

# Tourist Intention to Visit Al-Jabbar Mosque using Theory of Planned Behavior (TPB)

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## Abstract

The tourism sector is one of the potential sectors to be developed in Indonesia. The United Nations World Tourism Organization (UNWTO) predicts the number of tourists will reach 1.8 billion by 2030. West Java has great potential for the development of religious tourism in Indonesia. During the 2022 year-end holidays, 1.18 million tourists came to Bandung. To develop this potential, the local government inaugurated the Al Jabbar Mosque, Gedebage, Bandung City, West Java to become a new religious tourism destination in the West Java region as a center for Islamic education, religious tourism and a representative public interaction space for West Java and even ASEAN citizens. This study aims to validate tourists' observations of religious tourism in the city of Bandung, especially the Al Jabbar Mosque. The aspects to be studied include attitudes, subjective norms, and behavioral control, religiosity and knowledge of tourists in influencing the intention to visit and recommend religious tourism of the Al Jabbar Mosque. In realizing the objectives of this study, a quantitative research method is carried out, in the form of a survey, 15 question items will be made containing the theory of planned behavior. Questionnaire data will be processed using Partial Least Square Structural Equation Model (PLS-SEM) data analysis.

*Keywords:* Tourism, Theory of Planned Behaviour, Intention to visit.

## 1. Introduction

The tourism sector is one that has the potential to be developed in Indonesia. In accordance with information sourced from the Ministry of Tourism and Creative Economy/Kemendparekraf (2019), The tourism sector plays a vital role in Indonesia's economy by generating foreign exchange earnings, supporting regional income and development, attracting investments, creating job opportunities, and fostering business growth across different parts of the country. The United Nation World Tourism Organization (UNWTO) predicts that tourist arrivals will increase every year. It is expected to reach 1.4 billion in 2020 and 1.8 billion in 2030 (untwo.org., 2019).

But ironically, in 2020 there was a decline in the tourism industry. This happened because of the spread of Covid-19 around the world. As a result of the Covid-19 Pandemic, Indonesia's tourism industry has also experienced a decrease in the number of tourists. Starting from February 2020, there has been a significant decline in the influx of foreign visitors to Indonesia, reaching its pinnacle in April 2020, when the country welcomed a mere 158 thousand tourists. Overall, during the entirety of 2020, Indonesia received approximately 4.052 million foreign tourists, constituting the total number of international visitors to the country. You might argue that this statistic is deeply troubling, as it represents merely a quarter of the total number of tourists who visited Indonesia in 2019. Consequently, this decline has significantly impacted the tourism sector, resulting in a loss of IDR 20.7 billion in state revenue (kemenparekraf.go.id, 2021).

This loss is predicted to continue due to the implementation of the PPKM policy. The Coordinating Ministry for Economic Affairs of the Republic of Indonesia (2021) said that the Enforcement of Restrictions on Community Activities (PPKM) is a policy of the Indonesian government to control the rate of Covid-19 and maintain people's lives since the beginning of 2021(Liputan6.com., 2023). The tourism industry holds great promise as a sector capable of generating foreign revenue beyond oil and gas earnings. Its positive impact extends to various areas, including the

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development and diversification of businesses, boosting both community and government revenue, promoting the conservation of local and national culture, and safeguarding the environment, among other benefits.

Bandung is not just a city that is home to millions of citizens. More than that, Bandung is a story and history that has been rolling for more than two centuries. Since long ago, Bandung has been known for its beauty. The city surrounded by mountains holds millions of uniqueness. During the 2022 year-end holidays, it is estimated that 1.18 million tourists visited Bandung (Republika.co.id, 2023).

Various interesting tourist destinations, ranging from culinary tours, nature tours, historical tours, shopping tours, religious tours to recreational places can be found in the city of Bandung. But unfortunately, so far the most visited tours by tourists when visiting Bandung are natural attractions and recreational places such as The Lodge Maribaya, Orchid Forest, Floating Market or Bandung Zoo and Lembang Zoo. As for religious tourism enthusiasts, it can be said that it is still relatively low. In fact, West Java itself has great potential for the development of religious tourism in Indonesia, as a province with the largest Muslim majority population in Indonesia. As stated by (Suryani & Kumala, 2021) that religious tourism has many enthusiasts.

To develop this potential, along with the Christmas and New Year 2023 holidays, the local government inaugurated the Al Jabbar Mosque, Gedebage, Bandung City, West Java, on December 30, 2022, to become a new religious tourism destination in the West Java region. This mosque is a magnificent contemporary-style mosque built on 25 hectares of land equipped with many facilities that will make this mosque in the East Bandung area a center for Islamic education, religious tourism and a representative public interaction space for West Java and even ASEAN residents (Antara Jabar, 2023). Everyone has motivations and influencing factors to travel. Likewise with traveling religious tourism.

Religious tourism is a series of tourist trips that generally aim to enrich religious insights and deepen the spiritual sense within so that the empty soul is filled again by religious wisdom. religious tourism has a broad scope of goals and is quite personal. Destinations that become religious tourism destinations are places that can arouse a sense of religion in a person such as mosques, tombs of saints or other historical places that have religious value (Makhrifah, 2019). According to (Sudarsono, Shidiqie, & Tumewang, 2021) individual religiosity is able to influence tourists' visiting intentions to visit religious tourism objects. In addition, it was also found that knowledge has a linear relationship to people's interest in traveling, this is if reviewed in theory the knowledge factor will influence a person towards a decision, one of which is the interest in visiting tourist attractions, especially halal tourism.

As the newest religious tourist destination in Bandung, Al Jabbar Mosque has its own charm for tourists with spiritual values and tolerance between religious communities that can be a guide for life. The diversity of natural beauty combined with spiritual values makes Bandung an increasingly complete and attractive tourist destination to visit. The Head of the Tourism and Culture Office of West Java Province also mentioned that the development of religious tourism objects is expected to be able to provide a broad economic driving force, considering the level of tourist visits which had decreased due to a decrease in tourist visiting intentions during the Covid-19 pandemic. The following table shows data on the estimated number of visits to Bandung City from 2019 to 2021:

Jenis Wisatawan	Perkiraan Jumlah Kunjungan Wisatawan Ke Kota Bandung Berdasarkan Pintu Masuk Kota Bandung (Jiwa)		
	2019	2020	2021
Wisatawan Mancanegara	252 842	30 210	37 417
Wisatawan Domestik	8 175 221	3 214 390	3 704 263
Jumlah	8 428 063	3 244 600	3 741 680

Sumber : 1. Dinas Kebudayaan dan Pariwisata Kota BAndung 2. [https://disbudpar.bandung.go.id/c\\_umum](https://disbudpar.bandung.go.id/c_umum)

**Figure 1.** Number of Tourist Visits to Bandung City 2019-2021

Theory of Planned Behavior (TPB) is a theory used in measuring an intention towards something. According to (Siqueira, Nascimento, & Freire, 2022), Theory of Planned Behavior is represented by three interrelated variables namely attitudes, subjective norms, and behavioral control and represents in determining intentions. The occurrence of the Covid-19 pandemic has caused the three dimensions of the TPB above to begin to change, from positive to negative. After the Covid-19 pandemic was declared over by WHO, which was also marked by the revocation of the PPKM policy by the Indonesian government, tourists felt fewer threats that might occur when they would go to tourist destinations. This, of course, also accelerates their attitude orientation to visit. If the stakeholders in the area of religious tourism objects, namely the local government, including villages that have tourist areas and companies

engaged in tourism work together to manage and develop tourism properly, it will become a prospective tourism sector and have an impact on the prosperity of the community.

## 2. Literature Review

### 2.1. Theory of Reasoned Action

The theory of action was created by Icek Ajzen and Martin Fishbein. This theory is updated from the theory of attitude and behavior (theory of attitude) which studies attitudes (attitude) and behavior (behavior). Theory of Reasoned Action (TRA) was created because of the incomplete research on attitudes, namely the relationship between attitudes and behavior (Ajzen, 1991).

### 2.2. Theory of Planned Behaviour

The Theory of Planned Behavior is a further development of the Theory of Reasoned Action (TRA). Developing this Theory of Planned Behavior (TPB) theory by adding a construct that does not yet exist in TRA. This concept is known as perceived behavioral control. It was integrated into the Theory of Planned Behavior (TPB) to regulate an individual's actions when they are constrained by the inadequacies and restrictions resulting from the insufficient resources available to carry out the behavior (Ajzen, 1991).

### 2.3. Attitude Towards Behavior

(Ajzen, 1991) states that attitude is an action that uses feelings to support or favor (favorable) or feelings of support or impartiality (unfavorable) to certain objects. Attitudes include wanting and not wanting to do something to approach and avoid situations, objects, people, groups and other recognizable aspects of the environment, including abstract ideas and social policies.

H1: Tourist attitudes have a positive and significant influence on the intention to visit Al-Jabbar Mosque.

H4: Tourists' attitudes have a positive and significant influence on the intention to recommend religious tourism to the Al-Jabbar Mosque.

### 2.4. Subjective Norm

According to (Schepers & Wetzels, 2007) subjective norms are a person's perception or view of the beliefs of others that will influence a person to do or not do the behavior under consideration. By suggesting subjective norms, it is defined as a social factor that shows the perceived social pressure to decide or not decide even though the decision itself is profitable if other people's considerations are not considered important, the decision can fail (Dharmmesta, 1998).

H2: The subjective norms of tourists have a positive and significant influence on the intention to visit the Al-Jabbar Mosque.

H5: Tourists' subjective norms have a positive and significant effect on the intention to recommend religious tourism to the Al-Jabbar Mosque.

### 2.5. Behavioral Control

(Akkuş & Erdem, 2013) explain that perceived behavior control shows whether a behavior is part of one's own will. Perceived behavior control explains the presence or absence of resources and opportunities needed to realize a behavior. (Hsu & Huang, 2012) also added that perceived behavior control is about individual perceptions of their ability to perform and carry out a behavior. How much ability or opportunity is available can determine the likelihood of implementing a behavior, such as supporting factors, opportunity context, resource availability, and control of an action. The inclusion of PBC provides information about potential constraints on behavior perceived by the performer. (Sommer & Haug, 2011) summarized that there are 3 points that indicate PBC consisting of being a choice, being able to do it at any time, and having resources (such as: money, time, and opportunity).

H3: Tourists' perceived behavioral control has a positive influence on the intention to visit the Al-Jabbar Mosque.

H6: Behavior control perceived by tourists has a positive influence on the intention to recommend religious tourism to the Al-Jabbar Mosque.

### 2.6. Religious

The word religion basically has the meaning of "belief in the existence of a sacred supernatural power, which determines the way of life and affects human life, which is faced carefully and strictly followed by the ways and rules and norms, so as not to deviate and escape from the will or path set by the sacred supernatural power (Novianty & Garey, 2021). According to (Johnson, Jang, Larson, & De Li, 2001) suggest that religiosity is defined as the extent to which a person is committed to his religion and how his religion is reflected in the individual's attitudes and behavior in everyday life.

H7: Tourist religiosity has a positive and significant influence on intention to visit Al-Jabbar Mosque.

H9: Tourist religiosity has a positive and significant effect on the intention to recommend religious tourism to the Al-Jabbar Mosque.

H11: Tourist religiosity has a positive and significant effect on tourist attitudes.

### 2.7. Knowledge

According to (Sriwardiningsih & Notoatmodjo, 2019), knowledge is the result of knowing and occurs to a person after sensing and believing in a particular object. Sensing occurs through the five senses, namely the senses of sight, hearing, smell, taste and touch. The knowledge that a person has is able to influence that person's actions. Knowledge is identified as an influential factor in determining consumer purchasing decisions (Hamdan, Issa, Abu, & Jusoff, 2013).

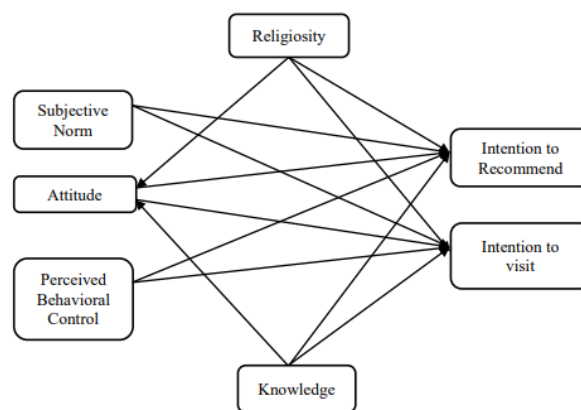
H8: Tourists' knowledge has a positive and significant influence on the intention to visit Al-Jabbar Mosque.

H10: Tourists' knowledge has a positive and significant effect on the intention to recommend religious tourism to the Al-Jabbar Mosque.

H12: Tourist knowledge has a positive and significant effect on tourist attitudes

### 2.8. Consumer Intention

Intention is a tendency, passion and high heart desire for something. Intention is one of the psychological aspects that has a considerable influence on behavior and intention is also a source of motivation that will direct someone in doing what they do (Alamanda, D. T., Kania, I., Cahyani, V., & Prabowo, 2021). Intention is recognized as one of the driving factors that influence behavior. Purpose refers to how hard a person tries or how much work is done to demonstrate how to behave (Rahayu & Isa, 2023). The following is a picture of the framework that will be used in this research:



**Figure 2.** Framework of Thought

### 3. Research Method and Materials

#### 3.1. Research Object and Analytic Unit

According to (Sugiono, 2019) Population refers to a group of individuals or subjects carefully selected by researchers for the purpose of study, with specific quantities and characteristics. The aim is to analyze this group and derive meaningful conclusions from the gathered data. Simultaneously, the sample constitutes a subset of the population, embodying its numerical and distinctive attributes (Sugiono, 2019). Which is the population in this research is all local Indonesian tourists. Because the population in this study is not known with certainty, the sampling technique used is the Bernoulli formula (Haas & König, 2004).

The level of accuracy ( $\alpha$ ) used in this study is 5% or 0.05 with a confidence level of 95% so that the value  $Z = 1.96$  is obtained. The error rate determined is 10% and the probability level is rejected and accepted 0.5 each. If using the formula, the minimum number of respondents in this study was 96.04 people, which the researcher then rounded up to 100 respondents. Determination of the sample in this study using nonprobability sampling techniques. While the method of sampling employed is purposive sampling, namely sampling techniques with certain considerations (Sugiono, 2019). With the criteria that respondents are local Muslim tourists in Indonesia.

#### 3.2. Analysis Techniques and Model Testing

This research is quantitative research, which is research based on the philosophy of positivism, as a scientific method because it has fulfilled scientific rules concretely, objectively, measurably, rationally and systematically. Based on its objectives, this research is included in causal research because it aims to analyze and explain the relationship between two variables that are cause-and-effect and describe the results of the research findings (Sugiono, 2019). The type of unit of analysis studied is an individual, namely, domestic tourists with predetermined criteria. Based on the time of implementation, this research is cross-sectional research. Cross-sectional research is defined as a type of observational research that analyzes variable data collected at one specific point in time across a predetermined sample or subset population (Sugiono, 2019). By using a survey strategy, the data collected comes from distributing questionnaires to respondents using google form assistance.

Structural Equation Model (SEM) analysis techniques combine factor analysis and linear regression to simultaneously analyze complex research models and account for measurement error of variables that cannot be measured directly. PLS-SEM aims to maximize the variation of the dependent variable that can be explained by the model. In this case, PLS-SEM can increase the R-squared value and reduce the residual value or error in prediction (Hair Jr et al., 2021). The implementation of SEM begins with developing hypotheses, representing the model, operationalizing variables, and testing the model. One alternative to SEM measurement is using PLS-SEM, which maximizes predictor latent variables to explain criterion latent variables. PLS-SEM is efficient to use on small samples and complex models (Sholihin & Ratmono, 2020). Operational research variables can be seen on Table 1.

### 4. Results and Discussion

#### 4.1. Validity and Reliability Testing

In testing the outer model, there are two stages that must be completed, namely validity test and reliability test. Then, the validity test is further divided into two parts including convergent validity and discriminant validity (Indrawati, 2015). The exogenous variables in this study consist of attitudes, subjective norms, behavioral control, religiosity and knowledge. Meanwhile, endogenous variables include intention to recommend and intention to visit. Data processing in this study used Smartpls 3.0 software. The PLS-SEM model of this study can be seen on Figure 3.

**Table 1.** Operational Research Variables

Concept	Variable	Indicator	No. Item	Scale
TPB (Theory of planned behavior) (Sudarsono et al., 2021)	Attitude	Based on the information I got, Masjid Al-Jabbar Bandung is a safe tourist destination.	ATT1	Ordinal
		Visiting Masjid Al-Jabbar Bandung is a pleasant experience.	ATT2	Ordinal
		Masjid Al-Jabbar Bandung is the best place for self-actualization.	ATT3	Ordinal

Concept	Variable	Indicator	No. Item	Scale
		I make it a point to seek out halal certifications whenever I visit tourist destinations, for example Masjid Al-Jabbar Bandung.	ATT4	Ordinal
		Visiting Masjid Al-Jabbar Bandung was my own decision.	ATT5	Ordinal
	Subjective Norm	My close friends influence My selection of a halal travel destination	SN1	Ordinal
		My decision to select a halal travel destination is influenced by the guidance and support of my close relatives	SN2	Ordinal
		Someone who is important to me influences my decision to visit Masjid Al-Jabbar Bandung.	SN3	Ordinal
		The majority of people I know think that I should visit Masjid Al-Jabbar Bandung.	SN4	Ordinal
	Perceived Behavior Control	The decision to visit a religious tourist destination like Al-Jabbar Mosque is up to me.	PBC1	Ordinal
		I prefer to go to religious tourist destinations such as Al-Jabbar Mosque Bandung.	PBC2	Ordinal
		I believe that visiting a religious tourist destination like Masjid Al-Jabbar Bandung is the right choice.	PBC3	Ordinal
	Religiosity (Sudarsono et al., 2021)	I make a conscious effort to abide by the principles and teachings of Islam in all aspects of my daily existence	REG1	Ordinal
		I constantly strive to steer clear of both minor and major transgressions, following the teachings of my faith.	REG2	Ordinal
		I firmly believe that every aspect of ideology originates from Islam	REG3	Ordinal
		I regularly research anything connected to the principles of my faith	REG4	Ordinal
		I experience a sense of sadness and discontentment when my actions contradict my beliefs and faith	REG5	Ordinal
	Knowledge (Sudarsono et al., 2021)	I possess knowledge regarding the Islamic principles of Halal (permissible) and Haram (forbidden) in relation to tourist attractions	KNO1	Ordinal
		I possess ample understanding regarding tourist destinations that are not permissible according to Islamic beliefs	KNO2	Ordinal
		I possess the understanding to differentiate between permissible and forbidden attractions.	KNO3	Ordinal
		I care about halal certification for tourist attractions that will be my destination.	KNO4	Ordinal
	Intention to Recommend (Sudarsono et al., 2021)	If asked, I would recommend people to choose Al-Jabbar Mosque Bandung as a tourist destination.	ITR1	Ordinal
		I will always recommend Al-Jabbar Mosque Bandung tourist destination to others	ITR2	Ordinal
		When the opportunity arises, I will immediately recommend the Al-Jabbar Mosque Bandung tourist destination to those closest to me.	ITR3	Ordinal
	Intention to Visit (Sudarsono et al., 2021)	When I meet with others, I often discuss the advantages of going to visit certain places the Bandung Al-Jabbar Mosque tourist attractions.	ITR4	Ordinal
		I intend to buy a tour package for the religious destination of Al-Jabbar Mosque Bandung.	ITV1	Ordinal
		I am more interested in buying a tour package for the	ITV2	Ordinal

Concept	Variable	Indicator	No. Item	Scale
		religious destination of Al-Jabbar Mosque Bandung than other destinations.		
		I will visit Al-Jabbar Mosque Bandung tourist destination soon.	ITV3	Ordinal
		I will go with my friends to visit the tourist destination Al-Jabbar Mosque Bandung.	ITV4	Ordinal
		I will go with my family to visit the tourist destination Al-Jabbar Mosque Bandung.	ITV5	Ordinal

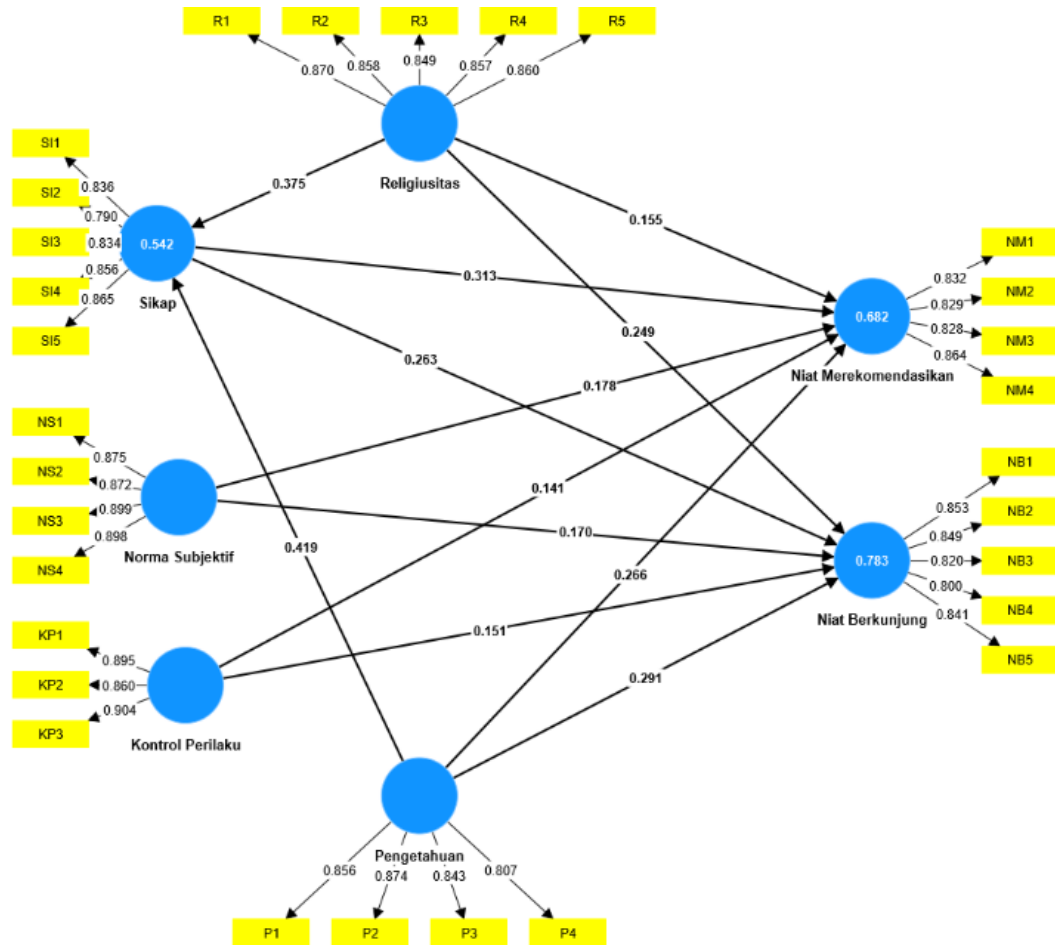


Figure 3. Outer Model

#### 4.2. Convergent Validity

Based on Table 2, it is known that the Attitude Variable has met the validity criteria with an AVE value of 0.700, which exceeds the 0.5 threshold. This indicates that all indicators in this variable can be considered valid. Subjective Norms variable, all indicators can be considered valid because the AVE value is 0.785, which also exceeds the 0.5 threshold. In the Behavioral Control variable, the AVE value shows  $0.786 > 0.5$ . Likewise, in the Religiousness variable ( $AVE\ 0.737 > 0.5$ ) and the Knowledge variable ( $AVE\ 0.715 > 0.5$ ). Then, the intention to recommend and intention to visit variables can also be said to be valid because both variables have met the requirements, namely the loading factor value of each indicator is  $> 0.5$  with the AVE value for the intention to recommend variable being 0.703 and the intention to visit variable being 0.694. So, the conclusion is that all indicators of the variables that have been tested show good loading factor and AVE values and are in accordance with the criteria in the theory that has been determined so that they are categorized as valid.

**Table 2.** Convergent Validity Results

Variable	Item	Loading Factor	AVE	Conclusion
Attitude	ATT1	0.836	0.700	Valid
	ATT2	0.790		Valid
	ATT3	0.834		Valid
	ATT4	0.856		Valid
	ATT5	0.865		Valid
Subjective Norm	SN1	0.875	0.785	Valid
	SN2	0.872		Valid
	SN3	0.899		Valid
	SN4	0.898		Valid
Perceived Behavior Control	PBC1	0.895	0.786	Valid
	PBC2	0.860		Valid
	PBC3	0.904		Valid
Religiosity	RE1	0.870	0.737	Valid
	RE2	0.858		Valid
	RE3	0.849		Valid
	RE4	0.857		Valid
	RE5	0.860		Valid
Knowledge	KNO1	0.856	0.715	Valid
	KNO2	0.874		Valid
	KNO3	0.843		Valid
	KNO4	0.807		Valid
Intention to Recommend	ITR1	0.832	0.703	Valid
	ITR2	0.829		Valid
	ITR3	0.828		Valid
	ITR4	0.864		Valid
Intention to Visit	ITV1	0.853	0.694	Valid
	TV2	0.849		Valid
	TV3	0.820		Valid
	TV4	0.800		Valid
	TV5	0.841		Valid

#### 4.3. Cross Loading

The results of the data show that each indicator in each variable has a higher loading value than the loading value on other variables, which can be seen on the diagonal of the table to the right. The data shown in the dark table indicates that all of the data is declared valid. The Table 3 shown the results of the Cross Loading Factor test in this study.

**Table 3.** Cross Loading Factor Test Results

	Behavior control	Intention to visit	Intention recommend	Subjective norms	Knowledge	Religiosity	Attitude
<b>KP1</b>	0.895	0.475	0.468	0.298	0.355	0.376	0.416
<b>KP2</b>	0.860	0.396	0.373	0.233	0.369	0.281	0.251
<b>KP3</b>	0.904	0.490	0.429	0.223	0.366	0.356	0.343
<b>NB1</b>	0.441	0.853	0.658	0.415	0.691	0.607	0.671
<b>NB2</b>	0.491	0.849	0.694	0.420	0.693	0.673	0.658
<b>NB3</b>	0.499	0.820	0.676	0.426	0.646	0.638	0.600
<b>NB4</b>	0.286	0.800	0.569	0.443	0.588	0.575	0.569
<b>NB5</b>	0.411	0.841	0.656	0.507	0.629	0.687	0.624
<b>NM1</b>	0.388	0.632	0.832	0.382	0.597	0.501	0.599
<b>NM2</b>	0.348	0.699	0.829	0.446	0.645	0.633	0.641
<b>NM3</b>	0.406	0.641	0.828	0.378	0.570	0.568	0.554
<b>NM4</b>	0.469	0.651	0.864	0.475	0.607	0.596	0.614
<b>NS1</b>	0.278	0.452	0.432	0.875	0.348	0.346	0.367
<b>NS2</b>	0.272	0.464	0.425	0.872	0.302	0.401	0.266

	Behavior control	Intention to visit	Intention recommend	Subjective norms	Knowledge	Religiosity	Attitude
NS3	0.275	0.510	0.456	0.899	0.392	0.419	0.339
NS4	0.185	0.453	0.471	0.898	0.389	0.327	0.302
P1	0.321	0.695	0.609	0.311	0.856	0.517	0.605
P2	0.403	0.673	0.625	0.378	0.874	0.674	0.563
P3	0.329	0.655	0.598	0.376	0.843	0.598	0.578
P4	0.328	0.617	0.611	0.304	0.807	0.644	0.582
R1	0.309	0.681	0.579	0.407	0.611	0.870	0.558
R2	0.294	0.632	0.618	0.332	0.635	0.858	0.608
R3	0.353	0.662	0.582	0.369	0.590	0.849	0.582
R4	0.371	0.664	0.582	0.402	0.616	0.857	0.612
R5	0.323	0.647	0.589	0.298	0.634	0.860	0.540
SI1	0.358	0.630	0.583	0.265	0.506	0.613	0.836
SI2	0.297	0.550	0.520	0.350	0.529	0.441	0.790
SI3	0.322	0.636	0.584	0.291	0.535	0.581	0.834
SI4	0.265	0.603	0.604	0.211	0.574	0.542	0.856
SI5	0.363	0.705	0.698	0.382	0.711	0.630	0.865

#### 4.4. Reliability Test

Based on the table 4, it is known that each variable has a reliable reliability value, because these values meet the necessary criteria. The Composite Reliability value is greater than 0.70, and the Cronbach's Alpha value has also met the requirements, Exceeding in magnitude 0.70.

**Tabel 4.** Reliability Test Results

	Cronbach Alpha	Composite Reliability	Average Extracted (AVE)	Variance
Attitude	0.893	0.921	0.700	
Subjective Norms	0.909	0.936	0.785	
Behavioral Control	0.865	0.917	0.786	
Religiosity	0.911	0.934	0.737	
Knowledge	0.866	0.909	0.715	
Intention Recommend	0.859	0.904	0.703	
Intention to Visit	0.890	0.919	0.694	

#### 4.5. Inner Model

##### 4.5.1. R-Square

Based on Table 5, the R Square value of the intention to visit variable is 0.783. So, it can be concluded that the effect of the variables of Attitude, Religiosity, Knowledge, Subjective Norms, and Behavioral Control on Visiting Intention is 78.3%. Furthermore, the R Square value of the Intention to Recommend variable is 0.682. So, it can be concluded that the effect of the variables of Attitude, Religiosity, Knowledge, Subjective Norms, and Behavioral Control on Intention to Recommend is 68.2%. Meanwhile, the R Square value of the Attitude variable is 0.542. So it can be concluded that the influence of the variables of Religiosity and Knowledge on Attitude is 54.2%.

**Tabel 5.** R-Square

	R-Square	Conclusion
Intention to Visit	0.783	Strong
Intention Recommend	0.682	Strong
Attitude	0.542	Strong

4.5.2. Godness of Fit (GoF)

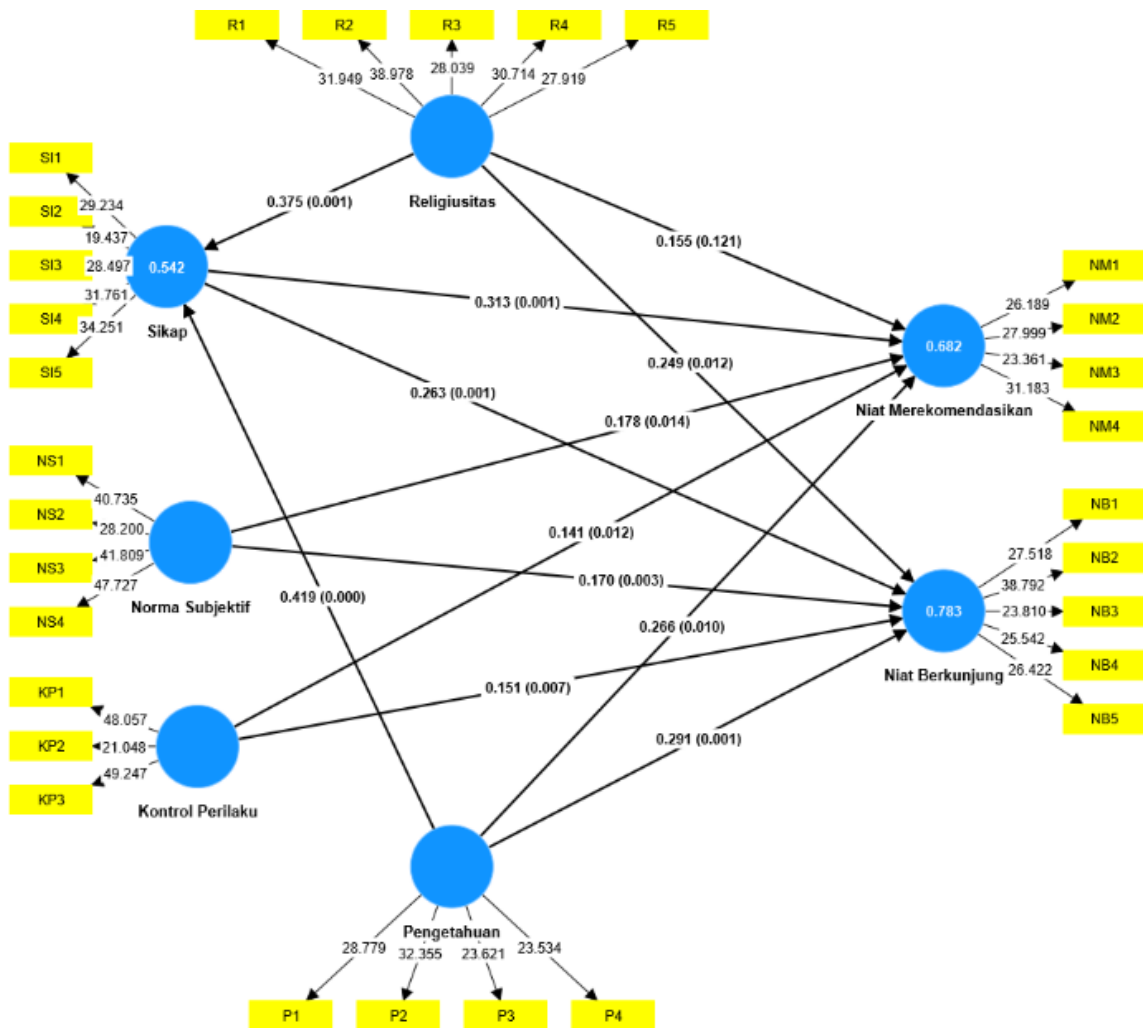
Based on the results of the Goodness of fit table (Table 6), the model can be categorized as feasible because the SRMR value of the estimated model is 0.058 where this value is smaller than 0.10. Chi-square value of 599.421 > 0.05 and NFI value of 0.765 < 0.90. This means that the model structure in this study is feasible to be proposed in predicting all the hypotheses proposed.

**Tabel 6.** Goodness of fit results

	Estimated model
SRMR	0.058
Chi-Square	599.412
NFI	0.765

4.6. Hypothesis Testing

After the outer model and inner model tests are carried out, the next stage is hypothesis testing, there are twelve hypotheses that will be proven in this study. The Figure 4 show the path coefficient and t-value model using bootstrapping.



**Figure 4.** Inner Model

Then the Table 7 show the calculating path coefficients, t value, and p value in this study.

**Table 7.** Hasil koefisien jalur, nilai T, dan nilai P

	Path Coefficients	T values	P values	Conclusion
<b>Attitude &gt; Intention to Visit</b>	0.263	3.143	0.001	<b>H1 Accepted</b>
<b>Subjective Norms -&gt; Intention to Visit</b>	0.170	2.760	0.003	<b>H2 Accepted</b>
<b>Behavioral Control -&gt; Visiting Intent</b>	0.151	2.454	0.007	<b>H3 Accepted</b>
<b>Attitude-&gt;Intention to Recommend</b>	0.313	3.266	0.001	<b>H4 Accepted</b>
<b>Behavioral Control-&gt; Intention Recommend</b>	0.141	2.256	0.012	<b>H5 Accepted</b>
<b>Subjective Norms -&gt; Intention to Recommend</b>	0.178	2.200	0.014	<b>H6 Accepted</b>
<b>Religiosity -&gt;Intention to Visit</b>	0.249	2.248	0.012	<b>H7 Accepted</b>
<b>Knowledge -&gt;Intention to Visit</b>	0.291	3.288	0.001	<b>H8 Accepted</b>
<b>Religiosity -&gt;Intention to Recommend</b>	0.155	1.170	0.121	<b>H9 Accepted</b>
<b>Knowledge -&gt;Intention Recommend</b>	0.266	2.311	0.010	<b>H10 Accepted</b>
<b>Religiosity -&gt; Attitudes</b>	0.375	3.045	0.001	<b>H11 Accepted</b>
<b>Knowledge -&gt; Attitude</b>	0.419	3.358	0.000	<b>H12 Accepted</b>

This research is included in the one-tailed hypothesis with a confidence level of 5%. According to (Abdillah, 2018), if you use a one-tailed test, the independent variable and the dependent variable have a significant effect if the value is  $\geq 1.65$ . That way, it can be concluded that H1 is accepted. From Table 7, the results of the path coefficient, t-value, and p-value values in this study. Then it can be concluded that:

#### 4.6.1. Influence of Attitude Variables and Visiting Intention

Hypothesis 1 of this study reads 'Attitude has a positive and significant effect on the intention of tourists to visit the Al-Jabbar Mosque. By examining the outcomes of hypothesis testing presented in the table 4.8, it is obtained that attitude has a significant positive effect on visiting intention because the t statistics value is 3.143 Exceeding in magnitude 1.65 and also the p value is 0.001 Lesser in size compared to 0.05. Therefore, it means that H1 is accepted. So, that means H1 is accepted. This is in line with research conducted by (Van Ahsen & Hendayani, 2022) that a person's attitude is able to describe a person's preferred assessment of certain behaviors. If someone has a good attitude towards this behavior, it will be able to encourage buying interest to be stronger. This is supported by the statement of questionnaire item SI5, namely "Visiting the Bandung Al-Jabbar Mosque is my own decision." Where the item has the highest cross loading value. Where the item has the highest cross loading value of 0.865.

#### 4.6.2. Influence of Subjective Norm Variables and Visiting Intention

Hypothesis 2 of this study reads "Subjective norms have a positive and significant influence on tourists" intention to visit the Al-Jabbar Mosque'. Through the results of hypothesis testing in table 4.8, it is obtained that Subjective Norms have a significant positive effect on Visiting Intention because the t statistics value is 2.760 Exceeding in magnitude 1.65 and also the p value is 0.003 Lesser in size compared to 0.05. Therefore, it means that H2 is accepted. So, that means H2 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) and (Van Ahsen & Hendayani, 2022) where consumers will basically give consideration to several parties who are considered important, such as friends, family, or mass media in decision making This is supported by the statement of the NS3 questionnaire item, namely "Someone who is important to me influences my decision to visit the Bandung Al-Jabbar Mosque." Where the item has the highest cross loading value. Where the item has the highest cross loading value of 0.899.

#### 4.6.3. Effect of Behavioral Control Variables and Visiting Intention

Hypothesis 3 of this study reads 'Behavioral control has a positive and significant effect on tourists' intention to visit Al-Jabbar Mosque'. Through the results of hypothesis testing in table 4.8, it is obtained that Behavioral Control has a significant positive effect on Visiting Intention because the t statistics value is 2.454 Exceeding in magnitude 1.65 and also the p value is 0.007 Lesser in size compared to 0.05. Therefore, it means that H3 is accepted. So, that means H3 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) and (Ahsen & Hendayani, 2022) that a

person's level of trust to do something can influence and strengthen that person's interest. This is supported by the KP3 questionnaire item, namely "I believe that visiting religious tourism destinations such as the Bandung Al-Jabbar Mosque is the right choice". Where this item has the highest cross loading value of 0.904.

#### *4.6.4. Influence of Attitude Variables and Intention to Recommend*

Hypothesis 4 of this study reads 'Attitude has a positive and significant effect on the intention of visiting tourists to the Al-Jabbar Mosque. Through the results of hypothesis testing in table 4.8, it is found that attitude has a significant positive effect on intention to recommend because the t statistics value is 3.266 Exceeding in magnitude 1.65 and also the p value is 0.001 Lesser in size compared to 0.05. Therefore, it means that H4 is accepted. So, that means H4 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that attitude is a variable that has a significant effect on tourists' intention to recommend and visit.

#### *4.6.5. Influence of Subjective Norm Variables and Intention to Recommend*

Hypothesis 5 of this study reads 'Attitude has a positive and significant effect on tourists' intention to visit the Al-Jabbar Mosque'. Through the results of hypothesis testing in table 4.8, it is found that Subjective Norms have a significant positive effect on Recommendation Intention because the t statistics value is 2.200 Exceeding in magnitude 1.65 and also the p value is 0.014 Lesser in size compared to 0.05. So, it means that H5 is accepted. So, that means H5 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that subjective norms are variables that have a significant effect on tourists' intention to recommend and visit.

#### *4.6.6. Effect of Behavioral Control Variables and Intention to Recommend*

Hypothesis 6 of this study reads 'Behavioral control has a positive and significant effect on tourists' intention to visit Al-Jabbar Mosque'. Through the results of hypothesis testing in table 4.8, it is obtained that Behavioral Control has a significant positive effect on Recommendation Intention because the t statistics value is 2.256 Exceeding in magnitude 1.65 and also the p value is 0.012 Lesser in size compared to 0.05. Therefore, it means that H6 is accepted. So, that means H6 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that subjective norms influence tourists' intention to recommend and visit halal tourist objects.

#### *4.6.7. Influence of Religiosity Variables and Visiting Intention*

Hypothesis 7 of this study reads 'Religiosity has a positive and significant effect on tourists' intention to visit Al-Jabbar Mosque.' Through the results of hypothesis testing in table 4.8, it is obtained that Religiosity has a significant positive effect on Visiting Intention because the t statistics value is 2.248 Exceeding in magnitude 1.65 and also the p value is 0.012 Lesser in size compared to 0.05. Therefore, it means that H7 is accepted. So, that means H7 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that religiosity affects tourists' intention to visit and recommend halal tourism. The higher and better a person's level of belief in the religion he embraces, the more able he will be to increase buying interest or in this case the interest in visiting that exists in that individual. This is supported by questionnaire item R1, namely "I try to follow Islamic commandments in every aspect of my life". Where this item has the highest cross loading value of 0.870.

#### *4.6.8. Influence of Knowledge Variables and Visiting Intention*

Hypothesis 8 of this study reads 'Knowledge has a positive and significant effect on tourists' intention to visit Al-Jabbar Mosque.' Through the results of hypothesis testing in table 4.8, it is obtained that Knowledge has a significant positive effect on Visiting Intention because the t statistics value is 3.288 Exceeding in magnitude 1.65 and also the p value is 0.001 Lesser in size compared to 0.05. Therefore, it means that H8 is accepted. So, that means H8 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that Knowledge affects tourists' intention to recommend and visit halal tourist objects. If tourists have sufficient knowledge about halal tourism, it will have an impact on the interest in visiting and recommending. The higher the level of knowledge level possessed by tourists, the higher the interest in visiting they have. This is supported by questionnaire item P2, namely "I have sufficient knowledge about tourist attractions prohibited by Islam". Where this item has the highest cross loading value of 0.874.

#### 4.6.9. Influence of Religiosity Variables and Intention to Recommend

Hypothesis 9 of this study reads 'Religiosity has a positive and significant effect on tourists' intention to recommend to the Al-Jabbar Mosque.' Through the results of hypothesis testing in table 4.8, it is found that religiosity does not have a significant effect on intention to recommend because the t statistics value is 1.170 Lesser in size compared to 1.65 and also the p value is 0.121 Exceeding in magnitude 0.05. Therefore, H9 is rejected. So, that means H9 is rejected.

#### 4.6.10. Influence of Knowledge Variables and Intention to Recommend

Hypothesis 10 of this study reads "Knowledge has a positive and significant effect on the intention to recommend the Al-Jabbar Mosque." Through the results of hypothesis testing in table 4.8, it is found that Knowledge has a significant positive effect on the intention to recommend because the t statistics value is 2.311 Exceeding in magnitude 1.65 and also the p value is 0.010 Lesser in size compared to 0.05. So, it means that H10 is accepted. So, that means H10 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that knowledge affects tourism communication patterns to tourists. If tourists have sufficient knowledge about halal tourism, it will have an impact on the amount of information provided to the surrounding environment. Knowledgeable consumers will influence how product attributes are evaluated. This is supported by questionnaire item P2, namely "I have sufficient knowledge about tourist attractions prohibited by Islam". Where this item has the highest cross loading value of 0.874.

#### 4.6.11. The Effect of Religiosity and Attitude Variables on Behavior

Hypothesis 11 of this study reads 'Religiosity has a positive and significant effect on tourist attitudes' Through the results of hypothesis testing in table 4.8, it is found that Religiosity has a significant positive effect on Attitude because the t statistics value is 3.045 Exceeding in magnitude 1.65 and also the p value is 0.001 Lesser in size compared to 0.05. Therefore, it means that H11 is accepted. So, that means H11 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that religiosity can influence tourists in determining the best behavior for themselves. Where religiosity offers a strong impetus to act in harmony with the norms that are in accordance with the teachings of the religion believed. Muslim consumers tend to be more careful in determining and using goods because religious provisions regulate all aspects of consumer life (Ahsen & Hendayani, 2022). This is supported by questionnaire item R1, namely "I try to follow Islamic commands in every aspect of my life". Where this item has the highest cross loading value of 0.870.

#### 4.6.12. Effect of Knowledge and Attitude Variables on behavior

Hypothesis 12 of this study reads 'Knowledge has a positive and significant effect on the intention to recommend the Al-Jabbar Mosque'. Through the results of hypothesis testing in table 4.8, it is obtained that knowledge has a significant positive effect on attitude because the t statistics value is 3.358 Exceeding in magnitude 1.65 and also the p value is 0.000 Lesser in size compared to 0.05. Therefore, it means that H12 is accepted. So, that means H12 is accepted. This is in line with research conducted by (Sudarsono et al., 2021) that attitudes as tourists are influenced by religiosity and strong knowledge. Religiosity influences the attitude of tourists in making normative choices while knowledge makes the attitude of tourists positive.

## 5. Conclusion

Based on the result and discussion, we could conclude that:

- a) Attitude has a significant positive effect on Visiting Intention because the t statistics value is 3.143 Exceeding in magnitude 1.65 and also a p value of 0.001 Lesser in size compared to 0.05.
- b) Subjective Norms have a significant positive effect on Visiting Intention because the t statistics value is 2.760 Exceeding in magnitude 1.65 and also a p value of 0.003 Lesser in size compared to 0.05.
- c) Behavioral Control has a significant positive effect on Visiting Intention because the t statistics value is 2.454 Exceeding in magnitude 1.65 and also a p value of 0.007 Lesser in size compared to 0.05.
- d) Attitude has a significant positive effect on Intention to Recommend because the t statistics value is 3.266 Exceeding in magnitude 1.65 and also a p value of 0.001 Lesser in size compared to 0.05.

- e) Subjective Norms have a significant positive effect on Intention to Recommend because the t statistics value is 2.200 Exceeding in magnitude 1.65 and also a p value of 0.014 Lesser in size compared to 0.05.
- f) Behavioral Control has a significant positive effect on Intention to Recommend because the t statistics value is 2.256 Exceeding in magnitude 1.65 and also a p value of 0.012 Lesser in size compared to 0.05.
- g) Religiosity has a significant positive effect on Visiting Intention because the t statistics value is 2.248 Exceeding in magnitude 1.65 and also a p value of 0.012 Lesser in size compared to 0.05.
- h) Knowledge has a significant positive effect on Visiting Intention because the t statistics value is 3.288 Exceeding in magnitude 1.65 and also a p value of 0.001 Lesser in size compared to 0.05.
- i) Religiosity has no significant effect on Recommend Intention because the t statistics value is 1.170 Lesser in size compared to 1.65 and also a p value of 0.121 Exceeding in magnitude 0.05.
- j) Knowledge has a significant positive effect on intention to recommend because the t statistics value is 2.311 Exceeding in magnitude 1.65 and also a p value of 0.010 which is less than 0.05.
- k) Religiosity has a significant positive effect on Attitude because the t statistics value is 3.045 Exceeding in magnitude 1.65 and also a p value of 0.001 Lesser in size compared to 0.05.
- l) Knowledge has a significant positive effect on attitude because the t statistics value is 3.358 Exceeding in magnitude 1.65 and also a p value of 0.000 Lesser in size compared to 0.05.

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