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Determinants of Halal Tourism Destination Choices Among Young Muslims

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Abstract: Halal tourism in Indonesia continues to grow, but research examining psychological and digital factors influencing the decision to choose halal tourist destinations among Generation Z and Millennials remains limited. This study aims to analyze the influence of attitude, knowledge, social media, and halal awareness on the decision to choose halal tourist destinations among Muslims aged 18–44 years in Indonesia. The study used an explanatory quantitative approach through an online survey with purposive sampling of 175 respondents. The data were analyzed using multiple linear regression after passing the validity, reliability, and classical assumption tests. The results showed that attitude, knowledge, social media, and halal awareness had a positive and significant effect on the decision to choose a halal tourist destination. The coefficient of determination value of 0.866 indicates that the variation in the decision to choose halal tourist destinations in this model can be explained by the variables tested. These findings show that the halal tourism decisions of the younger generation are influenced by psychological factors, knowledge, and exposure to social media. The implication is that destination managers need to strengthen halal literacy, credible digital content, and Muslim-friendly facilities.

Keywords: Islamic Consumption Theory, Halal Tourism, Generation Z, Millennials

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INTRODUCTION

Halal tourism has become one of the fastest-growing sectors in the global tourism industry, driven by the increasing number of Muslim travelers worldwide. As a country with the largest Muslim population, Indonesia has significant potential to develop this sector as one of the drivers of national economic growth (Jaelani, 2017). Indonesia's success in developing halal tourism has also gained international recognition through various global halal tourism indices (Annur, 2023). This condition indicates that understanding Muslim tourists' behavior has become an important issue to be studied. Therefore, research on the factors influencing the decision to choose halal tourism destinations has become increasingly relevant.

The importance of this research is supported by various data and previous studies. The Global Muslim Travel Index (GMTI) 2023 ranked Indonesia as one of the world's best halal tourism destinations (Annur, 2023), while data from Statistics Indonesia showed that the number of domestic tourist trips continued to increase, reaching more than one billion trips in 2024 (BPS, 2024). Generation Z and Millennials dominate domestic tourism activities in Indonesia (BPS, 2024). Previous studies have shown that attitude, knowledge, and social media significantly influence the decision to choose halal tourism destinations (Ilham et al., 2024). In addition, halal awareness has also been recognized as an important factor in shaping Muslim consumers' preferences and purchasing decisions (Cupian et al., 2021).

The object of this study is Generation Z and Millennials, who are characterized by high mobility and intensive use of digital technology. These generations rely heavily on social media as their primary source of information before making travel decisions. In addition to considering digital recommendations, they also pay attention to whether tourism destinations align with halal values and lifestyles (Riferoa et al., 2024). These characteristics make Generation Z and Millennials the primary market segment for the development of halal tourism in Indonesia. Therefore, these two generations were selected as the focus of this study.

Although numerous studies on halal tourism have been conducted, several limitations still exist in previous research. Most studies have examined variables such as attitude, knowledge, and social media separately rather than integrating them into a comprehensive model (Ilham et al., 2024; Lestia & Hanafiah, 2024). Furthermore, research examining the role of halal awareness in the decision to choose halal tourism destinations remains limited, particularly among Generation Z and Millennials in Indonesia. This condition indicates the existence of a research gap that requires further investigation. Therefore, it is necessary to conduct research that integrates these variables into a single research model.

Based on the identified research gap, this study integrates attitude, knowledge, social media, and halal awareness variables to analyze the decisions of Generation Z and Millennials in choosing halal tourism destinations. The findings are expected to contribute to the development of knowledge in the field of halal tourism and provide valuable insights for governments and tourism industry stakeholders in formulating more effective halal tourism development strategies. In addition, this study is expected to support the promotion and branding of halal tourism destinations in Indonesia. The objective of this study is to analyze the influence of attitude, knowledge, social media, and halal awareness on the decision to choose halal tourism destinations among Generation Z and Millennials. Thus, this research is expected to provide a more comprehensive understanding of halal tourism behavior among young generations in Indonesia.

LITERATURE REVIEW

Islamic Consumption Theory

Monzer Kahf proposed that consumption in Islam is not merely an activity to satisfy material needs but also a form of worship and a means to achieve *falah* (well-being in this world and the hereafter) (Kahf, 1995). According to this theory, Muslim consumers act as *rational Islamic men* who consider not only utility maximization but also compliance with Islamic principles, avoiding *israf* (excessiveness) and *tabzir* (wastefulness). Furthermore, consumption behavior in Islam is oriented toward *maslahah* or social and individual welfare (Beik et al., 2022). Therefore,

the decision to choose a halal tourism destination can be viewed as an Islamic consumption behavior that incorporates both economic and spiritual considerations.

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), developed by Martin Fishbein and Icek Ajzen, explains that an individual's behavior is determined by behavioral intention, which is influenced by two main factors: attitude toward the behavior and subjective norm (Fishbein & Ajzen, 1975). In the context of halal tourism, a positive attitude toward halal destinations increases the likelihood of selecting such destinations. Meanwhile, subjective norms may originate from family, peers, communities, or digital environments such as social media. Riferoa et al. (2024) found that social media and Muslim influencers create digital social norms that influence tourism decisions among young generations. Therefore, TRA is highly relevant in explaining the relationships among attitude, knowledge, social media, halal awareness, and the decision to choose halal tourism destinations.

Attitude

Attitude refers to an individual's positive or negative evaluation of a particular object or behavior (Mohsin et al., 2016). In halal tourism, attitude reflects tourists' perceptions of the benefits, convenience, and compatibility of a destination with Islamic values. Ilham et al. (2024) found that attitude significantly influences Generation Z's decision to choose halal tourism destinations. Similarly, Lestia and Hanafiah (2024) reported that positive attitudes encourage Muslim youths' intention to visit halal destinations. Based on these findings, attitude can be considered an important determinant of halal tourism destination selection.

Knowledge

Knowledge refers to an individual's understanding obtained through observation, information, and learning processes (Nugraheni & Muthohar, 2021). In halal tourism, knowledge includes understanding halal facilities, halal certification, Sharia-compliant services, and other Muslim-friendly attributes. Cupian et al. (2021) found that knowledge about halal tourism significantly influences Muslim millennials' intention to visit halal destinations. Similarly, Lestia and Hanafiah (2024) demonstrated that greater knowledge enhances tourists' intention to visit halal tourism destinations. Therefore, knowledge can be considered an important factor influencing destination choice decisions.

Social Media

Social media refers to digital communication platforms that allow users to obtain information, share experiences, and shape perceptions regarding products and services. Riferoa et al. (2024) explained that social media plays an important role in promoting halal tourism awareness through educational content, destination reviews, and recommendations from Muslim influencers. Mohsin et al. (2016) found that exposure to halal tourism content on digital platforms positively affects tourists' perceptions and travel intentions. Moreover, Ilham et al. (2024) demonstrated that social media significantly influences halal tourism decisions among young generations. Therefore, social media can be considered both an information source and a creator of digital social norms in halal tourism decision-making.

Halal Awareness

Halal awareness refers to the level of awareness and concern individuals have regarding the importance of adhering to halal principles in consumption activities (Aslan, 2023). In halal tourism, halal awareness is reflected in tourists' attention to halal food availability, prayer facilities, and services that comply with Islamic principles. Boğan and Sarışık (2018) found that tourists with higher levels of halal awareness are more likely to choose halal-certified tourism services. Furthermore, Sutardi et al. (2025) showed that halal awareness strengthens the relationship between

intention and actual consumer behavior. Thus, halal awareness can be considered an important determinant in choosing halal tourism destinations.

Decision to Choose Halal Tourism Destinations

The decision to choose a halal tourism destination refers to the process by which tourists select destinations that align with Islamic values and fulfill Muslim travelers' spiritual needs (Bat-tour & Ismail, 2016). According to Jafari and Scott (2014), halal tourism is not limited to religious travel but encompasses all tourism activities that comply with Islamic principles. Carboni et al. (2017) argued that halal destination choices are strongly influenced by the availability of halal food, prayer facilities, and Muslim-friendly environments. Similarly, Sofyan (2012) emphasized that Sharia compliance is an essential consideration in tourism decision-making. Therefore, the decision to choose halal tourism destinations is influenced by both internal and external factors.

Research Framework

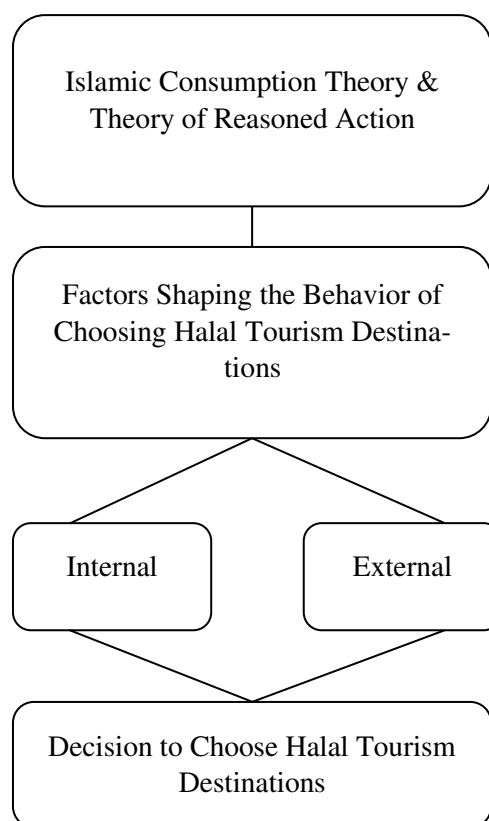


Figure 1. Research Framework

Source: Author (2025)

Hypothesis Development

The Influence of Attitude on the Decision to Choose Halal Tourism Destinations

According to the Theory of Reasoned Action, a positive attitude toward a behavior increases the likelihood of performing that behavior (Fishbein & Ajzen, 1975). In halal tourism, tourists who hold favorable perceptions of halal facilities and Islamic values offered by a destination are more likely to choose that destination. Recent research by Ilham et al. (2024) demonstrated that attitude significantly influences the decision to choose halal tourism destinations among Generation Z. Therefore, the following hypothesis is proposed:

H1: Attitude positively influences the decision to choose halal tourism destinations.

The Influence of Knowledge on the Decision to Choose Halal Tourism Destinations

Knowledge enables tourists to understand the characteristics and benefits of halal destinations, thereby reducing uncertainty in decision-making. Cupian et al. (2021) found that knowledge regarding halal tourism concepts significantly affects Muslim tourists' visiting intentions. Furthermore, Lestia and Hanafiah (2024) reported that knowledge positively influences destination choice decisions. Therefore, the following hypothesis is proposed:

H2: Knowledge positively influences the decision to choose halal tourism destinations.

The Influence of Social Media on the Decision to Choose Halal Tourism Destinations

Social media has become the primary source of tourism information for Generation Z and Millennials. Information obtained through social media shapes perceptions, recommendations, and digital social norms regarding tourism choices. Riferoa et al. (2024) found that social media significantly influences halal tourism interest among younger generations. Therefore, the following hypothesis is proposed:

H3: Social media positively influences the decision to choose halal tourism destinations.

The Influence of Halal Awareness on the Decision to Choose Halal Tourism Destinations

Halal awareness reflects tourists' concern regarding halal aspects in tourism activities. Individuals with higher halal awareness are more likely to choose destinations that provide facilities aligned with Islamic principles. Recent findings by Sutardi et al. (2025) indicate that halal awareness significantly influences Muslim consumer behavior. Therefore, the following hypothesis is proposed:

H4: Halal awareness positively influences the decision to choose halal tourism destinations

METHOD

This study employed a quantitative approach with an explanatory research design aimed at examining the causal relationships between attitude, knowledge, social media, and halal awareness on the decision to choose halal tourism destinations among Generation Z and Millennials in Indonesia (Benitez et al., 2020). The study was conducted in Indonesia from January to June 2026, focusing on Muslim individuals aged 18–44 years who had experience with or interest in halal tourism destinations. The population of this study consisted of Muslim Generation Z and Millennials in Indonesia, while the sampling technique used was purposive sampling, a non-probability sampling method in which respondents were selected based on specific criteria, namely being Muslim, aged between 18 and 44 years, having traveled or intended to travel within the last year, possessing knowledge or interest in halal tourism, and actively using social media (Campbell et al., 2020). The minimum sample size was determined using the item-to-response ratio approach recommended by Hair, which suggests a minimum of five respondents per questionnaire item; therefore, with 25 questionnaire items, the minimum required sample size was 125 respondents, with an ideal range of 125–250 respondents (Sitompul, 2021). The study utilized both primary and secondary data sources, where primary data were collected through an online questionnaire distributed via Google Forms using a five-point Likert scale to measure all research variables, while secondary data were obtained from publications of the Indonesian Central Bureau of Statistics (BPS), the State of the Global Islamic Economy Report (SGIE), the Ministry of Tourism and Creative Economy, and relevant national and international journal articles related to halal tourism behavior. The collected data were analyzed using multiple linear regression with the Ordinary Least Squares (OLS) approach to examine the simultaneous and partial effects of the independent variables on the dependent variable (Tahar et al., 2020). Prior to hypothesis testing, the

research instrument was evaluated through validity and reliability tests, followed by classical assumption tests including normality, multicollinearity, heteroscedasticity, and autocorrelation tests to ensure the suitability of the regression model. Subsequently, hypothesis testing was conducted using the F-test, t-test, and coefficient of determination (R^2), with a significance level of 5% (p -value < 0.05).

RESULTS AND DISCUSSION

Respondent Characteristics

The research findings were obtained through the distribution of a Google Forms questionnaire to Generation Z and Millennial respondents aged 18–44 years. A total of 175 responses were collected, which met the recommended ideal sample size criteria proposed by Hair (2021), ranging from 125 to 250 respondents.

Data Analysis Results

Descriptive Analysis

Table 2. Gender

Gender	Frequency
Female	121
Male	54

Source: Author (2026)

Table 3. Age

Age	Frequency
18-24 years	81
25-34 years	55
35-44 years	39

Source: Author (2026)

Classical Assumption Test

Table 4. Validity Test

Variable	r-count	r-table	Sig. (2-tailed)	Remarks
Attitude (X1)				
X1.1	0.780	0.124	0.001	Valid
X1.2	0.806	0.124	0.001	Valid
X1.3	0.784	0.124	0.001	Valid
X1.4	0.762	0.124	0.001	Valid
X1.5	0.765	0.124	0.001	Valid
Knowledge(X2)				
X2.1	0.753	0.124	0.001	Valid
X2.2	0.725	0.124	0.001	Valid
X2.3	0.781	0.124	0.001	Valid
X2.4	0.773	0.124	0.001	Valid
X2.5	0.738	0.124	0.001	Valid
Social Media (X3)				
X3.1	0.690	0.124	0.001	Valid
X3.2	0.655	0.124	0.001	Valid
X3.3	0.651	0.124	0.001	Valid
X3.4	0.724	0.124	0.001	Valid
X3.5	0.784	0.124	0.001	Valid
Halal Awareness (X4)				
X4.1	0.776	0.124	0.001	Valid
X4.2	0.768	0.124	0.001	Valid

X4.3	0.812	0.124	0.001	Valid
X4.4	0.805	0.124	0.001	Valid
X4.5	0.754	0.124	0.001	Valid
Decision to Choose Halal Tourism Destinations (Y)				
Y1.1	0.786	0.124	0.001	Valid
Y1.2	0.808	0.124	0.001	Valid
Y1.3	0.774	0.124	0.001	Valid
Y1.4	0.848	0.124	0.001	Valid
Y1.5	0.839	0.124	0.001	Valid

Source: Processed SPSS 31 Data

The validity test is used to determine whether each statement item is capable of measuring the intended variable. If the calculated correlation coefficient (*r-count*) is greater than the critical value (*r-table*) and the significance value (*Sig.*) is less than 0.05, the item is considered valid, indicating that the questionnaire item accurately represents the variable being measured (Dwi Kurnia PS et al., 2023). Based on the SPSS output presented in Table 4, all variables have met the validity test criteria, as indicated by significance values (*Sig.*) below 0.05. Therefore, all questionnaire items are considered valid and suitable for measuring their respective variables.

Table 5. Reliability Test

Variable	Cronbach's Alpha	Remarks
Attitude (X1)	0.879	Reliable
Knowledge (X2)	0.857	Reliable
Social Media (X3)	0.832	Reliable
Halal Awareness (X4)	0.879	Reliable
Decision to Choose (Y)	0.870	Reliable

Source: Processed SPSS 31 Data

The reliability test was conducted to measure the consistency of the research instrument. If the Cronbach's Alpha value is greater than 0.60, the instrument is considered reliable, indicating that respondents' answers are stable and consistent in measuring the same variable (Dwi Kurnia PS et al., 2023). Based on the SPSS output, the Cronbach's Alpha values for all variables exceeded 0.60, indicating that the data are reliable.

Table 6. Normality Test

Kolmogorov-Smirnov Test	Value	Remarks
Asymp. Sig. (2-tailed)	0.200	Normally Distributed

Source: Processed SPSS 31 Data

The normality test was conducted to ensure that the residual data follow a normal distribution. If the Kolmogorov-Smirnov significance value is greater than 0.05, the data are considered normally distributed and suitable for regression analysis (Dwi Kurnia PS et al., 2023). Based on the SPSS output, the Asymp. Sig. (2-tailed) value is $0.200 > 0.05$. Therefore, it can be concluded that the data are normally distributed. Thus, the normality assumption in the regression model has been satisfied.

Table 7. Multicollinearity Test

Variable	Tolerance	VIF	Remarks
Attitude (X1)	0.169	5.933	No Multicollinearity
Knowledge (X2)	0.179	5.585	No Multicollinearity
Social Media (X3)	0.300	3.335	No Multicollinearity

Halal Awareness (X4)	0.163	6.144	No Multicollinearity
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Source: Processed SPSS 31 Data

The multicollinearity test is used to determine whether there is a correlation among the independent variables. If the Tolerance value is greater than 0.10 and the VIF value is less than 10, the model is considered free from multicollinearity, meaning that the independent variables do not interfere with one another (Dwi Kurnia PS et al., 2023).

Based on the SPSS output, the Tolerance values of all variables are greater than 0.10 and the VIF values are less than 10. Therefore, it can be concluded that there is no multicollinearity in the data.

Table 8. Heteroscedasticity Test

Variable	Sig.	Remarks
Attitude (X1)	0.115	No Heteroscedasticity
Knowledge (X2)	0.609	No Heteroscedasticity
Social Media (X3)	0.117	No Heteroscedasticity
Halal Awareness (X4)	0.198	No Heteroscedasticity

Source: Processed SPSS 31 Data

The Glejser test is used to determine whether there is an inequality of residual variances. If the significance value (Sig.) of the Glejser test is greater than 0.05, heteroscedasticity does not occur, indicating that the residual variances are stable and the regression model is appropriate for use (Dwi Kurnia PS et al., 2023). Based on the SPSS output, the significance values of all variables are greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity in the data.

Table 9. Autocorrelation Test

Test	Value	Remarks
Durbin-Watson	2.012	No Autocorrelation

Source: Processed SPSS 31 Data

The autocorrelation test is used to determine whether the residuals are sequentially correlated. If the Durbin-Watson value lies between 1.55 and 2.46 (not in the area below 1.55 or above 2.46), the model is considered free from autocorrelation, indicating that the residuals are random and do not influence each other (Dwi Kurnia PS et al., 2023). Based on the SPSS output, the Durbin-Watson value is between 1.55 and 2.46 ($1.55 < 2.012 < 2.46$), which satisfies the autocorrelation test criteria. Therefore, it can be concluded that there is no autocorrelation in the data.

Regression Analysis

Table 10. t-Test

Variable	Unstandardized B	Sig.	t (>1.65)	Remarks
Attitude (X1)	0.211	0.002	3.108	Significant Effect
Knowledge (X2)	0.169	0.013	2.516	Significant Effect
Social Media (X3)	0.313	0.001	5.871	Significant Effect
Halal Awareness (X4)	0.310	0.001	4.507	Significant Effect

Source: Processed SPSS 31 Data

The t-test is conducted to determine the effect of each independent variable on the dependent variable. If the calculated t-value is greater than the critical t-value and the significance value is less than 0.05, the variable has a significant partial effect (Dwi Kurnia PS et al., 2023).

Interpretation:

- a. Attitude (X1) has a significance value of $0.002 < 0.05$; therefore, it has a significant effect on the Decision to Choose Halal Tourism Destinations.
- b. Knowledge (X2) has a significance value of $0.013 < 0.05$; therefore, it has a significant effect on the Decision to Choose Halal Tourism Destinations.
- c. Social Media (X3) has a significance value of $0.001 < 0.05$; therefore, it has a significant effect on the Decision to Choose Halal Tourism Destinations.
- d. Halal Awareness (X4) has a significance value of $0.001 < 0.05$; therefore, it has a significant effect on the Decision to Choose Halal Tourism Destinations.

Table 11. F-Test

Sig.	F (>2.42)	Remarks
0.001	275.561	Simultaneously Significant

Source: Processed SPSS 31 Data

The F-test is conducted to determine whether all independent variables simultaneously affect the dependent variable. If the calculated F-value is greater than the critical F-value and the significance value is less than 0.05, the regression model is considered simultaneously significant (Dwi Kurnia PS et al., 2023). Based on the table above, the significance value is $0.000 < 0.05$ and the calculated F-value is $275.561 > 2.42$. Therefore, the model satisfies the F-test criteria. It can be concluded that the independent variables simultaneously have a significant effect on the dependent variable.

Table 12. Coefficient of Determination (R²)

R Square	Remarks
0.866	The simultaneous effect of the independent variables on the dependent variable is 86.6%.

Source: Processed SPSS 31 Data

The coefficient of determination (R²) test is conducted to determine the extent to which the independent variables explain the variability of the dependent variable. The higher the R² value, the stronger the model's ability to explain changes in the dependent variable (Dwi Kurnia PS et al., 2023). Based on the SPSS output, it can be concluded that the simultaneous influence of the independent variables on the dependent variable is 86.6%.

Regression Equation

$$Y = -33.675 + 0.211X_1 + 0.169X_2 + 0.313X_3 + 0.310X_4 + e$$

Hypothesis Testing**H1: Attitude positively influences the decision to choose halal tourism destinations.**

The regression results showed that attitude had a regression coefficient of 0.211 with a significance value of 0.002, which was lower than the significance threshold of 0.05. Therefore, attitude was found to have a positive and significant influence on the decision to choose halal tourism destinations. This finding indicates that tourists with more positive perceptions of halal tourism facilities and values are more likely to choose halal destinations.

H2: Knowledge positively influences the decision to choose halal tourism destinations.

The knowledge variable produced a regression coefficient of 0.169 and a significance value of 0.013, indicating a positive and significant relationship with destination choice decisions. This result suggests that better understanding of halal tourism concepts, facilities, and services increases the likelihood of selecting halal tourism destinations.

H3: Social Media positively influences the decision to choose halal tourism destinations.

Social media showed the strongest influence among all independent variables, with a regression coefficient of 0.313 and a significance value of 0.001. This finding demonstrates that information, promotions, reviews, and recommendations shared through social media platforms significantly encourage Generation Z and Millennials to choose halal tourism destinations.

H4: Halal Awareness positively influences the decision to choose halal tourism destinations.

Halal awareness had a regression coefficient of 0.310 and a significance value of 0.001, indicating a positive and significant effect on destination choice decisions. This finding suggests that individuals with higher awareness of halal principles are more likely to prioritize destinations that provide halal food, prayer facilities, and Muslim-friendly environments.

Relationship between Variables

Relationship between Attitude and the Decision to Choose Halal Tourism Destinations

The findings indicate that attitude has a positive influence on the decision to choose halal tourism destinations among Muslim Generation Z and Millennials in Indonesia. This finding suggests that individuals who possess more favorable perceptions toward halal tourism are more likely to select halal destinations for their travel activities. Positive attitudes are reflected in perceptions that halal destinations provide comfort during travel, support religious practices, and offer services that align with Islamic values.

According to Islamic Consumption Theory proposed by Monzer Kahf, consumption decisions are not solely based on functional benefits but also consider halal principles, *thayyib*, and *maslahah* (Kahf, 1995). Therefore, a positive attitude toward halal tourism destinations reflects consumers' desire to obtain recreational benefits while maintaining compliance with Islamic teachings. Furthermore, the Theory of Reasoned Action developed by Martin Fishbein and Icek Ajzen explains that attitude is one of the key determinants of behavioral intention, which subsequently influences actual behavior (Fishbein & Ajzen, 1975).

The results are consistent with the findings of Ilham et al. (2024), who identified attitude as a significant predictor of halal tourism decisions among younger generations. Similarly, Lestia and Hanafiah (2024) reported that positive attitudes strongly encourage Muslim youths' intention to visit halal destinations. Mohsin et al. (2016) also found that Muslim tourists with favorable attitudes toward halal attributes demonstrate higher levels of preference and loyalty toward halal destinations. However, several previous studies conducted in non-Muslim majority countries reported weaker relationships because economic and recreational attributes tended to dominate religious considerations. The present study differs from previous research because it specifically focuses on Muslim Generation Z and Millennials in Indonesia, where religious values remain highly influential in tourism decision-making.

Relationship between Knowledge and the Decision to Choose Halal Tourism Destinations

The findings reveal that knowledge positively influences the decision to choose halal tourism destinations. Individuals with greater knowledge regarding halal tourism concepts, Muslim-friendly facilities, and halal services are more likely to choose destinations that satisfy their religious needs. Knowledge enables tourists to identify whether destinations truly support Muslim travelers and reduce uncertainty during travel planning.

From the perspective of Islamic Consumption Theory, knowledge plays an essential role because Muslim consumers are expected to understand the distinction between halal and non-halal alternatives before making decisions. Likewise, the Theory of Reasoned Action suggests that knowledge contributes to the formation of beliefs, which subsequently shape attitudes and behavioral intentions.

This result supports the findings of Lestia (2024), who found that knowledge significantly increases tourists' intention to visit halal destinations. Cupian et al. (2021) also demonstrated that knowledge regarding halal certification, prayer facilities, and Sharia-compliant services positively influences Muslim millennials' travel intentions. Conversely, several studies conducted in more mature halal tourism markets reported that knowledge had a weaker effect because halal

facilities were already widely available and taken for granted by consumers. The difference between the current study and previous studies lies in the Indonesian context, where variations in halal tourism standards across destinations make knowledge a more critical factor in decision-making.

Relationship between Social Media and the Decision to Choose Halal Tourism Destinations

The findings show that social media positively influences the decision to choose halal tourism destinations. Social media has become an essential source of information for Generation Z and Millennials, helping them discover, evaluate, and compare tourism destinations through digital content, user reviews, and travel experiences shared online.

Within Islamic Consumption Theory, social media can be viewed as an external information channel that assists Muslim consumers in obtaining information required for making halal-compliant decisions. Furthermore, the Theory of Reasoned Action explains that social environments significantly influence individual behavior through subjective norms. In contemporary society, these social norms are increasingly formed in digital environments through online communities, influencers, and social media interactions.

The findings support the study by Riferoa et al. (2024), which emphasized that social media plays an important role in shaping halal tourism awareness through educational content and digital recommendations. Mohsin et al. (2016) similarly found that exposure to halal tourism content improves tourists' perceptions and travel intentions. In Indonesia, Ilham et al. (2024) demonstrated that social media exposure significantly affects halal tourism decisions among younger generations. However, some previous studies found that social media exerted weaker effects among older tourists who relied more heavily on traditional information sources. The present study differs because it specifically targets digital-native generations whose tourism decisions are strongly influenced by digital interactions and online recommendations.

Relationship between Halal Awareness and the Decision to Choose Halal Tourism Destinations

The findings demonstrate that halal awareness positively influences the decision to choose halal tourism destinations. Tourists with stronger awareness regarding halal principles are more likely to select destinations that provide halal food, prayer facilities, and Muslim-friendly environments. This indicates that halal awareness plays a crucial role in shaping tourism preferences among Muslim travelers.

According to Islamic Consumption Theory, halal awareness reflects consumers' commitment to ensuring that all consumption activities comply with Islamic principles. Tourism activities are therefore viewed not merely as recreational activities but also as consumption behaviors that should remain within halal and thayyib boundaries. In addition, the Theory of Reasoned Action suggests that awareness contributes to the formation of favorable evaluations toward behaviors that align with personal values and beliefs.

This result is consistent with Aslan (2023), who argued that halal awareness is formed through knowledge, beliefs, and practices that shape consumer behavior. Similarly, Boğan and Sarışık (2018) found that tourists with higher halal awareness are more likely to choose halal-certified accommodation and tourism services. Nevertheless, some previous studies conducted in multicultural societies reported weaker effects because tourists tended to prioritize price and destination attractiveness over halal considerations. The current study differs because it examines Muslim Generation Z and Millennials in Indonesia, where religious values continue to play an important role in travel decisions.

CONCLUSION AND SUGGESTIONS

Conclusion

This study concludes that attitude, knowledge, social media, and halal awareness all contribute positively to the decision of Generation Z and Millennials to choose halal tourism destinations in Indonesia. Positive attitudes toward halal tourism encourage stronger preferences for

halal destinations, while adequate knowledge helps tourists recognize destinations that meet Muslim-friendly standards. Social media plays an important role in providing information and shaping digital social norms that influence travel decisions. Furthermore, halal awareness strengthens tourists' commitment to selecting destinations that align with Islamic values and religious practices. Overall, the findings suggest that both psychological factors and digital influences play essential roles in shaping halal tourism decisions among younger generations in Indonesia.

Suggestion

For tourism destination managers and industry practitioners, it is recommended to improve the availability and visibility of halal facilities such as prayer rooms, halal-certified food outlets, and Muslim-friendly accommodation services. Tourism promotion strategies should also emphasize halal attributes and provide transparent information regarding available facilities.

For policymakers, strengthening halal tourism certification systems and developing standardized Muslim-friendly tourism guidelines are recommended to improve tourists' trust and destination competitiveness. Public education programs related to halal tourism literacy should also be expanded through digital campaigns and collaborations with Muslim communities.

For future researchers, it is recommended to include additional variables such as destination image, religiosity, perceived value, trust, and travel motivation to provide a broader understanding of halal tourism behavior. Future studies may also consider using structural equation modeling techniques or conducting comparative studies across different countries and generations to improve the generalizability of findings.

IMPLICATIONS

The findings imply that strengthening positive attitudes, increasing halal tourism knowledge, utilizing social media effectively, and enhancing halal awareness can contribute to greater demand for halal tourism destinations. Improved halal literacy and stronger digital marketing strategies are expected to encourage more Muslim travelers to select halal destinations, thereby supporting the growth and competitiveness of the halal tourism industry in Indonesia. Furthermore, the findings demonstrate that tourism decisions among younger generations are increasingly influenced by the interaction between religious values and digital environments.

LIMITATIONS

This study has several limitations. First, the study focused only on Muslim Generation Z and Millennials in Indonesia, limiting the generalizability of the findings to other age groups or countries. Second, the study considered only four independent variables, while other factors may also influence halal tourism decisions. Third, the use of an online questionnaire may have introduced response bias because respondents interpreted questions subjectively. Finally, the cross-sectional design of the study limits the ability to capture changes in tourism behavior over time.

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