jakarta because there are no restrictions on worship and clothing so they feel satisfied. Jakarta is a pluralistic city that has a variety of religions, there are things that are unique to

Jakarta, one of which is the Istiqlal Mosque building adjacent to the Cathedral Church, which is a symbol of plurality and diversity that is respected in this city. The Effect of Halal Destination Attributes on Intentions (Biswas, Deb, Hasan, & Khandakar, 2020; Mursid & Anoraga, 2022; Widjaja, Khalifa, & Abuelhassan, 2020).

Halal destination attributes are all of the services obtained and felt by Muslim tourists while travelling, ranging from restaurants, hotels, transportation, food, financial systems, to facilities and service providers themselves that are in accordance with Islamic values (Hammuri & Eseyneel, 2017; Suwanto, 2004) (Mahardiyanto & Fathorrazi, 2020). In meeting the needs of Muslim tourists, halal destination attributes have an important role because they can support the teachings and religious habits of Muslim tourists when travelling (Battour & Ismail, 2016). Halal destination attributes determine the satisfaction of Muslim tourists. Visiting satisfaction can be achieved if the expectations of Muslim tourists regarding all destination attributes are actually achieved (Shaykh-Baygloo, 2021). So that the better the attributes and services provided from a destination, it will affect the satisfaction of the experience felt by tourists towards that destination, because from this satisfaction it indicates that the image of the halal destination is good (Al-Ansi & Han, 2019; M. et al., 2020 in Purusottama & Wijanarti, 2022).

*b. The Effect of Halal Destination Attributes on Visiting Intention.*

Based on the results of the t test in this study, the second hypothesis (H2) was rejected. This means that the attribute variable of the halal destination (X) has no significant effect on intention (Y). The results of this study are not in accordance with those conducted by H. Lee et al. (2019) who concluded that the attributes of halal destinations have a significant influence on the intentions of

Muslim tourists. The influence of halal destination attributes on intentions is influenced by several considerations (Wulandari, Suroso, & Asbullah, 2015). In terms of accessibility and transportation, respondents did not feel the ease of accessibility and transportation in (Alsa Yuda Putri, Usep Suhud, & Rahmi, 2023).

Based on the above statement and analysis in accordance with the theory of consumer behaviour, that consumer behaviour refers to the behaviour displayed when consumers search for, buy, use, evaluate, and spend goods or services that they expect to meet their needs (Schiffman and Kanuk, 2012). Intention as a form of loyalty to the destination can only be achieved when tourists have a perfect experience or impression of the destination (Oppermann, 2000). This makes the halal destination attributes in Jakarta still lacking, supported by Suherlan's research (2015) which states that dining options and assurance as well as the number of Islamic hotels available in Jakarta still have poor performance. In tourist areas it is also quite difficult for tourists to access places of worship, such as in shopping centres or other tourist destinations, or places of worship are available but the conditions are not representative (Suherlan, 2015). When tourists feel the fulfilment of halal destination attributes that are not in accordance with expectations, it does not generate tourist intentions.

*c. The Effect of Visiting Satisfaction on Visiting Intention.*

The Effect of Visiting Satisfaction on Intentions Based on the results of the t test in this study, the third hypothesis (H3) was rejected. That is, the visiting satisfaction variable (Z) has no significant effect on intention (Y). The results of this study are not in accordance with the research conducted by Ratnasari et al. (2020), who concluded that tourist satisfaction with destinations has an influence on tourist intentions. The effect of visiting satisfaction on intentions is influenced by

several aspects, one of which is the aspect of meeting tourist needs and tourist expectations. In the aspect of fulfilling needs, tourists do not feel satisfaction in fulfilling needs. According to the processed results of the questionnaire data according to indicator Z.2, as many as 59 people out of a total of 150 samples answered strongly agree. That is, only 59 respondents were very satisfied with meeting the needs of tourists, the other 91 respondents did not feel high satisfaction related to fulfilling their needs (Antón, Camarero, & Laguna-García, 2017). Fulfilling the needs of tourists who have not been fulfilled optimally causes no consumer intentions to emerge, so that tourists do not say positive things about Jakarta to other people (Y.4). The unfulfilled satisfaction of visiting makes this the main indication for tourists not to be moved by their feelings and make intentions related to the places or tourist destinations they have visited.

*d. The Effect of Halal Destination Attributes on Intentions Through Visit Satisfaction.*

Based on the results of the Sobel test in this study, the fourth hypothesis (H4) was rejected. Based on the results of the Sobel test calculations, the calculated Z value is smaller than the table Z value with a significance of 5%. This proves that the intervening variable which is visit satisfaction (Z) is not able to mediate the attributes of halal destinations (X) to intentions (Y). The influence of halal destination attributes on intention is influenced by several considerations. In terms of accessibility and transportation, respondents did not feel the level of ease of accessibility and transportation in Jakarta. The ease of accessibility and transportation in Jakarta that has not been fulfilled causes no intention in tourists, so tourists tend not to make a return visit to Jakarta. This proves that visiting satisfaction does not mediate between halal destination attributes and intentions.

## CONCLUSIONS

Based on the analysis results, halal destination attributes significantly affect visiting satisfaction. The existence of halal destination attributes in Jakarta affects the satisfaction of Gen Z Muslim tourists who visit in Jakarta. Halal destination attributes have no significant effect on intentions. The presence of halal destination attributes in Jakarta does not affect the intentions of Gen Z Muslim tourists. Visiting satisfaction has no significant effect on intention. The visiting satisfaction that arises from Gen Z Muslim tourists does not affect the intentions carried out by Gen Z Muslim tourists. Halal destination attributes have no significant effect on intentions through tourist visiting satisfaction. The existence of visiting satisfaction does not mediate the attributes of halal destinations (X) on intentions.

In the research results, the indicator of the availability of sharia-based facilities has the lowest mode, so that Jakarta tourist destination managers, both local governments and tourist attraction managers, can improve their halal destination attributes, especially by increasing sharia-based facilities, such as places of worship, restaurants, sharia hotels, and so on. On the other hand, it is hoped that destination managers will also be able to provide updates related to the highlights of Jakarta destinations, so that tourists can feel new things even though they are revisiting the same destination. Future research can explore further the attributes of halal destinations in Jakarta, using other variables and indicators that are more specific and can affect tourist satisfaction and intention.

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