

INTENTION TO VISIT RELIGIOUS DESTINATION: SUBJECTIVE NORMS, RELIGIOSITY AND ATTITUDE

Berto Mulia Wibawa^{1,2}, Rachma Rizqina Mardhotillah^{3*}, Rizki Amalia Elfita⁴

¹School of Business, Monash University, Bandar Sunway 47500, Malaysia

²Department of Business Management, Institut Teknologi Sepuluh Nopember

³Department of Management, Universitas Nahdlatul Ulama Surabaya

⁴Department of Accounting, Universitas Nahdlatul Ulama Surabaya

e-mail: rachma.rizqina@unusa.ac.id

*Corresponding Author

Abstract: Indonesia is a country with the largest majority population in the world. Of the total population, about 86.9% of the population are followers of Islam. The high number of Muslims in Indonesia has increased the government's attention to developing the potential for halal tourism, one of which is religious tourism. This study aimed to determine the impact of religiosity, subjective norms attitude and intention to visit Sunan Ampel Surabaya. This research method uses quantitative methods using purposive random sampling techniques. Data collection used a questionnaire distributed to 150 Muslims in Surabaya who had never visited the Tomb of Sunan Ampel. The data obtained were then analyzed using Partial Least Square (PLS). The results of this study show that there is a significant positive influence between religiosity, subjective norms, attitude and intention to visit the Tomb of Sunan Ampel. The results of this study also explain that attitude can mediate subjective norms, religiosity and intention to visit.

Keywords: Subjective Norms, Religiosity, Attitude, Intention to Visit, Sunan Ampel

INTRODUCTION

Indonesia is a country that has a lot of tourism potentials such as natural beauty, culture, food, and even diverse religions. Tourism is a travel activity or part of an activity that is carried out voluntarily and temporarily to enjoy tourist objects and attractions. Tourism can also be formulated as a brief trip made by a person or group of people to enjoy objects and attractions at the destination (Tourism Law). Currently, Indonesian tourism is starting to take advantage of the opportunities for halal tourism. Noviyani (2021) explains that halal tourism is a Muslim-friendly tourist destination, such as access to worship for Muslims, far from discotheques and the availability of various types of halal food. According to data quoted from travel.detik.com (2022) explaining that currently, the Ministry of Tourism and Creative Economy is starting to focus on halal tourism. The government has made efforts to create additional amenities,

attractions and accessibility services aimed at meeting the experience needs and desires of Muslim tourists. This is done because of the high number of Muslim tourists in Indonesia. Indonesia itself is one of the countries with the most prominent adherents of Islam in the world, around 86.9% of the Indonesian population adheres to Islam (dataindonesia.id, 2022).

The phenomenon of the increasing development of halal destinations is supported by the United Nations World Tourism Organization (2010), which estimates that around 330 million global tourists, or about 30 percent of the total global tourists, visit important religious sites around the world, whether based on spiritual motives or cognitive motives. This phenomenon is further strengthened by the results of a survey conducted by the Varkey Foundation in 2017 in 20 countries which stated that the majority of Indonesian youth (93%) considered that commitment to religion was very important in influencing

their happiness. (www.katadata.co.id, 2017).

The survey conducted by the Mastercards-Crescent Rating of the Global Muslim Travel Index (GMTI) 2021 also reinforces that Indonesia has succeeded in ranking fourth in halal tourism among countries in the Organization of Islamic Cooperation (OIC). The island of Lombok in Indonesia has been named the best halal destination in the international region in tourism.



One tourism destination that is increasing is religious tourism, such as the guardian pilgrimage. One of the pilgrimage destinations that is increasing rapidly is the Tomb of Sunan Ampel Surabaya. According to data quoted from Budaya.kemdikbud.go.id (2021), it was explained that the visit of Muslim tourists to the pilgrimage of the wali Sunan Ampel Surabaya increased by 50% from the previous 2 years. According to Rizal et al. (2021), the increasing public interest in the guardian pilgrimage is due to the higher spiritual level of Muslims in Indonesia. Religiosity is a trait in individuals related to religion and norms (Lefkowitz et al., 2004). Religiosity can determine individual attitudes in acting. Rehman (2022) explains that religiosity can influence a person to make choices, including choosing tourist destinations. This means that the higher the religious attitude within the individual will increase the attitude toward choosing halal tourism, such as religious tourism in Sunan Ampel Surabaya. This is supported by research by Rehman (2022) and Azzahra (2022), which explains that religiosity significantly influences individual attitudes in choosing destination destinations.

Not only can religiosity affect attitude in destination selection, namely subjective norms. Leonardo & Keni (2021) explains that subjective norms are a thought that develops in society and can influence a person's actions. Individual attitudes in behaviour tend to be influenced by the opinions and suggestions they receive from family, friends or friends. The dependence between the two will form beliefs and desires so that a tourist decides to visit. This means that the higher the encouragement from the environment received by the individual, the higher the individual's desire to take action. In the context of this study, it explains that the subjective norm that develops in society, especially among Muslims, is the culture of visiting religious tourism. The guardian pilgrimage culture that develops in Muslims increases individual motivation to perform the guardian pilgrimage (Azzahra, 2022) Attitude taken by the individual can increase a person's interest in visiting a destination. Attitude is an action taken by an individual to determine something (Khanifah, 2017). Anam (2017) explains that an individual's positive attitude can lead to a person's interest in taking action. In this study, the action in question is visiting the religious tourism of Sunan Ampel Surabaya. This also means that the more positive a person attitude is, the higher the individual's interest in visiting the religious tourism of Sunan Ampel Surabaya. This is supported by research by Hanifah (2017), Sundari (2021), which explains that attitude has a significant positive impact on interest in visiting a destination.

Based on the description above, the researchers are interested in researching the effect of subjective norms and religiosity attitude and their impact on the intention to visit religious tourism in Sunan Ampel Surabaya.

CONCEPTUAL FRAMEWORK

Subjective Norms

A subjective norm is a normative function of a person's salient reference beliefs that influence action or inaction and motivate adherence to action. Subjective norms are pressures or social demands that can change individual behaviour. Subjective norms are one of the factors that can affect attitude behaviour of a person's actions (Ajzen, 1991). Subjective norms can come from individuals who can

influence decision-making to take or not to take action. Thus, normative beliefs are social pressures from individuals or important reference groups that approve or disapprove of a person's behaviour or actions and the motivation to comply with these pressures (Ajzen and Fishbein, 1980; Ajzen, 1991).

Wan (2018) explains that the high percentage of Muslims in an area causes subjective norms to develop in society. In Islamic teachings, one thing that has become a habit for Muslims is visiting destinations identical to Islamic cultures, such as the tomb of the guardian (Golnaz, 2010). This subjective norm develops and becomes a habit for Muslims to carry out the guardian pilgrimage. The researchers added that for many individuals, especially Muslims, in choosing and making decisions based on individual religious beliefs, this included choosing food and tourist destinations (Haque et al. 2015).

Subjective norms that develop in society can affect individual attitudes toward specific actions. Some Muslims consider that the guardian pilgrimage is one of the things that is identical to Islam. This means that the higher the subjective norm to make the guardian pilgrimage, the higher the attitude or action of a Muslim to make the guardian pilgrimage. Therefore, subjective norms can be seen as perceived social pressure from family, friends, and the surrounding community influencing their intention to visit a destination (Wilson and Grand, 2013). Therefore, the hypotheses formed are:

H1: Subjective norms have a significant positive effect on attitude.

Religiosity

Religiosity is a response, observation, thought, feeling and attitude towards obedience coloured by a religious sense. In other words, religiosity is a commitment within the individual to his belief (Mansyuroh, 2020). In practice, religiosity can affect attitudes in choosing and making a decision. The beliefs and rules in religion make individuals not arbitrary in doing an action (Khan, 2019). This resulted in Muslims adhering to the established rules in their lives. That is, the higher the level of individual religiosity, the attitude

individual's Attitude to the religious tourism in Sunan Ampel Surabaya. This is to research conducted by Rahman (2013), Mukhtar (2012) and Sari (2020), which explain that there is a positive and significant relationship between religion and Attitude. Therefore, the hypothesis formed is:

H2: Religiosity has a significant positive on attitude

Attitude

Attitude is a positive or negative feeling that an individual receives from an evaluation (Sung et al, 2015). Attitudes have a direct impact on interest in visiting a destination. Attitude is a psychological tendency that individuals express by evaluating things they like or don't like. According to Al-Nahdi et al. (2015), one of the dominant factors influencing attitude is attitude. Attitude refers to the extent to which the individual has a favourable assessment of the behaviour or action in question (Al-Nahdi et al., 2015). A study by Alam & Sayuti (2011) explained that attitude has a significant positive relationship with the intention to visit. This means that individuals will have greater intentions if they have a positive attitude. This is also supported by the research of Kim et al. (2013), Farukkh et al. (2018) and Hutasuhut (2018), which explains that there is a positive and significant relationship between attitude and intention to visit.

H3: Attitude has a significant effect on the intention to visit

METHODOLOGY

This research uses quantitative research. The population used in this study are Muslims in Surabaya. They are collecting data using a questionnaire distributed to 150 Muslims in Surabaya. The data obtained were then analyzed using SmartPLS 3.0.

RESULTS AND DISCUSSION

Result

1. Convergent Validity

Convergent validity is an analysis to measure whether an indicator is declared valid (Ghozali, 2016). Chin & Lee (1999)

explained that the indicator can be declared valid if it has a value > 0.6

Table 1. Convergent validity

Variable	Indicator	Outer Loading	Criteria
Subjective Norms	SN1	0.764	Valid
	SN2	0.723	Valid
	SN3	0.764	Valid
	SN4	0.863	Valid
	SN5	0.763	Valid
Religiusitas	RE1	0.824	Valid
	RE2	0.864	Valid
	RE3	0.885	Valid
	RE4	0.845	Valid
	RE5	0.824	Valid
Attitude	AT1	0.898	Valid
	AT2	0.863	Valid
	AT3	0.825	Valid
	AT4	0.805	Valid
	AT5	0.863	Valid
Intention to Visit	IV1	0.863	Valid
	IV2	0.835	Valid
	IV3	0.844	Valid
	IV4	0.875	Valid
	IV5	0.874	Valid

Source: Primary data, 2022

2. Average Variance Extracted (AVE)

AVE is a measurement to compare whether there is a correlation between the constructs in the model. The results of the AVE value must be > 0.05 to be declared valid (Ghozali & Latan, 2014)

Table 2. AVE

No	Variable	AVE
1	Subjective Norms	0.689
2	Religiosity	0.642
3	Attitude	0.791
4	Intention to Visit	0.769

Source: Primary data, 2022

3. Composite Reliability and Cronbach's Alpha

Evaluation of composite reliability and Cronbach's alpha can be used to help test reliability. According to Hair et al. (2014), data with a composite reliability value > 0.7 has high reliability, while Cronbach's alpha expected to have a value > 0.6.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Subjective Norms	0.863	0.802
Religiusitas	0.836	0.914
Attitude	0.785	0.922
Intention to Visit	0.895	0.978

Source: Primary data, 2022

4. R² Analysis

The inner model is part of the hypothesis testing that is useful for testing the significance of the independent variable on the dependent variable and the R-Square (R²). According to Ghozali (2016). The R² value has several criteria, including weak (0.19), moderate (0.33), and high (0.67).

Table 4. R² Analysis

Variable	R Square	Criteria
Attitude	0.740	High
Intention to Visit	0.536	High

Source: Primary data, 2022

5. Hypothesis Testing

The test results include direct influence. The sign (») indicates the direction of influence between one variable on another variable. The following are the results of hypothesis testing:

Hypothesis	Result
H1	0.689
H2	0.642
H3	0.791
H4	0.769

Table 6. Hypothesis Testing

Variable	Original Sample (O)	P Values
Subjective Norms » Attitude	0.413	0.005
Religiusitas » Attitude	0.414	0.003
Attidue » Intention to Visit	0.862	0.005

Source: Primary data, 2022

Discussion

Subjective Norms have a positive and significant effect attitude

According to Hegner et al.,(2017); Kim and James (2016), Subjective Norms are defined as perceptions of pressure or social expectations that a person has from his social group to perform or not perform certain behaviours. The behaviour of people who support it will lead to an individual desire for the product.

This means that the higher the subjective norm received by the individual, the higher the individual attitude toward taking action. In this study, there is an influence of subjective norms on the decision to visit the Sunan Ampel Tomb. The results of the p-value in the study of 0.005 mean that there is a significant relationship between subjective norms and someone's attitude toward visiting the Tomb of Sunan Ampel. Indicators of subjective norms in this study are the beliefs of tourists to visit tourist destinations and one's motivation in visiting tourist objects. In this variable, the indicator of a person's motivation to visit tourism objects has the most decisive influence. Tourists will decide to visit after getting information, and previous travel experiences from people who have visited. It comes from the story of friends or family who are satisfied with the visit at the Tomb of Sunan Ampel. This is also in line with research conducted by Gayatri (2021), Kim (2013) and Park (2000), which explains that subjective norms have a positive and significant relationship with attitude.

Religiosity has a positive and significant effect on Attitude

Religiosity is a trait in individuals related to religion and norms (Lefkowitz, et al, 2004). According to Maclean et al. (2004), there are

several essential factors in religiosity, namely religious values and how religion is part of self-identity. This means that the higher individual incorporates religion into his or her identity, the greater the impact on their values and behaviour. Therefore, religion also has an impact on attitudes in making choices and decisions made by individuals. The attitude of choice and decision referred to in this study is the choice of halal tourism as a destination. Overall, religiosity was found to influence one's beliefs, knowledge, attitudes, likes and dislikes, and feelings about decisions (Farrag and Hassan, 2015).

From the results of this study, it was found that the p-value of 0.003 <0.05 means that the religiosity that exists within the individual has a significant positive effect on individual attitudes. This is in line with Rahmawati (2020),research, which explains that religiosity significantly influences attitude. Likewise in, research conducted by Wardana (2021) explains that religiosity in individuals significantly affects a person's behaviour in acting and choosing. According to Farrag and Hassan (2015), most studies show that religiosity positively affects attitudes and behaviour. Religiosity also strongly affects consumers' actions and behaviour when choosing to visit halal destinations (Weaver and Agle, 2002). The level of religiosity of each individual positively influences attitudes towards halal destinations (Mukhtar and Butt, 2012).

Attitude has a positive and significant effect on Intention to Visit

One of the intention processes in the Theory of Planned Behavior (TPB) attitude. The interest or desire of tourists to visit a tourist destination is determined by attitude of the individual to see the destination. Putri et al. (2021) explain that attitudes part of the evaluation of behaviour. When a person has a positive attitude towards an action, the person will have the intention to be more involved in the action.

From the results of this study, a p-value of 0.005 <0.05 means that there is a positive and significant relationship between attitude and intention to visit religious tourism in Sunan Ampel Surabaya. This means that the positive attitude of the evaluation carried out by individuals significantly affects the interest in

visiting Sunan Ampel religious tourism. The better attitude individual feels the higher the individual's interest in visiting a destination. This is supported by the research of Wahyuni and Yusuf (2021), which explains that attitude has a significant positive effect on the interest of visiting tourists. Likewise in the research of Hultman (2015), Verinita (2022) explains that there is a positive and significant relationship between attitude and intention to visit.

CONCLUSION

Based on the results obtained, it can be concluded that

1. Based on the analysis results, it is explained that subjective norms have a significant positive relationship with attitude with a p-value of 0.003. This means that the higher the subjective norms accepted by the individual, the higher individual attitude to take action.
2. Based on the analysis results, it is explained that religiosity has a significant positive relationship with attitude with a p-value of 0.005. This means that the higher the religiosity in a person, the higher attitude to take action.
3. Based on the analysis results, it is explained that attitude has a positive and significant relationship with intention to visit with a p-value of 0.003. This means that the higher the positive attitude felt by the individual, the higher the interest in visiting the religious tourism destination of Sunan Ampel Surabaya.).

References

- Ajzen, I & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*, Englewood-Cluffs, N.J.: Prentice-Hall
- Ajzen, I. (1991). *The Theory of Planned Behavior*. *Organizational Behavior and Human Decision Processes*, 50: 179-211.
- Alam, S. S., & Sayuti, N. M. (2011). *Applying The Theory of Planned Behavior (TPB) In Halal Food Purchasing*. *International Journal of Commerce and Management*, 2(1), 8-20.
- Al-Nahdi, T. S., Habib, S. A., Bakar, A. H., Bahklah, M. S., Hassan, O., & Al-Attas, H. A. (2015). *The Effect of Attitude, Dimensions of Subjective Norm, And Perceived Behavior Control, On The Intention to Purchase Real Estate in Saudi Arabia*. *International Journal of Marketing Studies*, 7(5), 120-131.
- Azjen, I. (2015). *Consumer Attitudes and Behavior: The Theory of Planned Behavior Applied to Food Consumption Decision*. *Rivista di Economia Agraria*, 70(2), 122-138.
- Chin W, M., & Lee, M. (1999). *Structural Equation Modeling Analysis with Small Samples Using Partial Least Squares*. *Statistical Strategies for Small Sample Research*, 307-341.
- Ghozali, I. (2016). *Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerit Universitas diponegoro.
- Ghozali, I., & Latan, H. (2014). *Partial Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerit Universitas diponegoro.
- Golnaz, et al. (2010). *Non-Muslims' Awareness of Halal Principles and Related Food Product in Malaysia*. *International Food Research Journal*, 17, pp. 667-674.
- Hair Jr. J. F, Hult G. T., Ringle C. M., & Sarstedt M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. California: SAGE Publication
- Haque. A., Sarwar. A., Yasmin., Tatofder. A. 2015. *Non-Muslim consumers' perception toward purchasing halal food products in Malaysia*. 2015 *Journal of Islamic Marketing* 6(1):133-147. DOI:10.1108/JIMA-04-2014-0033
- Kim, E., Ham, S., Yang, I. S., & Choi, J. G. (2013). *The Roles of Attitude, Subjective Norm, And Perceived Behavioral Control in The Formation of Consumers' Behavioral Intentions to Read Menu Labels in The Restaurant Industry*. *International Journal of Hospitality Management*, 35, 203-213.
- Lefkowitz, E. S., Gillen, M. M., Shearer, C. L., & Boone, T. L. (2004). *Religiosity, Sexual Behaviors, and Sexual Attitudes During Emerging Adulthood*. *Journal*

- of Sex Research. Vol. 41(2):150–159.
doi:
<https://doi.org/10.1080/00224490409552223>
- Noviyani, N. A., & Ratnasari, R. T. (2021).
PENGARUH HALAL
DESTINATION ATTRIBUTES DI
SUMATERA BARAT TERHADAP
WISATAWAN MUSLIM. *Jurnal
Ekonomi Syariah Teori Dan Terapan*,
8(4), 401–412.
<https://doi.org/10.20473/vol8iss20214pp401-412>
- Oqtaviani, M., & Rizal, A. (2021). Analysis of
the Influence of Tourism Product
Attributes, Prices and Promotions on
Tourist Visiting Decisions at Pintu
Langit Prigen Pasuruan Tourism
Object. *Academia Open*, 5,
10.21070/acopen.5.2021.1902.
<https://doi.org/10.21070/acopen.5.2021.1902>
- Wan, C. 018. The moderating effect of
subjective norm in predicting intention
to use urban green spaces: A study of
Hong Kong.