

## Conference Paper

# Effect of Destination Image and Subjective Norm toward Intention to Visit the World Best Halal Tourism Destination of Lombok Island in Indonesia

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## Abstract

One of the halal attractions in Indonesia is Lombok Island, which was ranked as the Best Halal Travel Destination in Indonesia according to the IMTI 2018 and was also named the best halal destination in the international arena in tourism, at the World Halal Travel Summit 2015. In fact, Lombok managed to win two titles at once, namely as the World's Best Honeymoon Destination and the World's Best Halal Tourism Destination. Besides being known as the island of 1000 mosques, Lombok also provides easy access to buy halal food, easy access to Shariah hotels, to make rules for visiting Shariah beaches, and religious communities. Using Lombok as a prime example, this study seeks to identify what Islamic tourists want in a tourist site. By looking at the various achievements of the Lombok Island, the researchers are willing to find out the causes of tourists visiting the Lombok Island. In particular, this study aims to determine the effect of destination image and subjective norms on the intention to visit Lombok Island. This paper is based on 100 respondents (each of whom was at least 17 years old and had never visited a halal destination in Lombok). This study uses SPSS 22. The results of the study concluded that destination image and subjective norms had a significant influence on intention to visit halal destination in Lombok Island.

**Keywords:** Image Destination; Subjective Norm; Intention to Visit

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## 1. Introduction

Digital industry in the 21<sup>st</sup> era has an important role in the economy of a country. This is reflected by the abundant emerging new business industries. Not only for that, consumer behavior also changes. According to Treksoft (2017), software manufacturers for international travel agents conducted research on a number of respondents consisting of millennials (18-35 years) in which the results 78% of millennials prefer spending money to gaining valuable experience such as traveling rather than buying physical objects.

Arief Yahya, The Minister of Tourism, also expressed his opinion that there was a shift in tourism trends, namely motivation to have fun and seeking for new experience.

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Therefore, the tourism paradigm shifted from "sun, sand, and sea" to "serenity, sustainability, and spirituality" (www.satuharapan.com, 2015). From this phenomenon, it can be stated that consumers today tend to sacrifice costs to have tourism or have traveling in order to get a new experience rather than making a product purchase.

According to the 1990 Law on Tourism, tourism is a travel activity or part of the activity which is done voluntarily and is temporary to enjoy tourist objects and attractions. Tourism can also be formulated as a trip carried out by a person or group of people who are temporary to enjoy the objects and attractions at the destination.

The phenomenon of increasing the world of Islamic halal tourism was also supported by the results of research from the United Nation World Tourism Organization (2010) which estimated that around 330 million global tourists or approximately 30 percent of the total global tourists visit important religious sites around the world, both which were based on spiritual motives or cognitive motives. This phenomenon was further strengthened by the results of a survey conducted by the Varkey Foundation in 2017 in 20 countries stating that most Indonesian youth (93%) consider that commitment to religion was very important in influencing their happiness. (www.katadata.co.id, 2017).

The survey performed by the Mastercards-Crescent Rating of the Global Muslim Travel Index (GMTI) 2018 also provided a reinforcement that Indonesia managed to rank second in *halal* tourism among countries in the Organization of Islamic Cooperation (OIC). Lombok Island in Indonesia has been named as the best *halal* destination in the international area in tourism, the 2015 World Halal Travel Summit. The award was held at The Emirates Palace Ballroom, Abu Dhabi, United Arab Emirates (UAE). In fact, Lombok has won two titles at once, namely the World's Best Honeymoon Destination and the World's Best Halal Tourism Destination.

Lombok Island is the Best Halal Tourism Destination in Indonesia according to the IMTI 2018. According to Muslim standards, the island of Lombok deserves to be a halal destination. Besides being known as the island with 1000 mosques, Lombok also provides easy access to buy halal food, easy access to *Shariah* hotels, make rules for visiting *Sharia* beaches, and religious communities. This is one of the motivations of researchers to conduct research on the intention of visiting the World's Best Halal Tourism destinations in Lombok Island, Indonesia.

The definition of halal tourism itself in Islamic perspective is tourism associated with the science of religion and knowledge. Madyan et al., (2014) argued that Islamic-based religious tourism is all types of tourism that contain Islamic values and can make tourists recognize the greatness of Allah SWT and can add to the piety of tourists to Allah SWT when visiting objects. Even Muslim tourists are now a new segment that is growing

rapidly in the tourism industry. Muslim tourists still travel but do not sacrifice basic needs in the form of choosing *halal* food and ease of worship.

According to CNNIndonesia.com, in 2017 Lombok's *halal* tourist destinations experienced an increase in the number of tourists by 50% from the previous year. The Minister of Tourism, Arief Yahya, stated that to determine *halal* destinations, it is necessary to look at three aspects covering attractions, access, and amenities. Besides, it also looks at culture and religion and Lombok fulfills all these aspects. (www.cnbcindonesia.com)

From the explanation above, it encourages researchers to see whether there is an effect of the destination image and subjective norm on the intention to visit the world's best *halal* tourist destinations on Lombok Island.

## 2. Literature Review

Liu et al., (2018) stated that one of the causes of visiting intention was influenced by the destination image. Whereas Cheah., et al (2015) argued that one of the causes of purchasing intention or visiting is a subjective norm. This indicates that consumers' intention in visiting is influenced by two things, namely destination image and subjective norm. According to Phau et al., (2010), destination image is the main cause in the intention to choose tourism. This is reinforced by the results of the study of Lin et al., (2007) which proved that a favorable destination image could strengthen tourist preferences regarding the purpose and intention of traveling.

According to Jorgensen (2004), the image of the destination as "impression of place" or "perception of the area". Jorgensen described that a positive destination image resulted in an increase in visits and had a major impact on tourists. According to Jorgensen (2004), destination image is defined not only as a destination attribute but also the overall impression displayed by the destination. The destination image consists of functional characteristics that involve the real aspects of the destination and psychological characteristics concerning the intangible aspects. Besides, the image of the destination can be arranged in a continuum starting from the characteristics that can be used to compare all unique destinations to very little.

Lopes (2011) defined the concept of destination image as an expression of all objective knowledge, prejudice, imagination and emotional thoughts of an individual or group about a particular location. In addition, Dominique and Ferreira (2011) also defined the image as the sum of all beliefs, ideas, and impressions of a person related to a destination.

Tourist destinations included everything in the region, both its people, landscapes, other industries, and other things that can be part of destination experience, local specialties that tourists can enjoy even though they were not the part of a tourism economy specifically (Hanif et al., 2016). According to Baloglu et al., (1997) in Kocyigit (2016), destination image is the formation of individuals consisting of beliefs, feelings, and global impressions about an object or destination. In other words, the explanation above provided a clear and close picture of the meaning of the destination image. Thus, based on several explanations above, the researchers define the destination image as the whole perception or impression displayed by the tourist destination.

The cause of the intention to visit later is a subjective norm. Subjective norms have a significant influence in determining the intention to adopt *Shariah* banking services (Echchabi and Olaniyi, 2012). Subjective norm is a person's perception of social pressure to do or not conduct behavior (Peter and Olson, 2010). Subjective norms are defined as individuals' perceptions of social pressure to do or not to conduct attractive behavior (Fishbein and Ajzen, 1975).

Fishbein and Ajzen (1975) also explain that subjective norms are formed by:

a. Normative belief

It is a belief in other people (group reference / reference) that they think the subject should do or not do a behavior or normative belief about the expectations of others (reference group) against him about what should be done.

b. Motivation to obey

It is motivation that is in line with normative beliefs or motivations that are in line with the person who is the reference group.

In addition, Schiffman and Wisenbilt (2015) explained in the Theory of Reasoned Action, subjective norms reflect a person's feelings about what their close friends (family, friends, and coworkers) think about their actions. Therefore, the author makes a conclusion that subjective norms are one's beliefs about what other people would think about certain behaviors. Other significant people include people who are related and close to the person such as family members, friends, and co-workers.

The next variable is intention to visit. Intention is one of the tools used to measure consumer response (Kotler and Keller, 2016). According to Yunus et al., (2015) buying intention towards services or visiting was a choice of consumers to buy a service. In other words, the intention to visit is a motivation or encouragement perceived by consumers to make a purchasing decision after an assessment of a product is conducted. Sudarsono (1993) argued that intention is intention, purpose; the desire to do something has a

purpose. Fishbein and Ajzen (1991) in Aisyah et al., (2018) stated that a person's intention to perform a behavior shows a person's motivation to do this behavior. The intention to behave shows how much desire and effort the person would make to show a certain behavior. In other words, the stronger one's intention to show a behavior, the greater the tendency of the person to really show the intended behavior.

According to Ghosh (1990) in Mirabi et al., (2015), intention to visit was an effective tool for producing the visiting process. This statement was in line with Keller (2016) who stated that intention could be a tool to predict purchases when related to a minimum of two dimensions from the following dimensions, namely action, target, context and time. In the process of purchasing decisions, purchasing intention was in a position between alternative evaluation processes and purchase decisions. The intention to make a visit appears after the consumer evaluates the available alternative options. However, changes in purchasing intentions into actual purchases could still be influenced by other people's attitudes and other situational factors (Kotler and Keller, 2016). The present research defines that the intention to visit is a motivation or encouragement perceived by tourists to make a decision to visit *halal* destination in Lombok Island.

### 3. Research Methodology

This research was conducted by using a quantitative approach. Quantitative research was a research that uses numerical or numerical data analysis and aims to develop and use mathematical models, theories and / or hypotheses related to the phenomenon investigated by researchers (Suryani and Hendryadi, 2015). Quantitative research approaches were suitable to be used in this study because the quantitative research approach allows researchers to test certain hypotheses. Testing the hypothesis was done through testing empirical data using statistics (Zikmund et al., 2013).

In this article, researchers used endogenous variables, the destination image, and subjective norm. For exogenous variables, researchers used variable of intention to visit. Destination image in this study was defined as the overall perception of tourists towards the world's best *halal* tourist destinations on the Lombok Islam. The indicators from this destination image were developed from the study of Kocyigit (2016), which are:

- a. *Halal* destinations in Lombok Island have a religious atmosphere;
- b. *Halal* destinations in Lombok Island are rich of historical heritage;
- c. *Halal* destinations in Lombok Island are rich of Islamic history

The second endogenous variable in this study is subjective norm. Subjective norm was defined as an individual's perception of social pressure from other people who are important and must be obeyed and followed to visit *halal* tourism on the island of Lombok. The statement indicators used in measuring these variables were developed from Cheah et al. (2015), namely:

- a. Travelers think Lombok Island is important to them because other people also like the destination.
- b. Tourists have destination trip because it is approved by the group
- c. By visiting Lombok Island, it makes the tourists feel to be the part of their group for doing the same thing.
- d. Travelers will ask their friends about the services of *halal* tourism on Lombok island.
- e. Before deciding to travel, tourists often consult their friends first.
- f. Travelers will gather information from friends or family about *halal* tourism services on Lombok island.

For exogenous variable in this study, it is the intention to visit. Visiting intention in this study was defined as motivation or encouragement perceived by consumers to make a decision on *halal* tour of Lombok Island. The statement indicators used in this variable measurement were developed from Jalilvand et al., (2012), namely:

- a. Respondents predict that they will conduct *halal* tourist destinations on the island of Lombok in the future.
- b. Respondents have plans to visit *halal* destinations in the Lombok island.
- c. Respondents have the intention to travel *halal* destination in the Lombok island rather than other destinations.

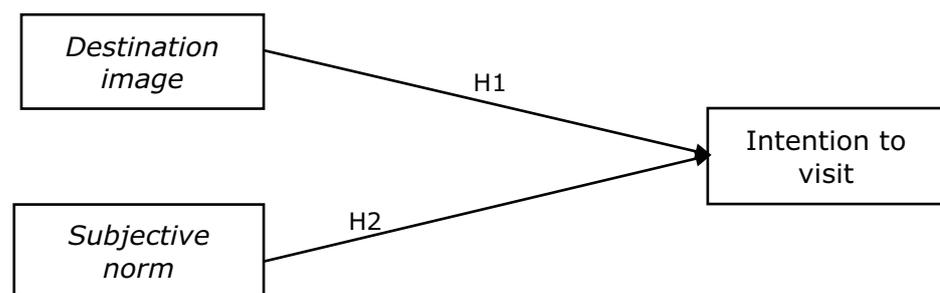
The statement on the above variables will be assessed based on five Likert Scales to determine the strength of each answer score, namely point 1 for Strongly Disagree, point 2 for Disagree, point 3 for Neutral, point 4 for Agree, and point 5 for Strongly Agree. There are two types of data used in this study:

1. Primary data is data obtained directly from respondents through questionnaires.
2. Secondary data is data obtained from library studies originating from books, journals, and other literatures related to research problems.

The population in this study was the Indonesian people and the samples in this study were respondents at least 17 years old and respondents who had never visited a religious tour to *halal* destination of Lombok Island. The number of respondents in this study were 100 respondents. Data collection used survey method. The use of

questionnaires in surveys functioned as research instruments. The questionnaire used in this study was an online questionnaire that would be distributed to the people of Indonesia.

The purpose and formulation of the problem from this study were to find out whether there were effects of the destination image and subjective norm on the intention to visit. In accordance with the objectives of the study, the conceptual framework, and the research hypothesis, the analytical techniques used were multiple linear regression method. The following is a framework in this study.



The hypothesis in this study is H1: destination image has an effect on visiting intention and H2: subjective norm has an effect on visiting intention. This research is expected to be beneficial for the academic world; this research is expected to be able to enrich insight and also is able to generate deeper research ideas regarding the intention of tourists to visit various other types of tourism. For the government, the results of this study are expected to contribute to make regulations or work programs on efforts to increase the potential of Lombok Island. For the practical world, the authors expect that there would be implications for marketers on how to use effective strategies so that they can take advantage of the various opportunities in *halal* tourism on the island of Lombok.

## 4. Result and Analysis

Lombok Island is included in the province of West Nusa Tenggara and the island is divided into 1 district (West Lombok, Central Lombok, East Lombok and North Lombok) and 1 city (Mataram). About 80% of the indigenous tribes in this island are *Sasak*. The *Sasak* tribe is a tribe that is still close to the Balinese tribe but the majority of the population is Muslim. Lombok Island is same as Bali which has a lot of tourism. Lombok's natural attractions include Senggigi Beach, Gili Trawangan, Mount Rinjani, Sembalun, Sentanu, Pink Beach, and so forth. For Cultural tourism, there are Sade

Village, Voluntary, Bayan Beleq Mosque, Mayura Park, Ancient Mosque Bilok Petung, and so forth.

Based on the results of research conducted with the number of 100 respondents, the results are obtained for the three variables namely destination image, subjective norm, and intention to visit. The results can be seen in the following tables 1.2 and 3.

TABLE 1: Descriptive Respondents' Answers on the Destination Image

Item	Frequency of Answers					Mean	Category
	1	2	3	4	5		
CD1	0	0	29	56	15	3,86	agree
CD2	0	3	33	48	16	3,77	agree
CD3	0	17	42	31	10	3,34	neutral
<b>Destination image</b>						3,66	good

Table 1 shows that the mean of the respondents' answers to the items in the overall destination image variable is 3.66 which is in the agreed category. It means that respondents' assessment of the percentage of Lombok Island destination images is good. The best image of the destination given by consumers is the *halal* tourist destination of Lombok Island which has a religious atmosphere with an answer mean of 3.86. Meanwhile, the lowest indicator of destination image is the *halal* tourist destination of Lombok Island in terms of rich in Islamic history with an answer mean of 3.34.

TABLE 2: Descriptive Respondents' Answers on Subjective Norm

Item	Frequency of Answers					Mean	Category
	1	2	3	4	5		
NS1	1	11	28	37	23	3,70	agree
NS2	2	15	25	41	17	3,56	agree
NS3	3	25	28	31	13	3,26	netral
NS4	4	23	29	33	11	3,24	netral
NS5	1	15	28	39	17	3,56	agree
NS6	2	8	30	35	25	3,73	agree
<b>Subjective Norm</b>						3,50	good

Table 2 shows that the mean of the respondents' answers to the items in the Subjective Norm variable as a whole is 3.50 which is included in the agree category. This means that the respondents' assessment of the Subjective percentage of Lombok's halal tourism norm is good. In Subjective Norm, the best response from consumers is that tourists would gather information from friends or family about *halal* tourism services on the island of Lombok before visiting there with a mean answer of 3.73. Meanwhile,

the lowest Subjective Norm indicator is that tourists would ask their friends about the services of halal tourism in Lombok Island with an answer mean of 3.24.

TABLE 3: Descriptive Respondents' Answers on Intention to Visit

Item	Frequency of Answers					Mean	Category
	1	2	3	4	5		
NB1	0	1	20	62	17	3,95	agree
NB2	0	0	15	55	30	4,15	agree
NB3	0	0	37	45	18	3,81	agree
<b>Intention to Visit</b>						<b>3,97</b>	<b>good</b>

Table 3 shows that the mean of the respondents' answers to the question items on The variable intention to visit as a whole is 3.97 which is in the agreed category. This means that respondents' assessment of the percentage of intention to visit halal tourism in Lombok is relatively good. The best visiting response given by respondents was that they had plans to do *halal* tourist destinations on the island of Lombok with an answer mean of 4.15. Meanwhile, the lowest indicator of intention to visit is the Respondent has the intention to travel *halal* destination to Lombok Island rather than other tourisms with an answer mean of 3.81.

Based on the overall responses of the respondents above, the researchers conducted a multiple linear regression test with IBM SPSS 22 with the results of the regression coefficient showing  $b = 0.298$ , meaning the variables of destination image and subjective norm would have an effect of 29.8% (table 4). Furthermore, because the significant value indicates 0.002 which means less than 0.05, the variables of destination image and subjective norm positively give effect on the intention to visit.

TABLE 4: Multiple linear regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.842	1.030		6.640	.000
	CDTOTAL	.268	.083	.298	3.246	.002
	NSTOTAL	.101	.031	.298	3.252	.002

a. Dependent Variable: NBTOTAL

## 5. Conclusion

The purpose of this study was to examine the effect of the destination image and subjective norm variables on the intention to visit *halal* tourism in Lombok Island. The

results of the study showed that the destination image has a positive thing and has a significant impact on the destination image to visit (H1 is supported).

It is in accordance with the results of a study by Liu et al. (2018) which stated that the one of intentions of tourists to visit Taiwan is the destination image of the city of Taiwan itself. In addition, a lot of tourism research and marketing that confirmed that the destination image not only influences the process of selecting a tourist destination and the perception of tourism but also influences the subsequent evaluation of the tour and tourism in the future.

The next hypothesis, subjective norm, influences the intention to visit (H2 is supported). It is in accordance with the results of Frauenfelder (2005) who stated that Korean consumers tend to see what was the most popular and the information was used as a decision-making process. It proves to Korean consumers that subjective norms influence them in decision making. Besides, this study proves that one of the causes why tourists decide to visit Lombok Island is subjective norms. It is in accordance with the theory expressed by Pavlou and Chai (2002) that consumers might believe in family, friends, and peers in liking certain behaviors, and their beliefs could influence their behavioral intentions.

According to Clow et al., (2016) in his book entitled *Integrated Advertising, Promotion, and Marketing Communications*, the spokespersons who were experts in their fields could increase the credibility of information from a product or advertisement. It is related to the subjective norm theory in which consumers make decisions based on other people who have important roles.

The results in this study provided some practical implications for the Lombok Island in terms of *halal* tourism destinations, especially the government, to make policies or regulations which pay more attention to tourism because the place is one of Indonesia's potential. Secondly, it can advise the practitioner world on how to use effective strategies so that they can take advantage of the various opportunities in *halal* tourism on the island of Lombok.

## 6. Limitations and Future Directions

This study required respondents with criteria that have never visited *halal* destination in Lombok island. It might tend to make it difficult for some respondents when they have not been able to have a general picture of Lombok Island. Therefore, the suggestion for further research is that researchers are expected to provide stimulus to respondents in the form of pictures or general descriptions of *halal* tourism in Lombok Island with the

expectation that the respondents can measure their perceptions of halal tourism on the island of Lombok itself.

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