FACTORS INFLUENCING MALAYSIAN MILLENIALS' INTENTION TO VISIT INDONESIA'S HALAL TOURISM DESTINATIONS

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DEDICATION

Alhamdulillah. This dissertation is intended to seek the pleasure of Allah and to be a witness in following the footsteps of the Prophet Muhammad as a seeker of knowledge. Finally, with all of this, Al Faqir hopes to make his parents and family happy.

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ABSTRACT

Indonesia's tourism sector is expected to become the most significant contributor to the country's foreign exchange in the future, with anticipated double-digit growth in international tourist arrivals. It is a formidable challenge since the average growth of inbound tourists globally and in South-East Asia is predicted by UNWTO to only grow in single digits between 2010 and 2030. In early 2016, the Indonesian Halal Tourism Development Acceleration Team (IHTDAT) was formed as a breakthrough in seeking innovation and opportunities to achieve the expected targets. Among the main concerns of IHTDAT is whether the marketing promotion and the religiosity of the target market play roles in determining the intention to visit Indonesia's Halal Tourism Destinations. Malaysian Muslim Millennials are expected to continue contributing as the most international Muslim visitors to Indonesia. For this reason, it is necessary to focus on these valuable market segments and incorporate the two antecedents as determinant variables of the theory of planned behavior (TPB). Relying on the extended version of TPB, this study uses a quantitative research methodology and collects 396 purchase intention data through the distribution of self-administered online questionnaires. The Statistical Package for Social Sciences (SPSS) was used for data analysis and filtering. Furthermore, the data analysis in this research employed a PLS-SEM (Partial Least Square – Structural Equation Modeling) approach, and SmartPLS software was adopted to validate this research model. The findings of this study confirm that the original three TPB variables - attitude, subjective norm, and perceived behavioral control - were empirically found to predict a traveler's intention to visit halal tourist destinations. As for the two antecedent variables of marketing promotion and religiosity, the former relates to the intention to visit, while the latter did not directly influence the intention to visit. However, from the indirect relationship test, religiosity has a significant indirect relationship with the intention to visit with the full mediation role of attitude. Meanwhile, marketing promotion is indirectly related to the intention to visit, which is partially mediated by the three TPB variables. The empirical finding shows that the attitude variable has the most significant role in the framework. Meanwhile, marketing promotion is the antecedent variable that needs to be focused on influencing Malaysian Muslim Millennials' interest in visiting Indonesian halal tourism destinations. Thus, external stimuli of marketing promotion should be strengthened to engage with the technology-savvy millennial generation. There is a need to shift the traditional marketing promotion approach into the digital marketing strategy. From the various options available, millennials are more suitable to be focused on social media marketing through applications of Facebook and Instagram. Future research may explore user-generated content for a more trusted and engaging social media.

ABSTRAK

Sektor pelancongan Indonesia dijangka menjadi penyumbang paling banyak kepada pertukaran wang asing negara pada masa hadapan dengan jangkaan pertumbuhan dua angka ketibaan pelancong antarabangsa. Ia merupakan cabaran yang menyukarkan, memandangkan pertumbuhan purata pelancong masuk di peringkat global dan Asia Tenggara diramalkan oleh UNWTO hanya berkembang dalam satu digit antara 2010 dan 2030. Pada awal 2016, Pasukan Percepatan Pengembangan Pariwisata Halal Indonesia (IHTDAT) telah dibentuk sebagai satu kejayaan dalam mencari inovasi dan peluang dalam mencapai sasaran yang diharapkan. Peranan yang dimainkan oleh faktor promosi pemasaran dan keagamaan pasaran sasaran dalam menentukan kecenderungan (niat) pengunjung untuk datang ke Destinasi Pelancongan Halal Indonesia, adalah antara perkara yang menjadi pertimbangan utama IHTDAT. Generasi Milenium Muslim di Malaysia dijangka terus menyumbang sebagai pengunjung Muslim antarabangsa yang paling ramai ke Indonesia. Oleh itu, penekanan yang sewajarnya perlu diberikan kepada segmen pasaran yang bernilai ini, iaitu dengan menggabungkan dua anteseden sebagai pembolehubah penentu teori tingkah laku terancang (TPB). Kajian ini menggunakan versi lanjutan TPB melalui metodologi penyelidikan kuantitatif dan mengumpul 396 data terhadap kecenderungan (niat) membeli melalui pengedaran soal selidik dalam talian yang ditadbir sendiri oleh penyelidik. Pakej Statistik untuk Sains Sosial (SPSS) digunakan untuk analisis dan penapisan data. Manakala, pendekatan PLS-SEM (Partial Least Square – Structural Equation Modeling) dan perisian SmartPLS telah diguna pakai untuk mengesahkan model penyelidikan ini. Dapatan kajian ini mengesahkan bahawa tiga pembolehubah TPB asal - sikap, norma subjektif, dan kawalan tingkah laku yang dirasakan - didapati secara empirikal dapat meramalkan kecenderungan (niat) pengunjung untuk melawat destinasi pelancongan halal. Bagi dua pembolehubah anteseden iaitu promosi pemasaran dan keagamaan, yang pertama mempunyai hubungan dengan kecenderungan (niat) untuk melawat, manakala yang kedua tidak secara langsung mempengaruhi kecenderungan (niat) untuk melawat. Walau bagaimanapun, daripada ujian hubungan tidak langsung, keagamaan mempunyai hubungan tidak langsung yang signifikan dengan kecenderungan (niat) untuk melawat dengan peranan pengantaraan penuh terhadap sikap. Sementara itu, promosi pemasaran mempunyai hubungan tidak langsung dengan kecenderungan (niat) untuk melawat, yang mempunyai hubungan separa pengantara yang ditunjukkan oleh tiga pembolehubah TPB. Dapatan empirikal menunjukkan pembolehubah sikap mempunyai peranan yang paling signifikan dalam rangka kerja. Sementara itu, promosi pemasaran adalah pembolehubah anteseden yang perlu ditumpukan untuk mempengaruhi minat generasi milenium Muslim di Malaysia untuk melawat destinasi pelancongan halal Indonesia. Oleh itu, rangsangan luar promosi pemasaran harus diperkukuhkan untuk menarik penyertaan generasi milenium yang celik teknologi. Terdapat keperluan untuk mengalihkan pendekatan promosi pemasaran tradisional ke dalam strategi pemasaran digital. Daripada pelbagai pilihan yang ada, golongan milenium lebih sesuai untuk fokus kepada pemasaran media sosial melalui aplikasi Facebook dan Instagram. Penyelidikan masa depan boleh meneroka kandungan yang dijana pengguna untuk media sosial supaya lebih dipercayai dan menarik.

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R	-	Religiosity
MP	-	Marketing Promotion
ATT	-	Attitude
SN	-	Subjective Norm
PBC	-	Perceived Behavioral Control
TPB	-	Theory of Planned Behavior
HTD	-	Halal Tourism Destinations
IHTDAT	-	Indonesian Halal Tourism Development Acceleration Team

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CHAPTER 1

INTRODUCTION

This chapter introduces the background of the study by providing a recent picture of Indonesia's tourism situation. It is followed by a discussion on Malaysia's Muslim millennials as the study setting and religiosity and marketing promotion as the antecedent of the theory of planned behavior TPB). The problem statement highlighted the industry issues and empirical knowledge gaps, justifying the application of an extended version of TPB where religiosity and marketing stimulation are incorporated as antecedents to the attitude, subjective norms, and perceived behavioral control. This is not only addressing the research gap but also supports the purpose of the study. Subsequently, this chapter presents the research questions, research objectives, hypotheses, significance of the study, and definition of terms.

1.1   Background of the Study

For the past few years, tourism has been in the top 4 of Indonesia's foreign exchange earnings. Therefore, Indonesia possesses a great deal of opportunity in this sector. However, despite this contribution to the country, it still places Indonesia at the 10th position among the other Asian countries (UNWTO, 2015). Vietnam outperformed and made Indonesia occupy the 11th position in 2018 (UNWTO, 2019). On the other hand, as WTTC (2015) reported, travel and tourism had contributed 9.3% to Indonesia's gross domestic product (GDP) in 2014. Meanwhile, according to Indonesia's tourism ministry, the expected GDP contribution in 2019 is 15%. After the new working cabinet was formed, Indonesia tourism faced the problem of achieving 20 million international visitors in 2019, which would require

extra hard work to increase the number of tourists from the 9.4 million recorded in 2014. This has become one of the trending topics in the Indonesian media (Asdhiana, 2014). although there is an increase every year, the number of foreign tourists in 2018 to Indonesia only reached 15.81 million visitors (Winarto, 2019).

Indonesia's current President, Joko Widodo, has decided to put this industry as Indonesia's leading sector due to its economic multiplier effect for the country and has challenged the tourism minister to achieve this target (Stephanie, 2016). As a result, Arief Yahya, the appointed tourism minister of the 2014 – 2019 period, established Indonesian Halal Tourism Development Acceleration Team or IHTDAT (Tim Percepatan Pengembangan Pariwisata Halal Indonesia) as part of his approach to creating unique tourism. Riyanto Sofyan was selected as the chairman and responsible for achieving 5 million Muslim international arrivals into Indonesia in 2019 (Palupi, 2015). To be sure, halal tourism is the backbone of the Indonesian tourism industry by contributing a quarter of the international tourists' overall target. It intends to support the generation of 20 million inbound tourists (Kelana, 2017).

Correspondingly, during the 8th meeting of The Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation (COMCEC) on Sept 1, 2016, in Turkey, Sofyan presented an overview of Indonesia's halal tourism, which supported the overall visitors' target mentioned in the Indonesia tourism ministry's agenda As one of the four Standing Committees of the Organization of the Islamic Corporation (OIC), COMCEC is the main multilateral economic and commercial cooperation platform of the Islamic world that has seven corporation areas including tourism.

Therefore, as part of the COMCEC tourism working group, Sofyan illustrated the commitment and importance of Indonesia halal tourism in supporting the Indonesia tourism ministry to accomplish the said target in 2019 (Table 1.1.).

Table 1.1. Indonesia's Target of International Tourist and Muslim Tourist
Arrival (Sofyan, 2016)

Tourist Arrival (in Mio.)	2014	2015	2016	2017	2018	2019	Average Growth
International tourist	9.4	10	12	15	17	20	
		10.6%	15.4%	25.0%	13.3%	17.6%	16.4 %
International Muslim tourist	2.0	2.2	2.5	3.1	3.8	5	
		10.0%	13.6%	24.0%	22.6%	31.6%	20.4%

In comparison, the World Tourism Organization (UNWTO) forecast international tourist arrivals worldwide to increase by 3.3% a year between 2010 into 2030. It also predicted that among all UNWTO regions (Europe, Asia, and the Pacific, Americas, Africa, and the Middle East), Asia and the Pacific region would gain most of the new arrivals, with the South-East Asia sub-region projected to grow 5.1% yearly (UNWTO, 2011). Therefore, about Indonesia's double-digit target growth in Table 1.1., the Indonesian ministry's aspiration to boost inbound tourist growth is described in front of 400 investors on the regional investment forum 2017 for a few reasons.

Firstly, Indonesia recorded tourism foreign exchange earnings below neighboring countries, which is half of Malaysia, a quarter of Thailand, and even lower than Singapore (see table 1.2). It implies that an opportunity exists for Indonesia tourism concerning winning the competition in the Southeast Asia sub-region.

Table 1.2. 2012-2014 Tourism Foreign Exchange Earning of Asian Countries (UNWTO, 2015)

Tourism as Foreign Exchange Earning (US$ million)				
No	Asia Countries	2012	2013	2014
1	China	50,028	51,664	56,913
2	Macao (China)	43,860	51,796	50,815
3	**Thailand**	**33,855**	**41,780**	**38,437**
4	Hong Kong (China)	33,074	38,934	38,376
5	**Malaysia**	**20,250**	**21,496**	**21,820**
6	Singapore	18,939	19,301	19,203
7	Japan	14,576	15,131	18,853
8	South Korea	13,429	14,629	18,147
9	Taiwan (pr. of China)	11,770	12,323	14,618
10	**Indonesia**	**8,324**	**9,119**	**9,848**

Secondly, To release dependence on foreign exchange earnings from natural products, the Minister of Tourism has the ambition to make Tourism the main foreign exchange earner for Indonesia. Thus, the projection is that in 2019 tourism can surpass other major economic sectors such as oil, coal, and rubber. (Figure 1.1).
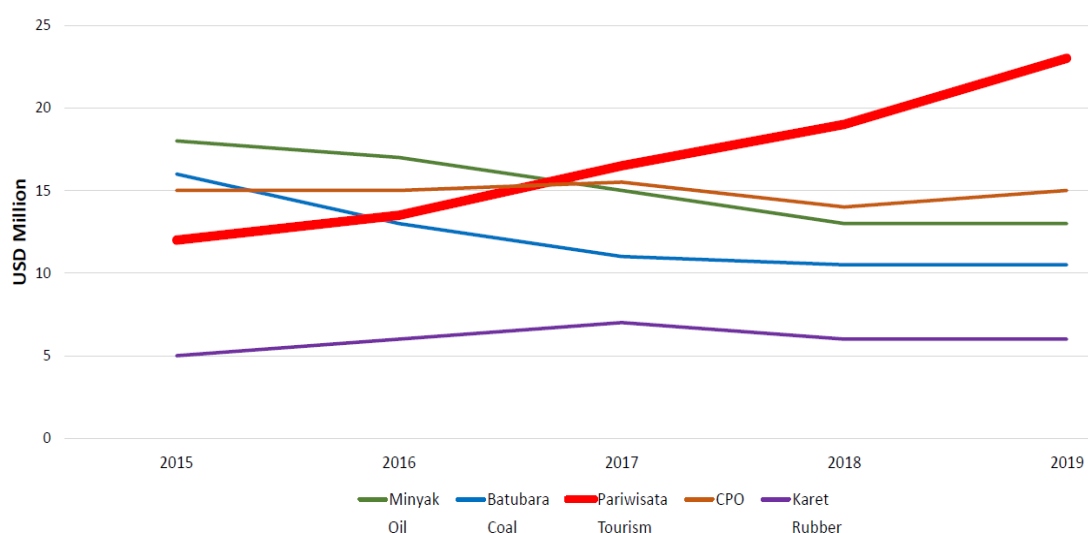
Figure 1.1. Projection of Tourism as Indonesia's Foreign Exchange Earnings (Source: Pusdatin Kemenpar, 2014).

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Indonesia's natural and cultural resources reinforce this confidence. It means that the advantage of being the world's largest archipelago, and its strategic location around the equator, blesses Indonesia with an abundant potential in the form of the natural scenery of mountains, oceans, coastlines, colorful coral reefs, and unique cultures. Therefore, the Indonesian president's special assignment of 20 million international visitors by 2019 (16.4% average growth) is challenging and reasonable at the same time.

Thirdly, as evidence of its reasonable factor to push international visitors to Indonesia in Table 1.3., up to 2019, the country was only at the 4th position of international tourist arrivals in the South-East Asia sub-region, which less than half of Thailand, and even lower than Vietnam which surpassed Indonesia.

Table 1.3. 2018-2019 South East Asia International Tourist Arrivals (UNWTO, 2021)

Destinations	International Tourist Arrivals					
	(1000)			Change	(%)	Share (%)
	2010	2018	2019	18/17	19/18	2019*
South-East Asia	70,473	128,620	138,504	8.7	11.3	36.7
Brunei	214	278	323	-13.6	7.6	..
Cambodia	2,508	6,201	6,611	24.4	17.5	1.7
Indonesia	7,003	13,396	15,455	5.2	9.4	3.6
Laos	1,670	3,770	4,384	19.8	17.3	..
Malaysia	24,577	25,832	26,101	1.3	2.7	10.4
Myanmar	792	3,551	4,364	29.8	93.0	1.2
Philippines	3,520	7,168	8,261	9.1	9.6	1.8
Singapore	9,161	14,673	15,119	6.8	7.2	4.5
Thailand	15,936	38,178	39,797	16.2	18.8	9.4
Timor-Leste	40	75	81	13.7	36.2	0.0
Vietnam	5,050	15,498	18,009	9.5	10.6	3.0

Consequently, in support of achieving the overall target, Indonesia has gradually created easier access for foreigners entering the country by waiving the visa requirement for visitors from certain countries. This started in early 2015, during Joko Widodo's early period as Indonesia's president when he signed Presidential Regulation No. 69 of 2015. This regulation concerning visitor visa exemptions (PR 69/2015) added another 30 countries for tourism purposes from the initial 15 countries. The latest is Presidential Regulation No. 21 of 2016, with a total of 169 countries being eligible for a visa-free policy.

Likewise, to keep up the momentum of boosting international visitors to Indonesia, in 2015, the tourism ministry took immediate steps by applying an additional tourism promotional budget of 1 trillion rupiah (about US$ 75 billion), which is still lower than the Malaysian budget of US$ 300 billion due to Malaysia's bigger target (Palupi, 2015). Furthermore, to start a double-digit growth by 2015, Arief Yahya analyzed the future and potential of new wave tourism in Indonesia by allocating 15% each of additional budget for heritage tourism and halal tourism, which focuses on the following three areas: Aceh, West Sumatera and West Nusa Tenggara (Palupi, 2015). Riyanto Sofyan acknowledged these areas as part of the pilot project for halal tourism destinations out of the ten overall halal tourism destinations (Figure 1.2).
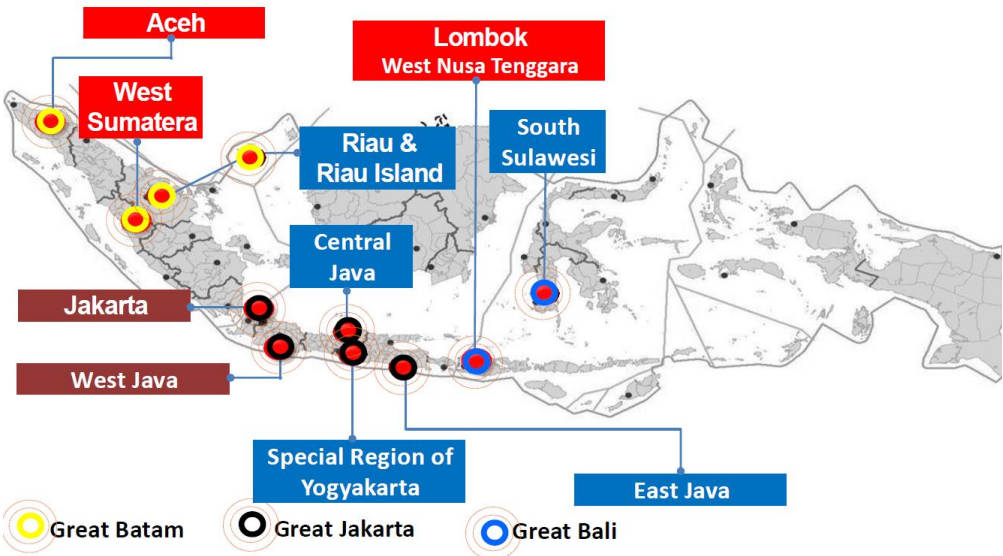
Figure 1.2. Indonesia's top 10 Halal Tourism Destination

In addition, as evidence of receiving first-hand information and gaining a deeper understanding, researchers joined Indonesia's halal tourism industry session in Malaysia Indonesia Halal Showcase 2017 (MIHAS) 14th edition in Kuala Lumpur Convention Centre, where the speakers were Sapta Nirwandar (the former deputy of Indonesia's tourism minister) and Riyanto Sofyan (chairman of the Indonesian Halal Tourism Development Acceleration Team). Besides a presentation and a press conference session, researchers conducted another half-hour personal discussion with Sofyan. As he was permitted to use all his material presentation of Indonesia halal tourism, Sofyan highlighted the trend of halal tourism that has transformed from a niche market into a mainstream one. Therefore, as the world's largest Muslim population, Indonesia will take the opportunity of the halal tourism market through its target and evidence to support Indonesia's tourism ministry.

Furthermore, to illustrate the targets, a few important indicators need to be upgraded. First, climbing up to the 1st position in the Global Muslim Travel Index (GMTI) by CrescentRating. Second, upgrading country ranking based on The Global Islamic Economy Indicator (GIEI) by Thomson Reuters. Finally, the foremost target is to reach the expected annual growth and reach 5 million Muslim international visitors in 2019. It becomes the final year of the tourism minister's first period in office (2014–2019).

1.1.1. Tourism Opportunities in Emerging Countries

In 2011, the UNWTO (World Tourism Organization) tourism trends and marketing strategy team presented global overview tourism towards 2030 at the UNWTO 19th general assembly. Figure 2.1, below, expressed the study that developing country destinations are expected to continue international inbound growth, doubling the developed country, so that it predicted that emerging economies would surpass the advanced economies in 2015.

Inbound tourism, advanced and emerging economies
International Tourist Arrivals, share, %
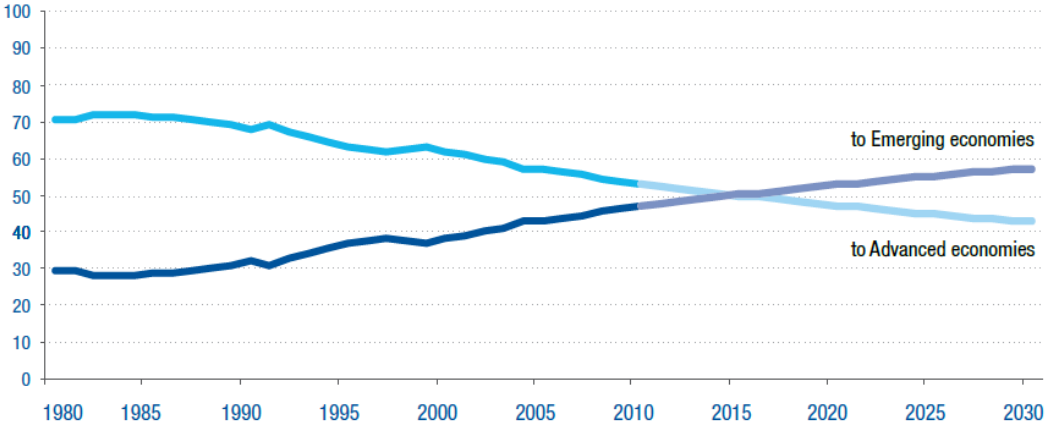
Inbound tourism by region of destination
International Tourist Arrivals, share, %
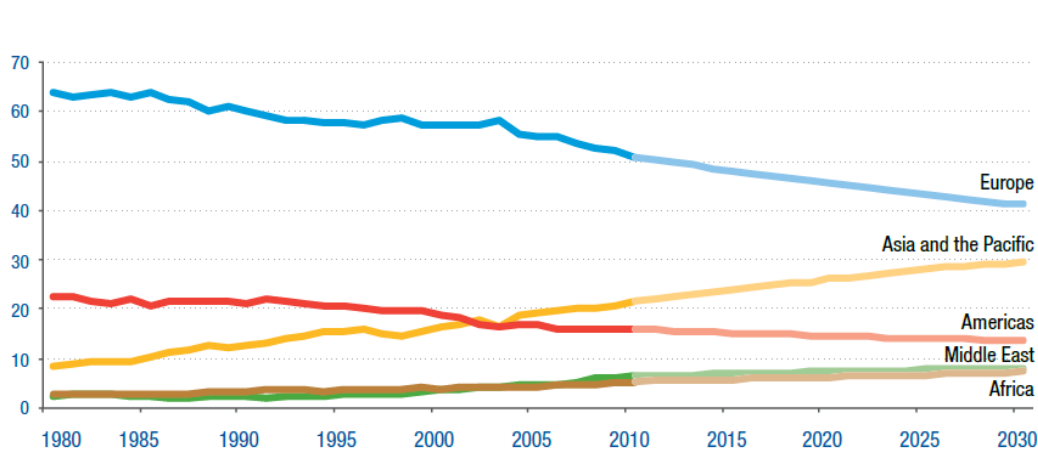
Figure 1.3. Inbound Tourism Trend towards 2030 (UNWTO, 2011)

Moreover, the Asia-Pacific region is expected to increase 162% from 204 million in 2010 to 535 million in 2030, which means the region is projected to gain most of the new international inbound tourists, which shows the most promising positive trend of inbound tourism by region of destination. Furthermore, by sub-region, UNWTO (2016) reported the biggest growth to be made by South-East Asia, which recorded an 8% increase in arrivals. Indonesia is one of the few countries in South-East Asia that registered visitor growth at double digits in 2015, along with Thailand, The Philippines, Laos, and Myanmar.

Hence, to continue the positive trend of double-digit growth and exploit the rise of tourism in the emerging country, Indonesia's Tourism Ministry strategic approach involves creating another ten tourist priority destinations, which would be known as the next Bali. As reported by Indofest (2017), each of these 10 New 'Bali' will be assigned by and responsible to the Board of Authority, whose main task is to build Special Economic Zones of tourism in each tourist destination, including hotel and restaurants, leisure parks, resort, golf course, convention centers, and other related tourist amenities. These new 'Bali' destinations are:

(1) Lake Toba in North Sumatra,

(2) Belitung in Bangka Belitung province,

(3) Tanjung Lesung in Banten,

(4) The Thousand Islands in DKI Jakarta province,

(5) Borobudur temple in Central Java province,

(6) Mount Bromo in East Java province,

(7) Morotai in Maluku Utara province

(8) Komodo Island in Nusa Tenggara Timur province,

(9) Wakatobi National Park (Southeast Sulawesi), and

(10) Mandalika Lombok in Nusa Tenggara Barat province

1.1.2. Halal Tourism for Indonesia's Tourism Industry

The development of halal tourism in Indonesia began at the soft launch of shariah tourism in December 2012. Then, in October 2013, the grand launch of Indonesia Shariah Tourism took place during the Indonesia International Halal Expo (INDHEX 2013) with the Global Halal Forum theme "Wonderful Indonesia as a Muslim Friendly Destination" and was participated by over 150 nationalities (Sofyanhospitality, 2016). The formation of the Indonesian Halal Tourism Development Acceleration Team (IHTDAT) in 2016 was mainly to support the quarter target of 20 million international inbound tourists in 2019. However, the Indonesia tourism minister expected IHTDAT could make Indonesia's halal tourism be a leader among halal tourism destinations.

One way to be the leader of halal tourism is by increasing the halal tourism industry index and award achievement in halal tourism competition. At least, there are two important indices of halal tourism, which will indicate Indonesia's halal tourism position globally, the Global Muslim Travel Index (GMTI) by CrescentRating and The Global Islamic Economy Indicator (GIEI) by DinarStandar. From the latest GMTI 2018, Indonesia continues its positive trend from 6th place in 2015, 4th in 2016, 3rd in 2017, and finally, rank 2nd after Malaysia has remained at the top for eight consecutive years (Mastercard-CrescentRating, 2018). GIEI is divided into several categories such as Islamic finance, halal food, halal travel, modest fashion, halal media and recreation, halal pharmaceuticals, and cosmetics. In the halal travel category, Indonesia is placed at the 4th position after Malaysia, UAE, and Turkey (ThomsonReuters, 2017). As such, there still needs room for improvement at both indices/indicators in the future to make Indonesia the global halal tourism leader.

Table 1.4. World Halal Tourism Awards 2015 and 2016

2015	2016	
1). Hotel Sofyan Betawi as World's Best Family Friendly Hotel, 2). Lombok as World's Best Halal Tourism Destination, 3). Lombok as World's Best Halal Tourism Destination	1). The Rhadana Hotel, Kuta, Bali as World's Best Family Friendly Hotel, 2). Sultan Iskandar Muda Airport, Banda Aceh as World's Best Airport for Halal Travelers, 3). Aceh as World's Best Halal Cultural Destination, 4). Ero Tour, Padang, West Sumatra as World's Best Halal Tour Operator, 5). West Sumatra as World's Best Halal Destination, 6). West Sumatra as World's Best Halal Culinary Destination,	7). ESQ Travel, Jakarta as World's Best Haj & Umrah Operator, 8). Garuda Indonesia as World's Best Airline for Halal Travelers, 9). Trans Luxury Hotel, Bandung as World's Most Luxurious Family Friendly Hotel. 10). www.wonderful-lomboksumbawa.com as World's Best Halal Tourism Website, 11). Novotel Lombok Resort & Villas Lombok, West Nusa Tenggara as World's Best Halal Beach Resort, 12). Lembah Sembalun, Lombok, West Nusa Tenggara as World's Best Halal Tourism Destination

Equally important is the fact that DinarStandar, as a partner in GIEI, has also been a partner of the World Halal Tourism Summit (WHTS) in 2015 and 2016. Indonesia has won prestigious awards in several categories (Table 2.1). These awards

have partly contributed to the awareness of Indonesia as a halal tourism brand globally due to online publication and e-media reports. This achievement will partly contribute to further developing visitors to the ten halal tourism destinations. Having such achievement and awareness gave branding the advantage to create a successful sales mission and appeal to more Muslim tourists while joining tourism exhibitions.

However, all these achievements of indices, indicators, or even awards have not had the effect of finding the missing link to attract more Muslim visitors to Indonesia, as in 2017, inbound Muslim tourists only recorded 2.7 million while the expected year-end target was 3.1 million Muslim visitors. Hence, to continually support achieving the 2019 international tourist arrival with international Muslims, it needs to start focusing on the major segment of the halal tourism market.

1.1.3. Malaysian Muslim Millenials as Study Setting

Undoubtedly, the statistics in Table 1.4., year of 2017-2019 display Malaysia as the highest market share to Indonesia's inbound tourists from the Asia region. Similarly, from the OIC members category, Malaysia still contributes the highest visitors to Indonesia, and it has become one of the fundamental properties of the halal tourism market. Along with other common characteristics, such as race, culture, and geographic location, Indonesia is keen to keep Malaysia as the biggest inbound market share from Asia. This is simply the rationale behind business practice: retaining customers is cheaper and easier than finding and acquiring new customers from other areas or countries.

In the new global tourism trends, the millennials' segment (also referred to as Gen Y), anyone born from 1981 to 1996, has become a central issue due to its faster rapid growth than any other segment throughout the global tourism industry (Mastercard-HalalTrip 2017). Similarly, the Global Muslim Travel Index (GMTI) 2017 reports the younger Muslim population as one of the key drivers of growth in the Muslim travel market. As such, the Muslim millennial travelers (the subset of millennial travelers) begin to develop their travel preferences and enter their peak

earning, spending, and traveling life stages within the next 5–10 years (Mastercard-HalalTrip, 2017).

Table 1.5. 2015 – 2019 Inbound Tourist to Indonesia based on Countries (BPS-Statistics Indonesia, 2019).

NATIONALITY	2015	2016	2017	2018	2019
Brunei Darussalam	18 262	23 695	23 455	17 279	19 278
Malaysia	1 431 728	1 541 197	2 121 888	2 503 344	2 980 753
Phillippiness	267 700	298 910	308 977	217 874	260 980
Singapore	1 594 102	1 515 699	1 554 119	1 768 744	1 934 445
Thailand	118 579	124 569	138 235	124 153	136 699
Vietnam	49 845	60 986	77 466	75 816	96 024
Myanmar	39 923	44 720	48 133	28 612	46 381
Other Asean	274 302	207 727	252 373	717 508	682 630
TOTAL ASEAN	**3 794 441**	**3 817 503**	**4 524 646**	**5 453 330**	**6 157 190**
Hongkong	93 529	101 369	98 272	91 182	50 324
India	306 960	422 045	536 902	595 636	657 300
Japan	528 606	545 392	573 310	530 573	519 623
Korea Rep.	375 586	386 789	423 191	358 885	388 316
Pakistan	7 570	10 100	11 424	13 448	14 663
Bangladesh	15 790	39 028	56 503	56 564	59 777
Sri Lanka	11 190	24 258	35 669	32 508	28 907
Taiwan	223 478	252 849	264 278	208 317	207 490
China	1 249 091	1 556 771	2 093 171	2 139 161	2 072 079
Timor Leste	NA	NA	960 026	1 762 422	1 178 381
Other Asia	123 194	180 544	67 659	58 625	68 062
TOTAL ASIA (*Excl* ASEAN)	**2 934 994**	**3 519 145**	**5 120 405**	**5 847 321**	**5 244 922**
Saudi Arabia	164 643	197 681	182 086	165 912	157 512
Bahrain	1 685	2 243	2 457	2 324	2 631
Kuwait	8 306	6 368	5 760	5 551	5 762
Egypt	12 972	19 948	20 345	18 075	21 354
Uni Arab Emirates	10 315	9 016	8 387	7 100	9 065
Yemen	8 715	9 478	8 453	10 008	9 221
Qatar	1 595	1 856	1 859	2 104	1 989
Other Middle East	29 330	45 810	55 022	55 949	56 389
TOTAL MIDDLE EAST	**237 561**	**292 400**	**284 369**	**267 023**	**263 923**

Researchers deliberated on Malaysian demographic data in Table 1.6 as the basis to expand this captive market and rank as the number one country with the most Muslim international visitors by aiming for the millennial segment with an approximately 5.8 million population. Therefore, Indonesia can further pursue the low-hanging fruits of Malaysia's Muslim millennials as the near and future of the main market to fill the halal tourism industry gap in terms of yearly Muslim visitors to Indonesia.

Table 1.6. 2018 Malaysia Population (www.livepopulation.com)

Age	Population	(%)	Age 20-36	Muslim 61% of 20 - 36 y.o.
Total	30,331,007	100		
00-04	2,476,673	8.2		
05-09	2,329,632	7.7		
10-14	2,626,265	8.7		
15-19	2,774,028	9.1		
20-24	2,909,418	9.6		
25-29	2,923,662	9.6		
30-34	2,759,161	9.1	9,453,017	**5,766,340**
35-39	2,151,940	7.1		
40-44	1,925,944	6.3		
45-49	1,764,721	5.8		
50-54	1,580,658	5.2		
55-59	1,323,936	4.4		
60-64	1,008,958	3.3		
> 65	1,776,011	5.9		

1.1.4. Religiosity as the Antecedent of Theory of Planned Behavior in the Tourism Industry

As one of the fastest-growing niche markets, halal tourism shows interest in both practitioners and researchers. From the practitioners' perspective, halal tourism is intended to cater to Muslim travelers' needs − which is permissible by Islam rules − during travel for any purpose. One of the leading authorities in the Halal Travel Industry, CresentRating, used the term faith-based need to describe Muslim travelers' needs that are driven by the Islamic religion. Their study with Mastercard in 2015 found that Muslim travelers with different levels of faith-based consciousness will also have different levels of practice adherence and preferences with destination and facilities provided in halal tourism (Figure 1.4). As such, the religiosity variable is a determinant factor of Muslim travelers' behavior in the halal tourism industry.
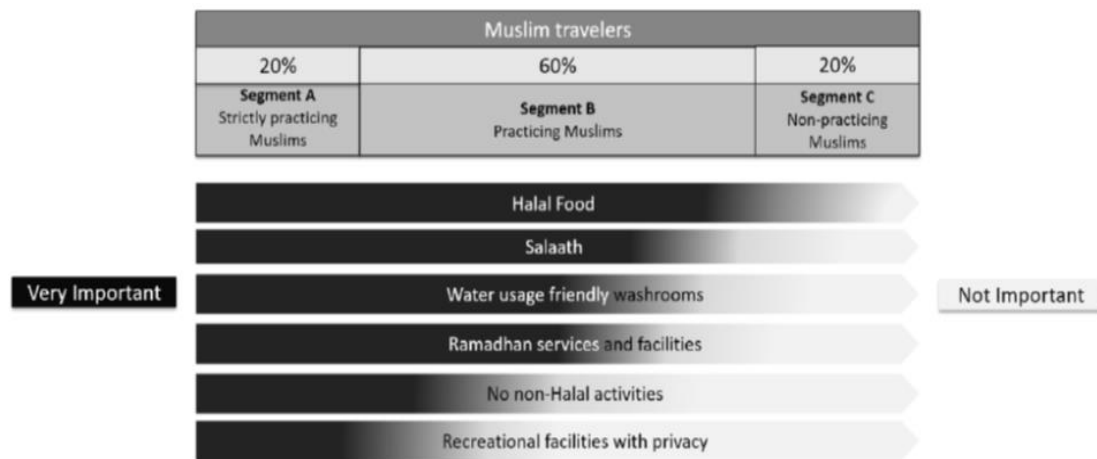
Figure 1.4. Faith-Based Need Segmentation of Muslim Travelers (Mastercard-CrescentRating, 2015)

From the researchers' perspective, Hamza (2010) advocates that companies within the halal tourism industry have to serve consumer behavior to this unique faith-based need of the Islamic market by emphasizing their Islamic cultural values, norms, and practices, known as Islamic religiosity. While according to Battour

(2015, p. 2), halal tourism is "any tourism object or action which is permissible according to Islamic teachings to use or engage by Muslims in the tourism industry."

Furthermore, it was noted recently that Muslim customers become sensitive to consuming products and services that are Shariah-compliant (Battour et al., 2012; Battour et al., 2010; Jafari & Scott, 2014). Hence, the awareness among Muslims is increased to select Halal options for their needs from the common options being currently offered (Battour & Ismail, 2014; Muhammad, 1989, p. 24). Meanwhile, in term of economics perspective, halal tourism is is a potentially lucrative market and can contribute to economic growth due to the increasing number of Muslim travelers (Sahida et al., 2011). Therefore, the market needs to capture the needs of Muslims since Muslim travelers are more conscious of halal products and services (Aziz et al., 2015).

Similarly, as researchers refer to halal as any practice or activity that is 'permissible' according to Islamic teaching, it is important to understand the Muslim consumer's intention to select the halal option to fulfill their daily needs, predominantly, Malaysian Muslim Millenials as the focus of this dissertation. For example, a study was conducted to figure out Malaysia's consumer intention in choosing Islamic home financing products (Ibrahim et al., 2017) and adopting Islamic home financing in Malaysia (Bassir et al., 2014). From their research, it was found that religiosity is the strongest determinant of consumer intention. Furthermore, according to Alam et al. (2012), religiosity is important due to its ability to affect an individual's cognition and behavior.

Similarly, according to Ajzen (1985, 1991), the proprietor of the theory of planned behavior considered religion as one possible factor affecting individual intention and behavior. Additionally, along with Fishbein (Ajzen and Fishbein, 2005), they pointed out that the behavioral, normative, and control beliefs people hold about the performance of a given behavior are influenced by a wide variety of other factors, which become possible antecedents and are classified into a few subgroups of background factors, namely, individual (personality, mood, emotion, intelligence, values, stereotypes, general attitudes, and experience), social (education,

age, gender, income, religion, race, ethnicity, and culture), and information (knowledge, media, and intervention) (Ajzen and Fishbein, 2005 p. 194).

1.1.5. Marketing Promotion as the Antecedent of Theory of Planned Behavior in the Tourism Industry

As a business practitioner and owner of Sofyan Hospitality in the halal tourism industry, as well as the chairman of IHTDAT, Sofyan (2016) has the confidence to exploit his over 20 years of experience to achieve the target by coordinating the implementation of four pillars of strategic initiatives of halal tourism development (Figure 1.4).

Furthermore, as part of policy or regulation development initiatives in 2015, marketing promotion became the primary focus. Thus, approximate of US$ 75 billion was the primary budget for IHTDAT to start their mission to reach the annual international Muslim inbound target.

Figure 1.5. The 4 Pillars of Strategic Initiatives of Indonesia Halal Tourism (Sofyan, 2016)

Firstly, Sofyan points out the umbrella brand of halal tourism Indonesia. Where permissible is unmissable is the tagline to deliver the message that halal tourism in Indonesia is accomodating Muslim travelers with all permissible Islamic

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things that rule in Islam, which will rejuvenate the Muslim travelers in Indonesia. Likewise, as branding is adapted to the industry perspective, it might convert into other forms such as acknowledgment, testimony, or award. In 2015, Indonesia's halal tourism collected the World Halal Tourism Award (WHTA) in 3 categories, and in WHTA 2016, Indonesia won 12 awards out of 16 categories (Mustafa, 2016). Thus, it increases Indonesia's halal tourism branding internationally.

Secondly, Sofyan (2016) explained that the advertising approach is mostly taken into part by technology-driven media or the internet of things (IoT), which mainly collaborates with writers and bloggers as the contributors and accelerates digital lifestyle among travelers, backpackers, and community alike. Finally, online media plays the role of a catalyst to enhance brand awareness and image. For example, the collaboration with Crescentrating – one of the world's leading authorities on halal travel − aims to maximize the reach of Muslim travelers globally and allows them to search for references and detailed information about Indonesia. In addition, Muslim travelers will also be able to download the multiple languages of the Muslim visitors' guide for their tablet/iPad or even print it as a hard copy. Cresentrating's sister company, halal trip, is simultaneously campaigning to influence travelers (Crescentrating, 2018).

Lastly, the selling approach should play its role in marketing promotion strategic pillars. Sales mission and travel shows are the main tools of selling Indonesia halal tourism and generating more Muslim International visitors. The five-day sales mission, which ended on October 25, 2017, at the Al-Hamra Ballroom Hotel in Jeddah, Saudi Arabia, is an example of a sales mission to promote Indonesian halal destinations among OIC members and non-OIC members simultaneously. Furthermore, The Jakarta Post (2017) reported that the Indonesian tourism ministry conducted a sales mission to China in September 2017 to attract Chinese-Muslim tourists from three major cities – Beijing, Yinchuan, and Xi'an – by promoting Indonesia as a halal destination in the region. In support of sales missions, on some occasions, a travel show is an integral part of selling halal tourism destinations, such as joining the 1st Global Halal Travel Consortium in Kuala Lumpur during the Malaysia International Halal Showcase in April 2017. By this activity, Indonesia can invite more Muslim visitors from Malaysia and other

countries that are joining the consortium through its travel agents and tour operators (Liputan6, 2017).

In sum, those were the BAS (branding-advertising-selling) approach taken by IHTDAT as their key focus of marketing promotion strategic initiatives, which delivered to prospective Muslim visitors. In turn, they absorb all marketing promotion exposure as valuable information that might fulfill their needs and wants for future travel. Correspondingly, as mentioned in an earlier section, information (knowledge, media, and intervention) is one of the potential antecedents that might influence individual intention and behavior (Ajzen and Fishbein, 2005).

1.2. Problem Statement

Like many other emerging countries, Indonesia strives to make tourism the leading sector to create an economic multiplier effect for the country. At the end of 2014, an insightful study's results appeared to be in line with the starting point of the newly elected tourism minister of Indonesia, Arief Yahya, who was certain that tourism would contribute as the biggest foreign exchange earnings for Indonesia in the future.

Starting with 9.5 million inbound tourists in 2014 with an 8.7% growth, he is currently in charge of escalating the average yearly growth to 16.4% and must reach 20 million international visitors at the end of his period in 2019. Hence, in early 2015, as Arief Yahya mentioned to the media, he was looking for unique tourism opportunities for Indonesia like halal tourism, and the newly elected President of Indonesia, Joko Widodo, would support by adding additional promotional budget to ignite tourism as the leading sector.

By selecting the new chairman of the Indonesian Halal Tourism Development Acceleration Team in 2016, it is expected to support achieving the yearly target. With a projection of 108 million Muslim travelers around the world in 2014 being converted into 150 million visitors in 2020 (Mastercard-CrescentRating, 2015), the

chairman targeted 20.4% average growth to reach 5 million International Muslim visitors in 2019, which covers 25% of the tourism ministry target (see Table 1.1). Hence, the chairman started with the four main strategic initiative pillars, emphasizing the marketing and promotion pillar (branding, advertising, selling) to increase awareness among potential Muslim visitors (Rahmiasri, 2016).

Under the 'Wonderful Indonesia' country brand, Indonesia Halal Tourism adopted its logo and added the tagline 'where permissible is unmissable' to the brand. Furthermore, the 3 World Halal Tourism Award (WHTA) 2015 and 12 WHTA 2016 gave 'free' online advertising access worldwide. In addition, as Management Destination Organization (DMO), Indonesia's Tourism Ministry advertised through one of the world's leaders halal authority, CrescentRating, with online and offline (printed) Muslim travel destination marketing contents. Finally, while increasing awareness by participating in exhibition halal tourism events as in Malaysia, this promotion mainly aimed to sell Indonesia halal tourism destinations to visitors (Jakarta Post, 2017).

Although Malaysia continues as Indonesia's 'bread and butter' international Muslim visitor, in 2017, inbound Muslim tourists were already below the yearly target of 3.1 million Muslim visitors (Kaul, 2018). The Global Muslim Travel Index 2018 report, in 2020, projected 18 million Muslim tourists in ASEAN and 156 million globally. As such, it indicates the urgency of the Halal Tourism Acceleration and Development team to focus on the biggest demography segment of the market. As the Mastercard – HalalTrip study shows, the millennial generation is one of the fastest-growing consumer segments globally (referred to as Gen Y, anyone who born between 1981 − 1996).

Then, approximately 6 million Malaysian Muslim millennials define the findings to fill the gap of 5 million international Muslim visitors in 2019. However, Sofyan (2016) reasoned that the world's largest archipelago with more than 300 distinct native ethnicities and 746 languages makes Indonesia unique with natural and cultural resources. Therefore, the marketing promotion approach is needed as the external stimuli to interfere with Malaysia's Muslim millennials' intention to visit Indonesia's halal tourism destinations.

Whereas the Muslim travel market is on course to continue its fast-paced growth to reach US$220 billion by 2020 (Mastercard-CrescentRating, 2018), practitioners in the halal tourism industry correspond that the Muslim niche market does not reflect its small market size but rather require special needs that rule their religion. Hence, industry experts agree that religion is an important factor for Muslim tourists in determining their destination. According to researchers' point of view, religion is an important factor for Muslim decision-making in the financial industry. Similarly, within identical service-oriented industry categories, Muslim tourist traveling behavior is perceived to be influenced and driven by religiosity. In other words, both practitioners and researchers have an identical point of view in that they want to use religion as the internal stimuli to make travel decisions.

Regarding solving Indonesia's tourism industry in terms of the total Muslim international arrival gap, there is an indication to better understand the target market's thinking and behavior. While according to a certain study, the halal choice has to do with religiosity. As such, the study by Razzaque and Chaudry (2013) found that Muslim customer choice is influenced not only by marketing effort but also by internal aspects of religiosity, which act as the antecedent of consumer behavior in determining their halal choice.

Furthermore, as the Indonesian Halal Tourism Development Acceleration Team (IHTDAT) has to achieve a yearly target of Muslim visitors, they are concerned whether religiosity also affects Muslim decisions in choosing halal tourism destinations. Moreover, the IHTADT as practitioners and researchers is still unsure whether religiosity affects Malaysian millennials to determine their destination. Therefore, there is an urgency to acknowledge the relative importance of internal stimuli (religiosity) and external stimuli (interference of marketing and promotion) for Malaysia's Muslim millennials' intention to visit Indonesia halal tourism destinations.

To address this research gap, there is a strong need to study the behavioral intention of a potential visitor to choose Indonesia as their halal tourism destination. It includes urgency to study how internal and external stimulations influence

attitudes, normative beliefs, and control beliefs. As such, this study will investigate these research variables by adopting the expanded version of the TPB, in which religiosity and marketing promotion effort plays an antecedent role in it.

1.3.   Research Objectives

As part to complete doctorate programme, this dissertation have two main purposes which are to solve industrial problem as well as theoretical contribution.

Firstly, Indonesia's tourism sector recognizes the growing interest in halal tourism from the perspectives of both practitioners and researchers, due partly to the growth of the global Muslim population composed of the young and growing middle class with disposable income and easier access to information toward the halal market. It reveals that in order to cater Muslim market, any strategy to develop halal tourism must be guided by Islamic law (Shariah). This means strategies that focus on marketing promotion must follow travelers' internal factors (religiosity). Therefore, this study will validate the factor of marketing promotion dan religiosity as the factors to influence Malaysian millennials intention to visit Indonesia's halal tourism destinations.

Secondly, as this dissertation focuses on the group of Malaysia's Muslim millennial behavior, the theory of planned behavior (TPB) will be used as the underpinning theory. Therefore, this study desire to investigate the relative importance of internal stimuli of religiosity compared to external interference of marketing promotion, into their intention to visit Indonesia's halal tourism destinations. As such, as theoretical contribution, these factors will justify as the antecedents of TPB and will validate the original variable of attitude, subjective norm, and perceived behavioral control as predictors of the intention in tourism studies and Indonesia setting in particular.

Therefore, to validate the above purpose of the study, the following research objective are presented as follow:

1. To examine the influence of religiosity on attitude, subjective norm, perceived bahavioral control toward halal tourism destination.

2. To examine the influence of marketing promotion on attitude, subjective norm, perceived bahavioral control toward halal tourism destination.

3. To examine the influence of attitude, subjective norm, perceived bahavioral control on intention to visit halal tourism destination.

4. To examine the influence of religiosity and marketing promotion towards the intention to visit halal tourism destinations.

5. To examine the mediating effect of attitude, subjective norm, and perceived behavioral control between the relationship of religiosity on intention to visit halal tourism destinations.

6. To examine the mediating effect of attitude, subjective norm, and perceived behavioral control between the relationship of marketing promotion on intention to visit halal tourism destinations.

1.4. Research Questions

To address the problem and meet the research objectives, the following research questions would guide this study:

1. Does religiosity influence the attitude, subjective norm, perceived bahavioral control towards halal tourism destination?

2. Does marketing promotion influence the attitude, subjective norm, perceived bahavioral control towards halal tourism destination?

3. Does attitude, subjective norm, perceived bahavioral control influence the intention to visit halal tourism destination?

4. Does religiosity and marketing promotion influence the intention to visit halal tourism destination?

5. Does attitude, subjective norm, perceived bahavioral control, mediate the relationship between religiosity and intention to visit halal tourism destination?

6. Does attitude, subjective norm, perceived bahavioral control, mediate the relationship between marketing and promotion and intention to visit halal tourism destination?

1.5.   Significance of The Study

As Indonesia is keen to put tourism as the biggest foreign exchange earnings in 2019, they have been promoting tourism with the Wonderful Indonesia tagline on many occasions abroad. On the other hand, it is known as the world's biggest Muslim population, Indonesia gives an easier impression for travelers to be a Muslim-friendly destination. Similarly, as the continuation of the formation of the IHTADT, Indonesia's halal tourism seems to be continually climbing the attractiveness chart due to several achievements and awards, especially the world halal tourism award in 2015 and 2016. Hence, together with other marketing promotion approaches, this study tries to capitalize on all awards and achievements by studying the Muslim traveler's bigger segment. Subsequently, this study will have at least two implications in general; practical contribution and theoretical contribution.

1.5.1. Practical Contribution

Mainly, as this dissertation aims to solve an industry-based problem, the practical contribution involves understanding the relatively important factors of all independent variables of Malaysia's Muslim millennials' behavioral intention to visit halal tourism destinations. By doing so, the halal tourism acceleration and development team of Indonesia's Tourism Ministry can use this study to make necessary strategy alignment of the strategic pillars. Therefore, this applied research study will be useful for Indonesia's halal tourism stakeholders and practitioners by understanding the trends and opportunities within this industry to fill the tourism gap in the future.

1.5.2. Theoretical Contribution

Subsequently, as research contribution, religiosity as internal stimuli, and marketing promotion as external stimuli of information interference, both are tested to be the antecedent independent variables to the TPB. By doing so, this study also acts as conceptual development to the underpinning theory, TPB. Moreover, this deductive approach will be tested with a quantitative study. Its results can be used as a comparison for different demography or country settings to obtain a comparison study of halal tourism on a global basis.

1.6. Organization of the chapter

This dissertation is separated into five chapters. First, introduction in chapter I discussed the background of the study, where the issues related to the phenomena of interest became the study area. Thereafter, the problem statement of this study was developed, resulting in 4 research questions, which were followed by an alignment of 17 objectives with its hypotheses. Later, they were used for discussing the findings from the tested hypotheses. Other than that, the significance of this research will have at least two implications. Second, chapter 2 consists of the literature review

related to the phenomena of interest and area of study. Concurrently, previous researchers, who are related to this study and discussion of the method and measures, were employed as part of the literature review. Third, chapter 3 will discuss the research methodology that consists of the research design, data collection, and the quantitative methodology used for this study. Forth, by using SPSS version 23 and SmartPLS version 3.3.2, chapter 4 presents the statistical analysis results. It started with measurement model analysis. Then, the structural model analysis results are reported, and decisions on the hypotheses tested are presented. Finally, chapter 5 discusses the contribution and conclusion of this doctoral study. The overview, findings, and contributions of this research are presented. The limitation, suggestions for future study, and conclusions of this study will be presented in this chapter.

1.7.   Definition of key terms

The following definitions used in this study are derived from operationally defined variables, which are used to discuss the findings from the tested hypotheses. Equally important is the fact that the function of these definitions is to avoid misconceptions of variables.

A traveler: is someone who moves between different geographic locations for any purpose and any duration (UNWTO, 2008). In regard to the halal tourism, a traveler in this study is Muslim traveler. As the population in this study is Malaysian millennials, therefore the travelers in this study is Malaysian Muslim Millennials'.

Religiosity: Travelers (Malaysian Muslim Millennials') adherence to Islamic laws (shariah), which compound beliefs and daily activities based on Qur'an and Sunnah, including the intention to visit halal tourism destinations as their traveling activity.

Marketing Promotion: Government or destination marketing organization effort in delivering marketing promotion strategic initiatives through Branding-Advertising-Selling (BAS) approach in order to appeal travelers (Malaysian Muslim Millennials') visiting Indonesia's halal tourism destinantion.

Attitude: Travelers (Malaysian Muslim Millennials') favourability of intention to visit Indonesia's halal tourism destination.

Subjective norm: Travelers (Malaysian Muslim Millennials') important referents' approval regarding the intention to visit Indonesia's halal tourism destination.

Perceived behavioral control: Travelers (Malaysian Muslim Millennials') degree of self-confidence and relative easiness to visit Indonesia's halal tourism destination.

Intention to visit halal destination: Travelers (Malaysian Muslim millennials') willingness to visit Indonesia's halal tourism destinations in the future.

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APPENDIX

APPENDIX A

Outliers of Mahalanobis distance test of 318 datasets

ID	MP	R	ATT	SN	PBC	ITV	MAH_1	pMAH_1
83	1	1	1	2	1	2	38.4606	0.0000
313	2	7	4	2	5	1	36.8001	0.0000
79	4	2	1	2	1	2	36.4366	0.0000
305	4	1	5	3	6	5	31.4703	0.0000
255	3	7	7	3	5	7	31.0540	0.0000
50	4	6	1	2	2	1	31.0457	0.0000
139	5	6	7	1	4	2	24.8308	0.0004
145	6	4	7	6	3	7	24.4850	0.0004
176	4	6	7	3	4	6	23.6945	0.0006
296	4	2	2	4	4	4	23.5160	0.0006
186	2	7	7	5	4	4	22.5191	0.0010

Harman's Single Factor test

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.395	34.648	34.648	10.395	34.648	**34.648**
2	3.969	13.229	47.878			
3	2.013	6.710	54.588			
4	1.721	5.737	60.325			
5	1.446	4.820	65.144			
6	1.052	3.506	68.650			
7	.920	3.066	71.716			
8	.823	2.744	74.460			
9	.737	2.457	76.917			
10	.735	2.450	79.366			
11	.617	2.058	81.424			
12	.567	1.890	83.314			
13	.509	1.698	85.013			
14	.477	1.591	86.604			
15	.443	1.478	88.082			
16	.397	1.324	89.406			
17	.363	1.209	90.615			
18	.347	1.158	91.773			
19	.322	1.073	92.847			
20	.309	1.030	93.877			
21	.293	.976	94.852			
22	.266	.887	95.739			
23	.243	.811	96.549			
24	.210	.699	97.249			
25	.195	.652	97.900			
26	.172	.572	98.472			
27	.153	.509	98.981			
28	.144	.480	99.461			
29	.095	.317	99.778			
30	.067	.222	100.000			

Certificate of Attendance

CERTIFICATE OF ATTENDANCE

ALI HANAFIAH

Workshop on
SEM using SMART PLS 3.0

by
Professor Ramayah Thurasamy

@
Altfa Technologies Sdn Bhd, Seksyen 7 Bandar Baru Bangi

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School of Management
Universiti Sains Malaysia

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QUESTIONNAIRE VALIDATION

TITLE: AN INVESTIGATION ON MALAYSIAN MILLENNIALS' INTENTION TO VISIT INDONESIA'S HALAL TOURISM DESTINATIONS (HTD)

Dear Prof. / Assoc. Prof. / Dr.

I am currently doing the aforementioned research as my Doctor of Business Administration (DBA) dissertation. I have managed to prepare an instrument adapted/adopted from previous studies to measure the construct of interest. The current stage is to **content validate** the items to establish whether they are appropriate and within the constructs of operational definition. I would be grateful if you could spend some time to read through the items and assess their content validity.

Please respond to exercise by indicating (√) whether each item is a "**Perfect Match**", "**Moderate Match**", or "**Poor Match**".

I thank you in advance for your time and expertise.

_____

Ali Hanafiah Abrar Manan
(DBA Candidate)
Azman Hasim International Business School
Universiti Teknologi Malaysia
Kuala Lumpur, Malaysia
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Conceptual Framework
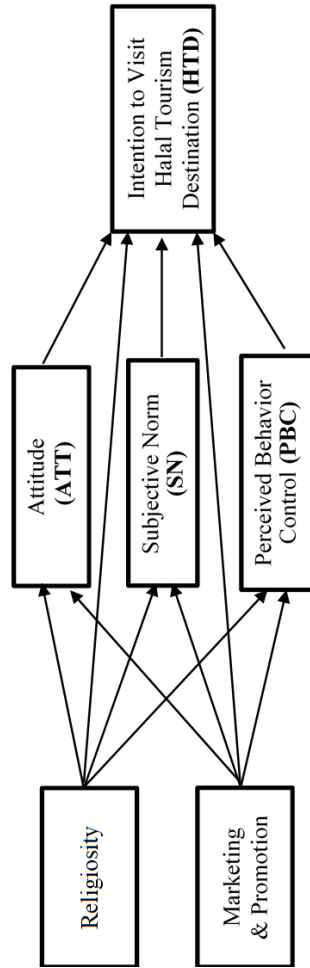
Marketing and Promotion (MP)

Operational variable: this factor refers to consumers' (Malaysia Muslim Millennials') perception on the impact of marketing and promotion undertaken by the Indonesia's government in promoting Indonesia's halal tourism destinations. These includes branding, advertising, and promotion efforts.

No	Measurement Items	Original Items	Perfect Match (Maintain items as it is)	Moderate Match (Maintain items but needs some refinement)	Poor Match (Remove items)	Comment
1	After watching this Indonesia's Halal Tourism Destinations (HTD) on media, I am very likely to grow fond it	After watching this brand of television, I am very likely to grow fond of it				
2	This brand of Indonesia's halal tourism destinations, gives me positive personal feelings	For this brand of television, I have positive personal feelings				
3	Advertising information serves as a good reference	Advertising information serves as a good reference				
4	Online advertisement on Indonesia's halal tourism destinations are valuable to me	Internet advertised products are valuable to me				
5	The promotional offer was reasonably priced.	The promotional offer was reasonably priced.				
6	It is easy to get the benefits from the promotional offer.	It is easy to get the benefits from the promotional offer.				

Sources: adapted from Lassar et.al. (1995), adopted/adapted from Wu et.al. (2008), adopted from Peng and Wang (2006)

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Religiosity

Operational variable: this factor refers to consumers' (Malaysia's Muslim Millennials) adherence to Islamic laws (shariah), which compound beliefs based on Qur'an and Sunnah in their daily activities and decisions.

No	Measurement items	Original	Your Assessment (√)			Comment
			Perfect Match (Maintain items as it is)	**Moderate Match** (Maintain items but needs some refinement)	**Poor Match** (Remove items)	
1	I believe Islam is a complete and final religion	I believe that the final and complete religion is Islam				
2	I read the Qur'an more than two times a week	I read the Qur'an more than two times a week				
3	I pray five times a day	I pray five times a day				
4	I adhere to Islamic law in my financial transactions	I give Zakah				
5	I only consume halal food and drink	I do not drink alcohol				

Source: adapted/adopted from Jana-Masri and Priester (2007)

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Subjective Norm (SN)

Operational variable: this factor refers to consumers' (Malaysia Muslim Millennials') important referents' approval for their preference towards Indonesia's halal tourism destination.

No	Measurement Item	Original	Your Assessment (√)			Comment
			Perfect Match (Maintain items as it is)	**Moderate Match** (Maintain items but needs some refinement)	**Poor Match** (Remove items)	
1	Most people I know would choose Indonesia as a halal tourism destination	Most people I know would choose Hong Kong as a travel destination				
3	People who are important to me would approved my visit to Indonesia's halal tourism destinations	People who are important to me would approved my visit to Hong Kong				
4	I would like to visit Indonesia's halal tourism destinations within the next 12 months because it is popular among my friends or family	I would like to take a holiday in Australia within the next 12 months because it is popular among my friends or family				
4	Friends or family have recommended I take a holiday to Indonesia's halal tourism destination within the next 12 months	Friends or family have recommended I take a holiday to Australia within the next 12 months				
5	I would like to visit Indonesia halal tourism destinations within the next 12 months because I have heard a lot about this destination from friends or family	I would like to visit Australia within the next 12 months because I have heard a lot about this destination from friends or family				

Sources: adapted from Lam & Hsu (2006), adapted from Sparks & Pan (2009)

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Perceived Behavioral Control (PBC)

Operational variable: this factor refers to Consumers' (Malaysia Muslim Millennials') degree of self-confidence and relative easiness to visit Indonesia's halal tourism destinations.

No	Measurement Items	Original Items	Your Assessment (√)			Comment
			Perfect Match (Maintain items as it is)	Moderate Match (Maintain items but needs some refinement)	Poor Match (Remove items)	
1	I could easily visit Indonesia's halal tourism destinations	I could easily visit Hong Kong				
2	I have control to make decision to visit Indonesia's halal tourism destinations	I have control to visit Hong Kong				
3	I feel I have enough money to make trip to Indonesia's halal tourism destinations within the next 12 months	I feel I have enough money to take a holiday to Australia within the next 12 months				
4	I feel I have enough time to make trip to Indonesia's halal tourism destination within the next 12 months	I feel I have enough time to take a holiday to Australia within the next 12 months				
5	I feel there is nothing that prevents me from taking a trip to Indonesia within the next 12 months if I want to	I feel there is nothing that prevents me from taking a holiday to Australia within the next 12 months if I want to				

Sources: adapted from Sparks & Pan (2009), adapted from Lam & Hsu (2006)

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Intention to Visit

Operational variable: this factor refers to consumers' (Malaysia's Muslim millennials) willingness to visit Indonesia's halal tourism destination in the future.

No	Measurement Items	Original Items	Your Assessment (√)			Comment
			Perfect Match (Maintain items as it is)	**Moderate Match** (Maintain items but needs some refinement)	**Poor Match** (Remove items)	
1	I predict I will visit Indonesia's halal tourism destinations in the future	I predict I will visit Iran in the future				
2	I would visit Indonesia halal tourism destinations rather than any other halal tourism destination	I would visit Iran rather than any other tourism destination				
3	If everything goes as I think, I will plan to visit Indonesia's halal tourism destinations in the future	If everything goes as I think, I will plan to visit Iran in the future				
4	I Intend to visit Indonesia's halal tourism destinations in next 12 months	Intend to visit HK in next 12 months				
5	Likelihood to visit Indonesia halal tourism destinations in next 12 months is high	Likelihood to visit HK in next 12 months				

Sources: Adapted from Jalilvand et.al. (2009), Adapted from Lam & Hsu (2006)

Acknowledge by,

Signature:
Official Stamp:
Date:

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Face Validation Questionnaire List

1. Marketing and Promotion (MP)

No	Measurement Items	Malay Translation
1	After watching Indonesia's Halal Tourism Destinations on media, I am very likely to grow fond it.	Selepas menyaksikan Destinasi Pelancongan Halal Indonesia di media, saya sangat semakin menyukainya.
2	The brand of Indonesia's halal tourism destinations gives me positive personal feelings	Jenama destinasi pelancongan halal di Indonesia memberi saya perasaan peribadi yang positif
3	Advertising information of Indonesia's halal tourism destinations serves as a good reference	Maklumat pengiklanan mengenai destinasi pelancongan halal Indonesia berfungsi sebagai rujukan yang baik
4	Online advertisement on Indonesia's halal tourism destinations are valuable to me	Pengiklanan dalam talian mengenai destinasi pelancongan halal Indonesia sangat berharga kepada saya
5	The promotional offer of Indonesia's halal tourism destinations was reasonably priced.	Harga tawaran promosi destinasi pelancongan halal Indonesia berpatutan
6	It is easy to get the benefits from the promotional offer of Indonesia's halal tourism destinations	Adalah mudah untuk mendapat faedah daripada tawaran promosi destinasi pelancongan halal Indonesia

2. Religiosity

No	Measurement Items	Malay Translation
1	I believe Islam is a complete and final religion	Saya percaya Islam adalah agama yang lengkap dan muktamad
2	I read the Qur'an more than two times a week	Saya membaca al-Qur'an lebih daripada dua kali seminggu
3	I pray five times a day	Saya sembahyang lima kali sehari
4	I adhere to Islamic law in my financial transactions	Saya mematuhi undang-undang Islam dalam transaksi kewangan saya
5	I only consume halal food and drink	Saya hanya minum dan makan makanan halal

3. Attitude (ATT)

No	Measurement Items	Malay Translation
1	I believe visiting Indonesia's halal tourism destinations would be enjoyable	Saya percaya melawat destinasi pelancongan halal Indonesia akan menjadi menyeronokkan
2	I believe visiting Indonesia's halal tourism destinations would be pleasant	Saya percaya melawat destinasi pelancongan halal Indonesia akan menjadi menyenangkan
3	I believe visiting Indonesia's halal tourism destinations would be full of fun	Saya percaya melawat destinasi pelancongan halal di Indonesia akan penuh keseronokan
4	I believe choosing Indonesia's halal tourism destinations would be satisfactory	Saya percaya memilih destinasi pelancongan halal di Indonesia akan memuaskan
5	I believe choosing Indonesia's halal tourism destinations would be worthwhile	Saya percaya memilih destinasi pelancongan halal di Indonesia akan berbaloi

4. Subjective Norm (SN)

No	Measurement Items	Malay Translation
1	Most people I know would choose Indonesia as a halal tourism destination	Kebanyakan orang yang saya kenal akan memilih Indonesia sebagai destinasi pelancongan halal
2	People who are important to me would approved my visit to Indonesia's halal tourism destinations	Orang yang penting kepada saya akan meluluskan lawatan saya ke destinasi pelancongan halal Indonesia
3	I would like to visit Indonesia halal tourism destinations within the next 12 months because I have heard a lot about this destination from friends or family	Saya ingin melawat destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang kerana saya banyak mendengar tentang destinasi ini dari rakan atau keluarga
4	Friends have recommended I take a holiday to Indonesia's halal tourism destination within the next 12 months	Kawan telah mencadangkan saya bercuti ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang
5	Family have recommended I take a holiday to Indonesia's halal tourism destination within the next 12 months	Keluarga telah mencadangkan saya bercuti ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang

5. Perceived Behavioral Control (PBC)

No	Measurement Items	Malay Translation
1	I could easily visit Indonesia's halal tourism destinations	Saya dapat dengan mudah melawat destinasi pelancongan halal di Indonesia
2	I have control to visit Indonesia's halal tourism destinations	Saya mempunyai kawalan untuk melawat destinasi pelancongan halal di Indonesia
3	I feel I have enough money to make trip to Indonesia's halal tourism destinations within the next 12 months	Saya rasa saya mempunyai wang yang cukup untuk melakukan perjalanan ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang
4	I feel I have enough time to make trip to Indonesia's halal tourism destination within the next 12 months	Saya rasa saya mempunyai cukup masa untuk melakukan perjalanan ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang
5	I feel there is nothing that prevents me from taking a trip to Indonesia within the next 12 months if I want to	Saya rasa tidak ada yang menghalang saya pergi ke Indonesia dalam tempoh 12 bulan akan datang jika saya mahu

6. Intention to Visit

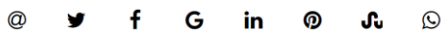| No	Measurement Items	Malay Translation
1	I predict I will visit Indonesia's halal tourism destinations in the future	Saya meramalkan saya akan melawat destinasi pelancongan halal di Indonesia pada masa akan datang
2	I would visit Indonesia halal tourism destinations rather than any other halal tourism destination	Saya akan melawat destinasi pelancongan halal Indonesia dan bukannya destinasi pelancongan halal yang lain
3	If everything goes as I think, I will plan to visit Indonesia's halal tourism destinations in the future	Jika semuanya berjalan seperti yang saya fikirkan, saya akan merancang untuk melawat destinasi pelancongan halal di Indonesia pada masa akan datang
4	I Intend to visit Indonesia's halal tourism destinations in next 12 months	Saya berniat untuk melawat destinasi pelancongan halal di Indonesia dalam tempoh 12 bulan akan datang
5	I have likelihood to visit Indonesia halal tourism destinations in next 12 months	Saya mempunyai peluang untuk melawat destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang

A quick and simple url to share

This is the quickest way to send out your survey but remember to ask people to identify themselves if you need to link the responses to an individual.

https://kwiksurveys.com/s/BOjZCrzP

Quick share to social sites...

@ 🐦 f G in ⊕ 🔀 ☺

https://kwiksurveys.com/app#!/810617/launch

Grab a QR code for printing

Right click the QR code(left) to download it, then place it on your printed documents/stationary to allow smartphone users to scan and open your form without typing.

[Survey] Malaysian Muslim Millennials intention to Visit Indonesia's Halal Tourism Destinations

kwiksurveys.com

Salam Tuan / Puan ybg. and all scholars.
I humbly asked your **5 minutes** precious time to participate in filling the questionnaires and hoping that Allah rewards your kindness with more beautiful lives ahead.

I am aiming 400 Malaysian Muslim as my respondents, with ages between 22-38 (Millennials group). If you do belong to it, just start by clicking the link below.

https://kwiksurveys.com/s/BOjZCrzP

I highly appreaciate if you are **willing to share/request** to your friends to participate by sharing the link (copy-paste) to your **whatsapp group or social media** (FB / Instagram / others). Tqvm 🙏 😌 🙏 Ali Hanafiah-student of UTM

★ 16:04 ✓✓

[Survey] Malaysian Muslim Millennials Intention to Visit Indonesia's Halal Tourism Destinations

Salam. Hi, my name is Ali Hanafiah, a student of Doctor of Business Administration of Azman Hashim International Business School – UTM Kuala Lumpur.

One of the recent tourism trends among Muslim is the increasing demand for Muslim-friendly destinations, also known as Halal Tourism Destinations. This includes for Malaysian, where Muslim is the major populations in Malaysia and halal becoming basic considerations in their daily lives. However, as each Muslim having their own obedience in practicing Islam, it makes adherence varies among Muslim. Since Indonesia, one of the nearest neighbors had put their marketing and promotion tourism efforts to serve this demand, I am interested to do a research project to compare those internal and external factors that might impact Malaysian Muslim Millennials intention to visit Indonesia's halal tourism destinations.

Kajian ini akan mengambil masa kira-kira 5 minit untuk disiapkan. Tidak ada jawapan yang betul atau salah semasa menjawab soalan ini. Dalam hal ini, pendapat peribadi anda adalah yang paling penting. Lebih penting lagi, maklum balas anda akan bermanfaat untuk memperbaiki pendekatan untuk berkhidmat kepada pengunjung Malaysia Muslim Millennials ke Indonesia. Oleh itu, sila berikan jawapan setepat yang mungkin dengan meneliti pilihan jawapan yang telah disediakan. Jawapan anda dalam soal selidik ini hanya akan digunakan untuk tujuan akademik sahaja. Oleh itu, respons individu anda tidak akan didedahkan kepada orang lain. Jika terdapat sebarang pertanyaan, anda boleh menghubungi saya di aha.hanafiah02@gmail.com atau whatsapp no. +6285216138282. Terima kasih banyak atas perhatian anda.

1* I am a …
(Saya adalah seorang …)

☐ Muslim   ☐ NON-Muslim

2* Do you want to travel overseas in the future?
(Adakah anda ingin melancong ke luar negara pada masa akan datang?)

☐ Yes   ☐ No

3* Are you Malaysian who were born between 1980 and 1996 / 22 up to 38 years of age ?
(Apakah anda rakyat Malaysia yang dilahirkan antara 1980 dan 1996 / Umur diantara 22 sampai dengan 38 tahun ?)

☐ Yes   ☐ No

4*   **Age** *(Umur)*

☐ 22 - 27   ☐ 28 - 33   ☐ 34 - 38

5*   **Gender** *(Jantina)*

☐ Male   ☐ Female

6*   **Marital Status** *(Status Perkahwinan)*

☐ Single   ☐ Engaged   ☐ Married with NO kids

☐ Married with kids (1-2 children)   ☐ Married with children (>2 children)

7*   **Education Level** *(Peringkat Pendidikan)*

☐ SPM and below   ☐ Diploma / Certificate   ☐ Bachelor Degree

☐ Master Degree   ☐ Phd / Doctoral Degree

8*   **Occupation** *(Pekerjaan)*

☐ Goverment Sector   ☐ Private Sector   ☐ Self-Employed

☐ Student   ☐ Housewife   ☐ Unemployed

9*   **Ethnicity** *(Etnik)*

☐ Malay   ☐ Chinese   ☐ Indian

☐ Others

10 **Monthly Expenses** *(Perbelanjaan Bulanan)*

☐ Below RM 1,500   ☐ RM 1,501 - RM 3,000   ☐ RM 3,001 - RM 4,500

☐ RM 4,501 - RM 6,000   ☐ Above RM 6,000

11 **Contact** (Whatsapp No. / Email Address)

12* **It is easy to get the benefits from the promotional offer of Indonesia's halal tourism destinations.** (*Adalah mudah untuk mendapat faedah daripada tawaran promosi destinasi pelancongan halal Indonesia*)

1	2	3	4	5	6	7
strongly DISagree						strongly agree

13* **After watching Indonesia's Halal Tourism Destinations on media, I am very likely to grow fond it.** (*Selepas menyaksikan destinasi pelancongan Halal Indonesia di media, saya sangat semakin menyukainya*).

1	2	3	4	5	6	7
Strongly DISagree						Strongly agree

14* **The brand of Indonesia's halal tourism destinations gives me positive personal feelings.** (*Jenama destinasi pelancongan halal di Indonesia memberi saya perasaan peribadi yang positif*)

1	2	3	4	5	6	7
strongly DISagree						strongly agree

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15* **Advertising information of Indonesia's halal tourism destinations serves as a good reference.**
(*Maklumat pengiklanan mengenai destinasi pelancongan halal Indonesia berfungsi sebagai rujukan yang baik*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

16* **Online advertisement on Indonesia's halal tourism destinations are valuable to me.**
(*Pengiklanan dalam talian mengenai destinasi pelancongan halal Indonesia sangat berharga kepada saya*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

17* **The promotional offer of Indonesia's halal tourism destinations is reasonably priced.**
(*Harga tawaran promosi destinasi pelancongan halal Indonesia berpatutan*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

18* **I pray five times a day.**
(*Saya sembahyang lima kali sehari*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

19* **I read the Qur'an more than two times a week.**
(*Saya membaca al-Qur'an lebih daripada dua kali seminggu*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

20* **I adhere to Islamic law in my financial transactions.**
(*Saya mematuhi undang-undang Islam dalam transaksi kewangan saya*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

21* **I only consume halal food and drink.**
(*Saya hanya minum dan makan makanan halal*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

22* **I believe visiting Indonesia's halal tourism destinations would be pleasant** .
(*Saya percaya melawat destinasi pelancongan halal Indonesia akan menyenangkan*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

23* **I believe visiting Indonesia's halal tourism destinations would be full of fun**.
(*Saya percaya melawat destinasi pelancongan halal Indonesia akan penuh keseronokan*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

24* **I believe visiting Indonesia's halal tourism destinations would be enjoyable** .
(*Saya percaya melawat destinasi pelancongan halal Indonesia akan menyeronokkan*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

25* I believe visiting Indonesia's halal tourism destinations would be satisfactory.

(*Saya percaya melawat destinasi pelancongan halal Indonesia akan memuaskan*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

26* I believe visiting Indonesia's halal tourism destinations would be worthwhile .

(*Saya percaya melawat destinasi pelancongan halal Indonesia akan berbaloi*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

27* People who are important to me would approve my visit to Indonesia's halal tourism destinations.

(*Orang yang penting kepada saya akan meluluskan lawatan saya ke destinasi pelancongan halal Indonesia*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

28* I would like to visit Indonesia halal tourism destinations within the next 12 months because I have heard a lot about this destination from friends or family.

(*Kawan telah mencadangkan saya bercuti ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

29* Most people I know would choose Indonesia as a halal tourism destination.

(*Kebanyakan orang yang saya kenal akan memilih Indonesia sebagai destinasi pelancongan halal*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

25* I believe visiting Indonesia's halal tourism destinations would be satisfactory.

(*Saya percaya melawat destinasi pelancongan halal Indonesia akan memuaskan*).

30* **Friends have recommended that I take a holiday to Indonesia's halal tourism destination within the next 12 months** .

(*Kawan telah mencadangkan saya bercuti ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

31* **Family have recommended that I take a holiday to Indonesia's halal tourism destination within the next 12 months**.

(*Keluarga telah mencadangkan saya bercuti ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

32* **I could easily visit Indonesia's halal tourism destinations**.

(*Saya dapat dengan mudah melawat destinasi pelancongan halal di Indonesia*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

33* **I have control to visit Indonesia's halal tourism destinations**.

(*Saya mempunyai kuasa untuk melawat destinasi pelancongan halal di Indonesia*)

1	2	3	4	5	6	7
strongly DISagree						strongly agree

34* **I feel I have enough money to make trip to Indonesia's halal tourism destinations within the next 12 months** .

(*Saya rasa saya mempunyai cukup untuk melakukan perjalanan ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

35* **I feel I have enough time to make trip to Indonesia's halal tourism destination within the next 12 months.**
(*Saya rasa saya mempunyai cukup masa untuk melakukan perjalanan ke destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

36* **I feel there is nothing that prevents me from taking a trip to Indonesia within the next 12 months if I want to .**
(*Saya rasa tidak ada yang menghalang saya pergi ke Indonesia dalam tempoh 12 bulan akan datang jika saya mahu*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

37* **I predict I will visit Indonesia's halal tourism destinations in the future**.
(*Saya meramalkan saya akan melawat destinasi pelancongan halal di Indonesia pada masa akan datang*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

38* **I would visit Indonesia halal tourism destinations rather than any other halal tourism destination**.
(*Saya akan melawat destinasi pelancongan halal Indonesia dan bukannya destinasi pelancongan halal yang lain*).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

39* **If everything goes as I think, I will plan to visit Indonesia's halal tourism destinations in the future**.

(Jika semuanya berjalan seperti yang saya fikirkan, saya akan merancang untuk melawat destinasi pelancongan halal di Indonesia pada masa akan datang).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

40* **I intend to visit Indonesia's halal tourism destinations in the next 12 months**.

(Saya berniat untuk melawat destinasi pelancongan halal di Indonesia dalam tempoh 12 bulan akan datang).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

41* **I have likelihood to visit Indonesia halal tourism destinations in the next 12 months.**

(Saya mempunyai peluang untuk melawat destinasi pelancongan halal Indonesia dalam tempoh 12 bulan akan datang).

1	2	3	4	5	6	7
strongly DISagree						strongly agree

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