

Understanding Moslem Friendly Tourism in the Lombok Island: A Halal Tourism Literacy Role

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Abstract

This study aims to examine the impact of information overload on the purchase behavior of millennials residing in Java. This study aims to identify the contribution of halal tourism literacy based on self-efficacy theory to visit decisions by integrating push and pull motivation theory as a bridge. Based on this theoretical framework, this study aims to analyze the relationship between halal tourism literacy, internal motivation, and external motivation in encouraging visit decisions. This research was conducted using primary data, namely by distributing questionnaires online via Google Forms and disseminating them through social media, namely Instagram, Line, and WhatsApp. The sampling technique used was purposive sampling, with a sample size of 150 respondents. Data processing uses Partial Least Squares (Smart-PLS) version 3.2.9. This study found that halal tourism literacy does not directly influence the decision to visit, but halal tourism literacy indirectly influences the decision to visit through internal motivation. Similarly, external motivation can mediate the relationship between halal tourism literacy and the decision to visit. This study contributes to resolving the controversy in previous research regarding the influence of halal tourism literacy on travel decisions. This study adds to the existing literature. Instead of relying solely on Halal Tourism Literacy, this study integrates Push and Pull Motivation Theory as a mediating framework, showing that internal and external motivations play a key role in driving the decision to visit Lombok Island. This study offers a more comprehensive, empirical approach, providing valuable insights for tourism stakeholders to focus on Halal compliance and the motivating factors that enhance the appeal of Muslim-friendly destinations.

Keywords: Halal Tourism, Halal Tourism Literacy, Internal Motivation, External Motivation, Decision to Visit.

1. Introduction

Today's Tourism sector is growing very rapidly. According to (Mastercard-Crescentrating, 2024), which looks at developments up to 2024, the Muslim travel market is projected to not only return to pre-pandemic levels but also exceed them by 3% to 5%, with estimated arrivals ranging from 164 to 168 million. It is anticipated that this trend will continue, with estimates indicating that by 2028, there may be 230 million Muslim foreign arrivals and USD 225 billion in spending, mostly due to the relaxation of travel restrictions across Asia. This fact will certainly boost global economic growth. High development will make tourism an essential contributor to advancing human life, as well as prompting people to learn more about the natural potential and cultural diversity in other countries. Therefore, the movement of people can affect economic development in a sustainable manner. In addition, this service industry will have an impact on and contribute to the global economy, improving the welfare of local communities, especially those living around tourist destinations.

In 2019, Indonesia ranked 1st in the world for Best Halal Tourism according to the Global Muslim Travel Index (GMTI), outperforming 130 other participating

countries. Until 2024, Indonesia outperformed Malaysia and Singapore as the top choice of the world's Muslim tourist destinations. Achieving a score of 76, which is equal to Malaysia, makes Indonesia and Malaysia both achieve the first rank authorized by Mastercard-Crescent as a halal tourism destination based on standards in 2019. The achievement is based on data showing that 20% of the approximately 14.92 million foreign tourists who come to Indonesia are Muslim tourists.

Lombok has the advantage of being easy to find places of worship so it is recognized as one of the main halal destinations in Indonesia. The title of a thousand mosques carried by Lombok Island is proof of this. The ease with which Muslim tourists feel is one indicator of a Muslim-friendly destination. Mastercard-Crescentrating (2024), in its report, states that Muslim-friendly services and facilities remain the primary determinant. Muslim travelers argue that Muslim friendly facilities are an essential factor in determining travel destinations (Mastercard-Crescentrating, 2024). Lombok, one of Indonesia's favorite destinations, was named the best halal destination in 2016 at the World Halal Travel Summit 2015. Travel Lemming, one of the online tour guides based in the United States (US), which more than 10 million travelers read, announced the top 50

world tourist destinations for 2025, with the island of Lombok ranking as the overall best place for global travel (Purnama, 2024). This further strengthens Lombok's image as a destination that is not only Muslim-friendly but also broadly appealing to tourists.

After the COVID-19 Pandemic, based on data released by Kemenparekraf (2024), the ups and downs of foreign tourist visits to Lombok Island are still primarily driven by arrivals from Malaysia, Singapore, and China. Tourists from Malaysia, Singapore, and China are the main markets for halal tourism on Lombok, contributing significantly to the island's foreign tourist arrivals. This fact needs serious attention, especially for tourism industry players on the island of Lombok. People and tourism industry players on the island of Lombok, in general, do not fully understand the meaning and essence of halal tourism, so its potential has not been fully realized or utilized to its full potential. Professional halal tourism human resources are also still difficult to find for Muslim tourists.

The ability, analogized as Halal Tourism Literacy, is an essential part of the decision-making process (Li et al., 2019; Supriyadi et al., 2022). The research conducted by Supriyadi et al. (2023) found that Halal Tourism Literacy, which is the ability of Muslim tourists to distinguish halal and non-halal destinations based on Islamic law, has a strong effect on visiting decisions. By taking a sample of Muslim tourists from abroad and the archipelago who visited Lombok Island, most of these tourists cited Muslim-friendly attributes as a reason for their visit. What is interesting about this research is the use of the MOA concept (Hoyer & MacInnis, 2008), which is related to self-concept, suggesting that Muslim tourists who see themselves as devout Muslims will choose a Muslim-friendly destination to bring themselves closer to God's commands.

Muslim-friendly destination attributes as external motivation (Pull Motivation) and the driving factors of Muslim tourists as internal motivation (Push Motivation) directly affect visiting decisions (Crompton, 1979; Pawaskar & Goel, 2016). Other research shows that self-efficacy, analogous to Halal Tourism Literacy, has a direct or indirect effect on motivation (Han & Ryu, 2012; Huang & Chen, 2015). Other research, which also shows that motivation mediates Self-Efficacy in visiting decisions, was conducted by Li et al. (2019).

Researchers continue to dispute over the findings of studies on how self-efficacy, which is comparable to halal tourism literacy, influences the decision to visit. A study by Abadi et al. (2021) and Strzelecka et al. (2018) showed that the decision to visit is significantly influenced by Halal tourism literacy, whereas the study by Khan et al. (2015) and Tus (2019) revealed that the decision to visit is not significantly influenced by Halal tourism literacy. It was discovered that the impact of

Halal tourism literacy on the decision to visit was not always consistent. Future research will continue to examine these data for inconsistencies to improve the outcomes of Bandura and Ajzen's theory.

The inconsistency of the previous research mentioned above creates a research gap regarding the effect of Halal Tourism Literacy on the Decision to visit. The above shows the "research gap", so the author wants to close the "research gap" by including the Motivation variable as a direct mediation of the relationship between Halal Tourism Literacy on Decision to Visit by referring to the research of Li et al. (2019). Based on phenomena, problems, research gaps, the importance of mediation, and the importance of the relationship between variables, the researcher took the title "The Effect of Halal Tourism Literacy on Decision to Visit on Lombok Island through Internal and External Motivation".

2. Literature Review

2.1. Decision to Visit

Tourists are consumers in the travel (tourism) industry, so tourists' visiting decisions can be analogised as consumer decisions to purchase tourism products. Several theories and models are often used in studying tourist behaviour. Among them are the Push and Pull Motivation Theory (Crompton, 1979) and the Self-Efficacy Theory (Bandura, 2010). In planning a trip, tourists will be faced with the option of which tourist destination they visit. This tourist decision-making process can be explained by the push-pull motivation theory (Crompton, 1979). According to this theory, two essential factors motivate tourists to travel and decide which tourist destinations to visit: push factors and pull factors. Another theory that can predict visiting decisions is perceived behaviour control, or self-efficacy, based on control beliefs. Control beliefs are personal experiences, or people around will influence individual decision-making. Meanwhile, perceived behavioural control is the belief that individuals are able to carry out or are unable to carry out specific behaviours (Ajzen, 1985).

2.2. Halal Tourism Literacy

Halal Tourism Literacy is the ability of Muslims to distinguish between tourism objects or activities that are allowed (halal) and prohibited (haram), based on a good understanding of Islamic law (sharia), to support compliance with Islamic law (Salehudin, 2010; Supriyadi et al., 2023). When a Muslim has good Halal tourism literacy, the Muslim's behaviour will tend to avoid tourism objects or actions that have the potential

to make him violate God's orders. Muslims try to do their best to live in compliance with religious rules on matters relating to how to think, behave, and live; therefore, they tend to choose their leisure activities, such as vacations and entertainment, that are in accordance with religious rules (M. Battour & Ismail, 2016; Boğan & Sarıışık, 2019; Vargas-Sánchez & Moral-Moral, 2019).

2.3. Motivation

This study uses the Push and Pull Motivation Theory to explain the motivation variable. Motivation in this theory consists of 2 factors: pull factors (external motivation) and push factors (internal motivation).

The pull factor is the motive generated by destination attributes. Pull motives have been considered capable of explaining destination choice. In his explanation of the Push and Pull Motivation Theory, external motivation (pull motivation) emphasizes the destination rather than an individual's social and psychological status. Crompton (1979) found that most tourists explained their reasons for travelling as destination attribute factors. In addition, tourists also experience more benefits from destination attributes than socio-psychological satisfaction.

The push factor for vacationing is a socio-psychological motive. Traditionally, push motivation is considered to explain the desire to go on vacation. (Crompton, 1979) explains that initially, the value, benefits, or satisfaction expected from the destination are not related to or derived from specific destination attributes. Instead, satisfaction is related to social or psychological factors that are unique and specific to the individuals or groups involved. Based on this, these motives represent a hidden agenda. One reason some people do not have a great holiday may be that they have not had the opportunity to recognise their own tensions in socio-psychological terms.

2.4. Hypothesis and Conceptual Framework

2.4.1. The Effect of Halal Tourism Literacy on the Decision to Visit

Several previous studies confirm that self-efficacy strongly influences tourists' visitation decisions. The research conducted by Supryadi et al. (2022) also confirmed this relationship. The research undertaken by Supryadi et al. (2022) shows that halal tourism literacy has a strong effect on the decision to visit. Based on social cognitive theory, self-efficacy is a mechanism centred on a personal agent. High self-efficacy expectations regarding the performance of regulating certain behaviours lead individuals to approach these

behaviours, whereas low self-efficacy expectations lead individuals to avoid them (Wood & Bandura, 1989). Other research (Sequeira et al., 2007) supports the positive relationship between self-efficacy and behavioural intentions. Based on the theoretical studies and empirical studies above, the first hypothesis is:

H₁: Halal Tourism Literacy has a significant effect on the Decision to visit.

2.4.2. The Effect of Halal Tourism Literacy on Internal and External Motivation

The belief in one's ability to accomplish a task is called self-efficacy. When encouragement (an internal factor) aligns with their beliefs, Muslim tourists' self-efficacy will boost internal motivation; when the destination's attractiveness (an external factor) aligns with their beliefs, it will boost external motivation, thereby supporting their adherence to God's commands. Through both internal and external motivation, knowledge of halal tourism can directly or indirectly improve travel decisions (Li et al., 2019; Schunk and DiBenedetto, 2021). The notion of Al-Zarnuji, which divides knowledge into two categories—knowledge that must belong to a Muslim (Fardhu äin) and knowledge that must belong to a Muslim community (Fardhu kifayah)—is the subject of Huda et al. (2016) research. For a Muslim, religious knowledge is fardhu äin, which includes recognising when a trip could lead him closer to God's commands (Halal) or farther away from them (Haram). In light of the aforementioned theoretical and empirical research, the second and third hypotheses are:

H₂: Halal Tourism Literacy has a significant effect on Internal Motivation.

H₃: Halal Tourism Literacy has a significant effect on External Motivation.

2.4.3. The Effect of Internal and External Motivation on the Decision to Visit

According to the push and pull motivation theory, travellers are drawn to different places by external variables, such as their attributes. They are motivated to travel by internal desires or emotional causes (Crompton, 1979). The Push and Pull Motivation Theory has served as the foundation for numerous earlier investigations (M. M. Battour et al., 2012; Pawaskar & Goel, 2016). In light of the aforementioned theoretical and practical research, the fourth and fifth hypotheses, specifically:

H₄: Internal Motivation has a significant effect on the Decision to Visit.

H₅: External Motivation is having a significant impact on the Decision to visit.

2.4.4. The Effect of Halal Tourism Literacy on the Decision to Visit through Internal and External Motivation

Prior research has demonstrated that self-efficacy can be mediated by motivation (Han & Ryu, 2012; Huang & Chen, 2015). Furthermore, motivation completely mediates the association between intention and TPB variables (attitude, subjective norms, and perceived behaviour control), according to the Model of Goal-Directed Behaviour (MGB) (Perugini & Bagozzi, 2001). Based on the push and pull motivation theory, this study then uses both internal and external motivation as a mediating variable to support Muslim tourists' travel choices. In light of the aforementioned theoretical and empirical research, the sixth and seventh hypotheses, specifically:

H₆: Halal tourism literacy has a significant effect on the decision to visit through Internal motivation.

H₇: Halal Tourism Literacy has a significant effect on the Decision to visit through External Motivation.

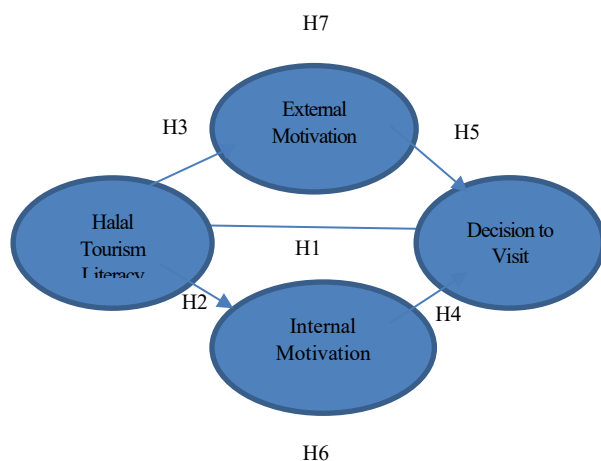


Figure 1. Conceptual framework

3. Methods

In light of the current population's characteristics and the study's goals, a non-probability purposive sampling methodology was employed as the sampling method. The population size is unknown; hence, a non-probability approach was selected. The criteria of Muslim tourists who have been to Lombok Island are used in this study to choose respondents. Since online surveys are considered more cost-effective and time-efficient, particularly in the hotel and travel industries, data were collected via them between July 2024 and December 2024 (Han & Kim, 2010; Supriyadi et al., 2022). This study employed a quantitative methodology, with a questionnaire survey conducted using Partial Least Squares (PLS). Hair et al. (2019) suggest that the

minimum sample size should be five times the total number of questions in the questionnaire. Given that there were 23 questions in total, the sample size was set at 150 individuals to minimise error and meet the aforementioned criteria. In order to represent each generation, the respondents ranged in age from 17 to 65. This study uses a 5-point Likert scale, with the categories of each scale based on Malhotra and Dash (2016).

4. Result

4.1. Measurement Model Test Results

4.1.1. Convergent Validity Test Results

According to Ghazali and Latan (2015), Convergent Validity begins based on the correlation between the score/component score item and the construct score, which PLS calculates. While a loading factor of 0.50 to 0.60 can be regarded as adequate, Ghazali and Latan (2015) claim that an indicator has excellent validity if the value is greater than 0.70. If a loading factor is less than 0.50 based on this measure, it will be removed from the model.

4.1.2. Discriminant Validity Test Results

One additional technique for assessing validity is discriminant validity, which assesses reflective indicators by examining cross-loadings with latent variables. The three criteria used in the discriminant validity research generated by SMART-PLS are the Fornell-Lacker criterion. The heterotrait-monotrait ratio (HTMT) is the approach employed in this study because, in comparison to the discriminant value of Fornell-Larcker, which was previously used, the HTMT method's discriminant value is thought to be more accurate (Hair et al., 2019). In PLS, the Heterotrait-Monotrait Ratio (HTMT) suggests that the measurement value should be less than 0.85; however, values between 0.85 and 0.90 are still deemed adequate (Henseler et al., 2015). Table 2 displays the results of discriminant validity using the Heterotrait-Monotrait Ratio (HTMT) approach following data processing with SmartPLS 3.2.9.

Table 2 presents the matrix output from testing validity and reliability using the HTMT method. The construct has discriminant validity if the HTMT value for the variables under study is less than 0.9. All variables in the preceding matrix have HTMT values below 0.9, indicating they pass the validity test.

Table 1. Convergent validity test results

Variable	Indicator	Loading (>0.7)	Average Variance Extracted (AVE) (>0.5)	Hasil
Decision to Visit	DV1	0.876	0.789	Valid
	DV2	0.934		Valid
	DV3	0.841		Valid
	DV4	0.861		Valid
	DV5	0.925		Valid
External Motivation	EM1	0.704	0.752	Valid
	EM2	0.920		Valid
	EM3	0.893		Valid
	EM4	0.877		Valid
	EM5	0.923		Valid
Halal Tourism Literacy	HL1	0.905	0.823	Valid
	HL2	0.895		Valid
	HL3	0.911		Valid
	HL4	0.927		Valid
	HL5	0.932		Valid
	HL6	0.932		Valid
	HL7	0.863		Valid
	HL8	0.892		Valid
Internal Motivation	IM1	0.873	0.832	Valid
	IM2	0.925		Valid
	IM3	0.924		Valid
	IM4	0.933		Valid
	IM5	0.903		Valid

Source: PLS Output, 2024

Table 2. Discriminant validity test results
Heterotrait/Monotrait Ratio

Variable	Decision to Visit	External Motivation	Halal Tourism Literacy	Internal Motivation
Decision to Visit				
External Motivation	0.762			
Halal Tourism Literacy	0.511	0.614		
Internal Motivation	0.618	0.655	0.401	

Source: PLS Output (2024)

4.1.3. AVE Test Results

All latent variables had composite reliability values and Cronbach's alpha ≥ 0.70 , indicating that the tests for composite reliability and Cronbach's alpha yielded good results. Thus, it can be concluded that all latent variables are trustworthy.

Table 3. AVE value

Variable	AVE
Decision to Visit	0.789
External Motivation	0.752
Halal Tourism Literacy	0.823
Internal Motivation	0.832

Source: PLS Output, 2024

4.2. Structural Model Testing or Hypothesis Testing (Inner Model)

4.2.1. R-Square Test Results

Table 5. R2 value of endogenous variables

Variable Endogen	R-square	Classification
Decision to Visit	0.538	Moderate

Source: PLS Output, 2024

4.2.2. Goodness of Fit Model Test Results

According to the aforementioned computation, the predictive-relevance value is 0.423, or 0 (zero) greater. This indicates that the independent factors utilised account for 42.3% of the dependent variable, the decision to visit. Consequently, it is claimed that the model is viable and has significant predictive value. If the value of $Q^2 > 0.35$, the relevance of the prediction is high.

Table 6. Construct cross-validation redundancy testing results (Q^2)

Variable	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Decision to Visit	750.000	433.090	0.423

Source: PLS Output, 2024

Table 7. Hypothesis testing results

Hypothesis	Standardized Coefficient	T-Statistics	P-Value	Result
H1 : Halal Tourism Literacy → Decision to Visit	0.104	1.582	0.114	Not Supported
H2 : Halal Tourism Literacy → Internal Motivation	0.397	4.694	0.000	Supported
H3 : Halal Tourism Literacy → External Motivation	0.586	8.308	0.000	Supported
H4 : Internal Motivation → Decision to Visit	0.243	2.472	0.014	Supported
H5 : External Motivation → Decision to Visit	0.500	5.235	0.000	Supported
H6 : Halal Tourism Literacy → Internal Motivation → Decision to Visit	0.096	2.203	0.028	Supported
H7 : Halal Tourism Literacy → External Motivation → Decision to Visit	0.293	4.357	0.000	Supported

Source: PLS Output, 2024

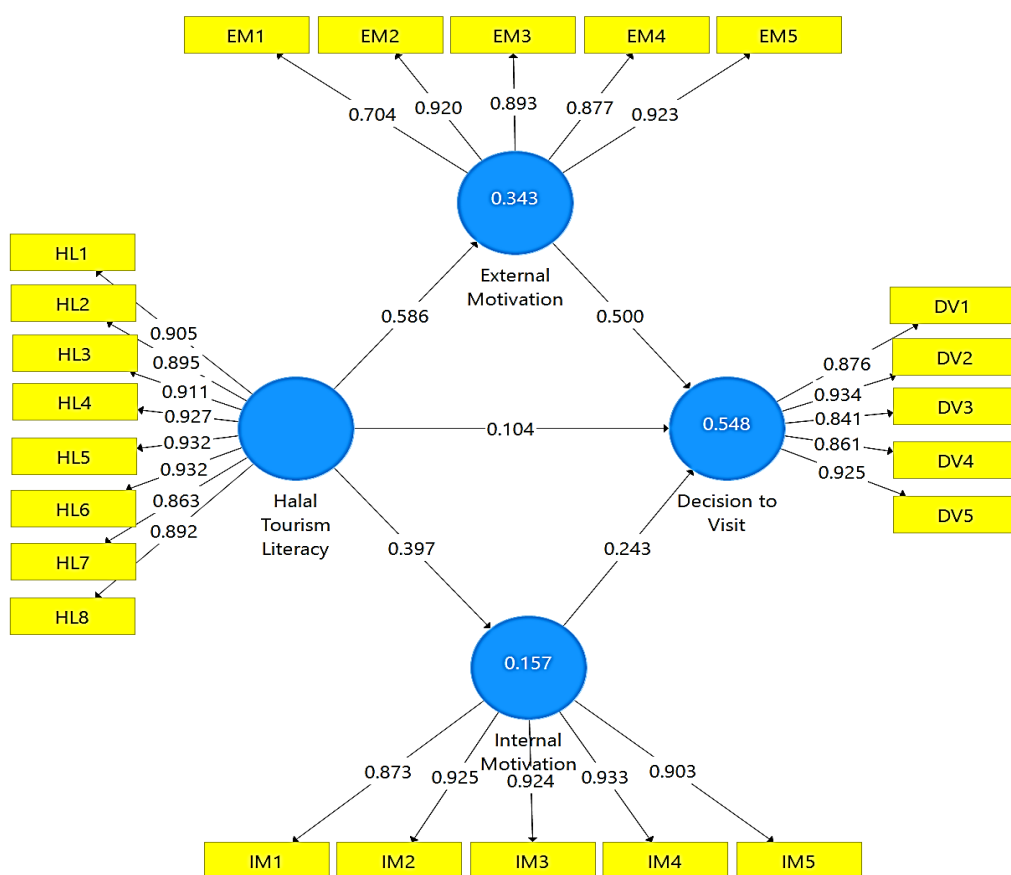


Figure 2. Bootstrapping test results

Source: PLS Output, 2024

5. Discussion

5.1. The Effect of Halal Tourism Literacy on the Decision to Visit

According to the table 7, the regression coefficient value (Path Coefficient) for the Halal Tourism Literacy variable is +0.104, and the t count is 1.582 at a significance level of 0.114. The Halal Tourism Literacy variable does not significantly affect the decision to visit, as indicated by the p-value of 0.114 > 0.05. Therefore, there is no evidence to support hypothesis H1, which states that "Halal Tourism Literacy has a

significant effect on Decision to Visit." The results of this study contradict those previously reported by Suryadi et al. (2022), who found that halal tourism literacy influences visiting decisions. Based on earlier studies, there still appears to be a disconnect between visitor behaviour and perceived behavioural control, such as halal tourism literacy. However, the ability of Muslim travellers to differentiate between halal and non-halal tourism based on their knowledge of Islamic law helps them lower the danger of travelling in violation of Islamic law.

Law, which is what this study refers to as Halal Tourism Literacy. Service products, such as halal

tourism, are considered relatively riskier purchases than goods (Murray, 1991). Therefore, before deciding, consumers tend to use more processes to evaluate tourist trips than they do when evaluating goods, apart from perceived behavioural control. This means that Halal tourism literacy does not have a significant effect on the decision to visit, thereby not supporting the proposed models by Li et al. (2019) and Supryadi et al. (2022). From these findings, as long as halal tourism literacy is considered unable to provide benefits or support the decision to visit, many tourists will start planning their trip not only based on their ability to distinguish halal from non-halal destinations. Just as someone interested in visiting a destination will usually look for information about the destination's attributes from various sources first, not just based on Halal Tourism Literacy as a perceived behavior control. The destination attributes in question are, of course, those that make it easier for Muslims, as the leading actors of halal tourism, to carry out God's commands. This shows the importance of the DMO's role as an integrated tourism management system in promoting a destination's attributes through various information media.

5.2. The Effect of Halal Tourism Literacy on Internal Motivation

With a regression coefficient value (Path Coefficient) of +0.397, the t count for the Halal Tourism Literacy variable is 4.694 at a significance level of 0.000, according to the above table. The p-value of 0.000 (< 0.05) indicates that internal motivation is significantly affected by the Halal Tourism Literacy variable. Thus, the hypothesis H2, which states that "internal motivation is significantly impacted by Halal tourism literacy," is validated. With a p-value of 0.000, the study's findings demonstrate that halal tourism literacy characteristics have a substantial impact on internal motivation. This suggests that the presence of suitable halal tourism literacy directly impacts internal motivation. Furthermore, the original sample statistic of 0.397 indicates that the relationship between the halal tourism literacy variable and internal motivation is positive. This means that an increase in the halal tourism literacy variable will also lead to higher internal motivation. The study's findings corroborate those of Li et al. (2019a) and Schunk and DiBenedetto (2021), who found a positive correlation between behavioural intention and self-efficacy.

5.3. The Effect of Halal Tourism Literacy on External Motivation

According to the above table, the regression coefficient (Path Coefficient) for the Halal Tourism

Literacy variable is +0.586, and the t-value is 8.308 at a significance level of 0.000. External motivation is significantly affected by the Halal Tourism Literacy variable, as indicated by the p-value of 0.000 (< 0.05). Thus, there is support for hypothesis H3, which states that "Halal Tourism Literacy has a significant effect on External Motivation." The p-value of 0.000 indicates that the halal tourism literacy variable significantly influences external motivation. This suggests that external incentives are directly affected by the presence of suitable halal tourism literacy. Furthermore, statistics with an original sample value of 0.586 indicate a positive relationship between the halal tourism literacy variable and the decision to visit; therefore, it can be concluded that an increase in the halal tourism literacy variable will also lead to a rise in external motivation. The study's findings support earlier research by Li et al. (2019) and Schunk & DiBenedetto (2021), the favourable correlation between behavioural intention and self-efficacy.

5.4. The Effect of Internal Motivation on the Decision to Visit

The internal motivation variable's t count, as determined by the preceding table, is 2.472 at a significance level of 0.014, and its regression coefficient value (path coefficient) is +0.243. The internal motivation variable significantly influences revisit intention, as indicated by the p-value of 0.014 < 0.05 . Thus, there is support for hypothesis H4, which states that "internal motivation has a significant effect on decision to visit." The study's findings suggest that internal motivation factors have a role in promoting the decision to go. This indicates that the presence of the appropriate internal motivation directly influences the decision to visit. Furthermore, statistics from the original sample demonstrate a positive relationship between internal motivation variables and the decision to visit, indicating that increases in internal motivation variables will likewise lead to increases in the decision to visit. According to Chang's (2007) study, one of the internal motivation indicators that most strongly influences the intention to travel is the "escape" or "getting away from routine" reason.

5.5. The Effect of External Motivation on the Decision to Visit

With a regression coefficient value (path coefficient) of +0.500, the external motivation variable's t count is 5.235 at a significance level of 0.000, according to the preceding table. The external motivation variable significantly influences revisit intention, as indicated by the p-value of 0.000 < 0.05 . Thus, there is support for hypothesis H5, which states

that "external motivation has a significant effect on decision to visit." According to the study's findings, the external incentive variable influences people's decisions to go. This suggests that the presence of suitable external motivation directly influences the decision to visit. Furthermore, statistics from the original sample demonstrate a positive relationship between the external motivation variable and the decision to visit, indicating that an increase in external motivation will likewise increase the decision to visit. The results of this study support Correia et al.'s (2007) statement that external motivation influences how tourists perceive destinations. Other studies have also found that destination attributes are the main factors that attract tourists to visit (Whyte, 2017). These findings can also illustrate that external motivation is the driver of a tourist's decision to visit. The greater a person's external motivation, the faster they decide to visit the destination that attracts them.

5.6. The influence of Halal Tourism Literacy has a Significant Effect on the Decision to Visit through Internal Motivation

The p-value for the Halal Tourism Literacy variable's significant impact on the decision to visit through internal motivation (indirect effect) is 0.028, and the regression coefficient value (path coefficient) is +0.096, as shown in Figure 3. The association between Halal Tourism Literacy and the Decision to Visit is significantly influenced by the internal motivation variable, as indicated by the positive path coefficient and the p-value of $0.028 < 0.05$. The VAF is 51.9%, or 0.519. It is possible to conclude that internal motivation is a mediating factor because the VAF exceeds 20%. Thus, there is support for hypothesis H6, which states that "Halal Tourism Literacy has a significant effect on Decision to Visit through Internal Motivation."

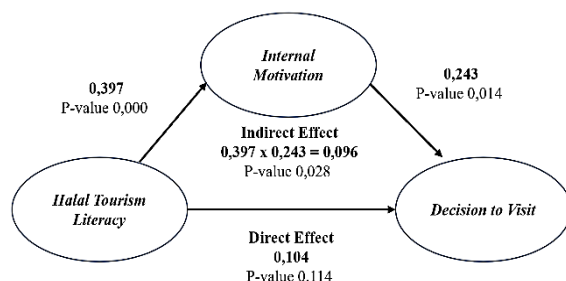


Figure 3. Analysis path for hypothesis 6

The study's findings support the idea that internal motivation moderates the relationship between halal tourism literacy and travel decision-making. The findings of this study validate that motivation can mediate self-efficacy, consistent with earlier meaning-based research (Han and Ryu, 2012; Huang and Chen,

2015). As previously demonstrated by Perugini and Bagozzi (2001) by the Model of Goal-Directed behaviour (MGB), motivation completely mediates the association between intention and TPB variables (attitude, subjective norms, and perceived behaviour control).

It has been established that the association between halal tourism literacy and travel decision is mediated by internal motivation. According to these findings, internal motivation serves as a significant mediator between halal tourism literacy and the decision to visit. The indirect effect coefficient and the direct effect path coefficient also yield noteworthy findings, suggesting that internal motivation partially mediates the relationship between halal tourism literacy variables and the decision to visit. This indicates that the association between halal tourism literacy factors and travel decision is strengthened by internal motivation.

5.7. Halal Tourism Literacy Significantly Influences the Decision to Visit through External Motivation

As shown in Figure 4, the regression coefficient (path coefficient) is +0.293, and the p-value for the Halal Tourism Literacy variable's significant influence on the decision to visit through external incentives (indirect effect) is 0.000. It can be inferred that the external motivation variable significantly influences the association between Halal Tourism Literacy and the Decision to Visit, as the path coefficient is positive and the p-value is $0.000 < 0.05$. The VAF is 26% (0.260). External motivation is a mediating factor because the VAF exceeds 20%. Thus, there is support for hypothesis H7, which states that "Halal Tourism Literacy has a significant effect on Decision to Visit through External Motivation."

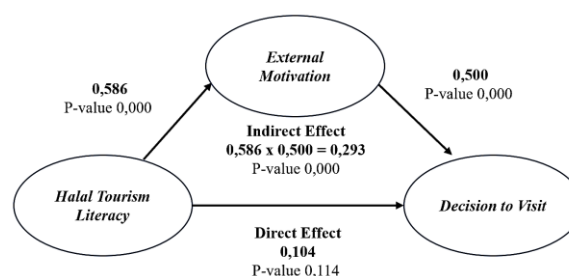


Figure 4. Analysis path for hypothesis 7

The study's findings demonstrate how external motivation might strengthen the link between halal tourism literacy and travel decisions. The results of this study corroborate those of earlier studies, showing that self-efficacy can be mediated by motivation (Han and Ryu, 2012; Huang and Chen, 2015). Motivation completely mediates the relationship between TPB variables (attitude, subjective norms, and perceived

behaviour control) and intentions, according to Perugini and Bagozzi (2001) and the Model of Goal-Directed behaviour (MGB).

Being aware that external motives mediate the relationship between halal tourism literacy and travel decision. Since the indirect effect coefficient is significant and the direct effect path coefficient is also substantial, external motivation serves as a mediator that bridges the gap between halal tourism literacy and the decision to visit. In other words, external motivation is a partial mediator of the relationship between halal tourism literacy variables and the decision to visit. This indicates that the association between the decision to see and the halal tourism literacy variable is strengthened by external motivation.

6. Conclusions

In conclusion, this study highlights the significant positive influence of internal and external motivation on the decision to visit Lombok. Internal and external motivation have a significant positive effect on the decision to visit Lombok. Likewise, halal tourism literacy is significantly impacting internal and external motivation.

This differs from halal tourism literacy, which has no significant effect on visit decisions. Nonetheless, the association between halal tourism knowledge and travel decisions might be mediated by both internal and external motivation. Decisions for visits are also significantly influenced by both internal and external motivation. This means that the better halal tourism literacy Muslim tourists have, the higher their internal motivation, which will encourage their visit decisions to Lombok. The higher the halal tourism literacy of Muslim tourists, the greater the external motivation (destination attractiveness) that will pull them to visit Lombok.

An interesting conclusion is that Muslim tourists will be interested in visiting the island of Lombok, driven by push and pull motivations stemming from destinations that support their compliance with God's commandments. Muslim tourists who visited stated that they were driven to seek novelty, as well as knowledge and cultural education, offered on the island of Lombok. This is reasonable because Lombok Island has a unique culture that is well known abroad. In addition, Muslim tourists visiting Lombok stated they were drawn to the island's cleanliness and shopping opportunities. This is reasonable because Lombok Island is clean and offers many places to shop for safe, comfortable products. This fact is intriguing because it has been demonstrated that tourists' general incentives outweigh sharia-based ones, such as the accessibility of mosques or other places of worship in public spaces and

the availability of halal food and beverages. This can be explained because Muslim tourists are not only motivated by Sharia reasons. However, sharia-compliant products and services are still very much needed by Muslim tourists.

The limitations of this study lie in the quantitative approach used, which, although providing objective statistical results, is unable to delve deeper into the subjective and narrative aspects of tourists' motivation and spiritual abilities, so that the information obtained is still general and limited to the indicators used in each variable.

From the results of this study, suggestions can be made for further research.

1. Future research is expected to combine quantitative and qualitative approaches to explore the meaning, perceptions, and psychological dynamics experienced by Muslim tourists in the context of halal tourism.
2. Future research could also examine other mediating variables to understand the more complex dynamics in *visiting decisions*, such as *opportunity*, *destination image*, or *E-WOM*, which could provide deeper insights into the psychological and emotional factors influencing tourists' decisions regarding halal tourism destinations.
3. Further research should conduct a cross-regional study comparing Lombok with other Muslim-friendly destinations.

Suggestions for the government and stakeholders of halal tourism on the island of Lombok are as follows:

1. Based on the massive development of information technology, it is necessary to conduct more aggressive promotion and effective content, such as travel experiences through social media, magazines, and other media.
2. Most Muslim tourists who visit only have a general understanding of halal and haram laws, while their knowledge of halal and haram laws regarding tourism products/activities is still uncertain. This phenomenon needs to be addressed through educational campaigns to help Muslim tourists better understand the advantages of a Muslim-friendly destination concept.
3. The image of Lombok Island as a Muslim-friendly destination needs to be strengthened by improving prayer facilities and making it easier to obtain halal food and beverages at every destination.

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