JEBIS: Jurnal Ekonomi dan Bisnis Islam
Volume 9, No.1, January – June 2023
p-ISSN : 2442-6563 e-ISSN : 2525-3027
Page 190 – 215
**Available online at** https://e-journal.unair.ac.id/JEBIS
doi:10.20473/jebis.v9i1.44569

# WHAT DRIVES CONSUMERS IN USING DIGITAL APPS TO VISIT HALAL TOURISM IN EAST JAVA? OPTIMIZATION STRATEGY FROM UTAUT2 PERSPECTIVE

**Yan Putra Timur**[a]
**Mohamed Battour**[b]
**Ririn Tri Ratnasari**[c]
**Siti Zulaikha**[c]
[acd] Islamic Economics Department, Faculty of Economics and Business, University of Airlangga
[b]College of Business Administration, A'sharqiyah University, Oman.
Email: yanputratimur@gmail.com[a]; mohamedbator@gmail.com[b]; ririnsari@feb.unair.ac.id [c]; siti-z@feb.unair.ac.id[c]

**ARTICLE HISTORY**

**Received:**
02 April 2023
**Revised**
15 June 2023
**Accepted:**
17 June 2023
**Online available:**
30 June 2023

**Keywords:**
Halal Tourism,
Digital Apps,
UTAUT2,
Behavioral Intention

*Correspondence
Name: Ririn Tri Ratnasari
E-mail: ririnsari@feb.unair.ac.id

**ABSTRACT**

This study aims to identify the factors influencing consumer behavioral intentions in using digital applications to visit halal tourist attractions using the UTAUT2 model approach. PLS-SEM was employed as the quantitative research method's evaluation model. 300 respondents, ranging in age from 17 to 65, were utilized as the sample. Using a Likert scale from 1 to 5, a scale generated from earlier research is used to measure each variable. The study's findings revealed that five UTAUT2 indicators—performance expectancy, effort expectancy, social influence, pricing value, and habit—positively influenced consumers' inclinations to use digital applications to visit halal tourism locations. Based on the IPMA test, the performance expectancy variable is the variable that has the highest level of importance. The results of this study can be used by halal tourism business actors and the government as a digital application strategy development to support the growth of halal tourism in East Java.

## INTRODUCTION

The COVID-19 epidemic has significantly altered peoples' lives. Travel restrictions and self-isolation policies lead to social distancing for everyone (Nicola et al., 2020). In addition, changes also occur in consumer and business behavior, leadership, and employment (Timur & Herianingrum, 2022). Business sectors such as tourism, food, aviation, and manufacturing were negatively impacted (Florido-Benítez, 2021; Suk & Kim,

2021). But on the other hand, several industrial sectors, such as health, telecommunications, and information technology, experienced increased performance in business and consumer demand (Aduhene & Osei-Assibey, 2021).

Tourism, one of the sectors that experienced a decline in the most significant number of consumers, directly harmed the country's economy (Gössling et al., 2020). Many visitors are worried about the risks COVID 19 poses to their health and safety (Nazneen et al., 2022). Meanwhile, the tourism industry is vulnerable to the risk of transmission because it requires high mobility and social contact in its activities (González-Reverté et al., 2022).

When COVID-19 cases started to rise in Indonesia in 2020, the country received 4.02 million tourists, a 75,03% decline from the number of tourists who visited during the same time period (Badan Pusat Statistik, 2020). The data shows that East Java Province became the province that experienced the most significant decline. In January-December 2020, the number of tourist visits by the entrance was 35,035 tourists. This figure experienced a substantial decrease of 86,66% compared to the same period in 2019 (Badan Pusat Statistik, 2020).

The tourism industry, on the other hand, has always made a significant contribution to East Java's economic development as a sub-sector of the hospitality industry. When the COVID 19 epidemic started in 2019, the sector's growth was 8.04% year over year (Badan Pusat Statistik Provinsi Jawa Timur, 2020). According to Kemenparekraf (2020) the tourist industry contributed 280 trillion or 4.8% of the country's Gross Domestic Bruto (GDP) in 2019. Ratnasari et al (2020), who claim that the tourist industry in developing nations like Indonesia has significant potential to become an economic engine.

The halal tourism industry has tremendous promise for the future of the Indonesian economy as well as for East Java (Lestari et al., 2022). Muslims worldwide would spend US$102 billion on tourism-related activities in 2021, up from US$58 billion currently, according according to The Dinar Standard (2021) research. In 2022, this amount is projected to increase by 50.0% to US$154 billion. It will amount to US$189 billion by 2025. Report by Mastercard Crescentrating (2023) also stated that Indonesia is ranked as the country with the best halal tourist destinations in 2023 in the world.

With this potential, the government of East Java Province is working with the Indonesian government to expand sharia tourism in the country. Four factors are key to the growth of halal tourism in Indonesia: accessibility, communication, environment, and services (Dinar Standard, 2022). 2014 has been designated as the year of "Beautiful Indonesia as a Moslem Friendly Destination" by the Indonesian government, which works through the Ministry of Tourism and Creative Economy to foster the growth of halal tourism (Komite Nasional Keuangan Syariah, 2018).

Yet, Mufli (2021) indicated that there are still many flaws and difficulties in the growth of halal tourism in East Java. External challenges are the lack of media in conveying information about halal tourism Umiyati & Tamrin (2020), the lack of promotion and branding from halal tourism industry players (Faza et al., 2022; Mufli, 2021), and the lack of competent human resources in the field of halal tourism (Umiyati & Tamrin, 2020). The digitization strategy by utilizing digital platforms in the tourism sector is one solution that can provide convenience and a different experience in promoting and informing tourism to consumers (Battour et al., 2022). The halal tourism industry is utilizing and strengthening digital economic platforms with a focus on trade (e-commerce, marketplaces) and finance (fintech), with the goal of encouraging and accelerating the realization of other strategies (Komite Nasional Keuangan Syariah, 2018).

Digitalization in the halal tourism sector has enormous potential to be developed. Statista (2023) data shows that as many as 5.18 billion or 64.6% of the world's population are internet users. Meanwhile, Wearesocial, (2022) data states that more than 212.9 million, or 77.0% of the total population in Indonesia, are internet users. Besides that, the use of digital application platforms in halal tourism can provide benefits in the form of more open access to all types of consumers and is able to guarantee the lowest prices to consumers (Huda, 2022). Digital applications as a digital marketing strategy are also able to provide better two-way interaction between halal tourism businesses and consumers (Deb et al., 2022).

In a previous study, Mufli (2021) tried to analyze the potential for developing halal tourism in East Java through Strengths, Weaknesses, Oppurtunities, and Threats (SWOT ) analysis. In another study compiled by Hakim (2021), he attempted to qualitatively analyze the potential for digitizing tourism in Indonesia using a smartphone. Susanty et al., ( 2020) used the theory of pull and push motivation to measure the intention of tourists to visit halal tourist attractions in East Java. In this study, Susanty et al., (2020) also discussed the important role of technology in the development of halal tourism. Still, they did not include variables related to technology acceptance to measure consumer intentions. Researchers also found several studies that also discussed the topic of halal tourism in terms of technology acceptance. For example, Berakon et al., (2021) tried to analyze the factors influencing tourist intentions in halal tourism applications with a modified Technology Acceptance Model (TAM). Another study from Kamboj & Joshi, (2021) identified the intention to use digital applications when visiting public tourist attractions using the UTAUT model. The author still still has not found research that comprehensively analyzes the effect of digitization, especially with digital applications in halal tourism in East Java, on consumer intentions in halal tourism with UTAUT 2. The UTAUT2 model is used because it is a development of the previous UTAUT model by adding three new

determinants that increase substantial in explaining behavioral intention compared to the previous UTAUT model (Venkatesh et al., 2012)

In light of the foregoing, the study's objective is to determine the variables impacting consumer behavioral intentions with regard to engaging in halal tourism via digital applications as a means of acquisition based on digital marketing. This study employs the UTAUT2 (Unified Theory of Acceptance and Use of Technology) methodology and 7 (seven) indicators developed by Venkatesh et al. (2012) to assess the degree of consumer acceptability of digital applications technology (2012). The results of this study can be used as a basis for halal tourism industry players in East Java to develop and perfect digital halal travel applications, especially in the aspect of developing features, appearance, prices, and services that are following what consumers expect. In addition, the results of this study can also contribute to the government as a regulator in formulating policies to support the development of the potential for halal tourism in East Java which is related to the determinants of the UTAUT 2 model.

Overall, this research will be presented in five chapters. In the introductory chapter, this research will explain the research background, urgency, and research gap by presenting some relevant previous research.. In the next chapter, the researcher provides several literature studies related to theories related to the variables studied in this study and how to explain the relationship between the variables. In the third chapter, the researcher explains the methods, approaches, scales, instruments, and characteristics of the respondents, which will be used as data in this study. Next, in the next chapter, the research results will be displayed through numerical tables and images of the data processing results with the tools used. Still, in the same chapter, it will be continued with a discussion sub-chapter which will present a discussion of the findings related to previous theories relevant to this research. Finally, in Chapter 5, conclusions will be presented, implications from theoretical and practical aspects as well as the limitations of the study that is owned so that input can be provided for further research in the future.

## LITERATURE REVIEW

### Definition and Concept of Halal Tourism

The development of the halal industry is increasing along with an increase in awareness (Ratnasari, 2020), knowledge (Berakon et al., 2021) and consumer perceptions of halal products (Elseidi, 2017). The halal industry, which the food sector has so far dominated, has now expanded into other sectors such as cosmetics, medicine, fashion, banking, and tourism (Timur, 2022; Timur et al., 2022).

Halal in Arabic refers to whatever that Allah SWT has granted permission for (Al-Qhardhawi, 1994). Halal tourism is described as practices and tourist attractions that are acceptable and adhere to Islamic religious beliefs (Battour, et al., 2022). Halal tourism

seeks to address the demands of Muslim visitors by offering tourism goods and services that adhere to Islamic religious principles. Moreover, Abror et al., (2019) emphasized that all components of tourism—including food, housing, travel, logistics, spas, tour packages, and financial services—must comply to Islamic principles in order for it to be called halal.

The integration of all parts of sharia, including product and service aims and targets connected to halal and sustainable tourism, is what Azam et al., (2019) define as halal tourism. Halal travel is equivalent to religious travel that entails visiting places of worship, although in terms of morals, it is less significant than sharia travel (Ratnasari et al., 2020). Halal travel does not have to include Islamic elements like mosques as places of worship or Islamic cultural heritage (Ratnasari et al., 2020). A halal tour must be able to accommodate tourists' needs while preserving Islamic religious principles, for as by providing halal cuisine, an alcohol-free setting, and attire that adheres to Islamic principles. Men and women can both visit these tourist sites in the same areas. There are mosques that can be used as places of prayer and Qibla directions (Wingett & Turnbull, 2017).

Islam and tourism have a growing and growing public interest in recent years (Vargas-Sánchez & Moral-Moral, 2020). The popularity of halal travel is rising among all tourists, not just Muslims. According to various studies, including those by Battour et al., (2022), and Rahman et al., (2021) the aim and intensity of non-Muslim tourists has also increased. This is extremely advantageous for the expansion of halal tourism. With halal tourism, consumers may find high-quality products and services in any area. Since halal tourism promotes the ideals and behaviors of animal care, social responsibility, environmental stewardship, planet preservation, and justice in the economic and social realms, it is imperative that non-Muslim travelers embrace this trend (Azam et al., 2019).

**Development of Halal Tourism in East Java**

A industry with significant economic potential is halal tourism, particularly in the post-COVID era (Nisa, 2022). Moreover, halal tourism benefits the ecology, socio-cultural aspects, commercial aspects, and geographic features (Rasul, 2019). One of the provinces designated by the Indonesian government's Ministry of Tourism as a top halal travel destination is East Java (Faidah & Anwar, 2016). Many positive aspects of the East Java Province contribute to the growth of the concept of halal tourism. For instance, East Java is home to a number of religious sites, such as mosques, historical buildings associated to the spread of Islam, as well as places of worship for pious academics and Islamic propagandists. It also has a cultural diversity that is heavily influenced by Islam (Mufli, 2021). In addition, the East Java Province contains a lot of the tourist-related amenities they want, including halal-certified Islamic hospitals as well as hotels, restaurants, and

other lodging options. The provision of financial services by Islamic financial organizations such Islamic banks, Baitul Maal Wa Tamwil, and Islamic cooperatives also supports the halal ecosystem in East Java Province.

Several studies that try to take the theme of halal tourism in East Java also show that Islamic tourism has developed recently. For example, Nisa, (2022) describes the efforts of the East Java provincial government to develop the Halal Industrial Park in Sidoarjo as a halal destination and to support all services related to the halal industry. Meanwhile, in their book, Umiyati & Tamrin, (2020) also tries to explore the development of halal tourism in Malang City through stakeholder collaboration, such as the city government, universities, the Micro, Small, and Medium Enterprises (MSME)sector, and the community. Faidah & Anwar, (2016) also try to research the potential of sharia tourism by describing several tourism potentials such as Pacitan, the beautiful crater of Bromo in Lumajang, and religious tourism on the coast of East Java. Apart from that, Faraby & Rozi, (2021) also examines the great potential that Bangkalan Regency has with its religious tourism and natural beauty. Banyuwangi Regency also has a halal tourist spot called Pulan Santan Beach, located in Karangharjo Village. The development of halal tourism on the coast of Santen Island is supported by local communities that have a religious culture and is integrated with the infrastructure provided by the Banyuwangi regency government, which is complete and easy to reach by local and foreign tourists provided (Susanti, 2021)

**The Role of Digital Applications in The Tourism Industry**

Future consumers will consider issues relating to tourism and the idea of sustainable tourism while making decisions (Bhuiyan & Darda, 2018). According to the Mastercard-CrescentRating, (2020) research from 2020, efficiency in halal travel and tourism, innovation, and technology will all be important factors in cost management for a sustainable company model (Battour, Salaheldeen, et al., 2022).

Besides that, according to Kunju et al., (2022) companies must adapt quickly to change by adopting various new technologies to maintain their customers and market share. Companies must have efficient business processes to recover revenue, conserve resources and achieve operational efficiency (Majumdar, 2021). The use of digital technology like digital application is one of the solutions to increase efficiency by processing and distributing information efficiently and promptly (Battour, Salaheldeen, et al., 2022). Digital application can also significantly reduce production costs and increase productivity so that it can become one of the strategic solutions for supporting halal tourism in Indonesia (Battour et al., 2023; Berakon et al., 2021).

Digitization of halal tourism services is present in the form of interface-based applications. Smartphone users can access halal services like holiday packages, travel itineraries, airport locations, and restaurant directories with ease (Stephenson, 2014). The

expansion of digital tourism in Indonesia is consistent with the rise in internet users globally, further demonstrating the importance of the internet as a source of information, particularly for travelers making travel plans (Salangsang et al., 2022). In Indonesia, several digital applications provide services to make it easier for consumers as users to access halal tourism products such as Traveloka, Tiket.com, Pegi-pegi and others.

**UTAUT2 (Unified Theory of Acceptance and Use of Technology 2)**

The Unified Theory of Acceptance and Use of Technology 2, or UTAUT2, is a technology acceptance paradigm developed by the UTAUT model (Venkatesh et al., 2012). The UTAUT model analyzes customer behavior within a corporate or business environment. As a result of being more relevant in determining the level of consumer behavior in connection to technology adoption in a particular setting, the UTAUT2 model, which is a derivative of UTAUT, offers advantages (Darmansyah et al., 2020; Kwateng et al., 2019). The UTAUT model has the advantage of better characterizing technology usage intentions than the other eight theories, according to Venkatesh et al., (2012). The UTAUT model can describe well a person's intentions in using technology as well as the driving factors and threats in using the new technology (Masrizal et al., 2022).

Additionally, the UTAUT 2 model can improve on UTAUT's flaws by including three components that can describe how consumers would adopt technology (Venkatesh et al., 2012). Performance expectancy, effort expectancy, social influence, facilitating conditions, price value, and hedonic motivation and habit are the seven variables in the UTAUT2 model. Performance expectation gauges how much users of a technology gain from it (Venkatesh et al., 2012). Whereas effort expectation measures how much technology a consumer or user can use with ease (Venkatesh et al., 2012). The next factor, social influence, is how a person affects how customers use technology (Venkatesh et al., 2012). The perception of technology by the user is that it is backed by an enabling state (Venkatesh et al., 2012). The aspect of hedonic motivation, or the pleasure experienced when using technology (Venkatesh et al., 2012). This assert that the amount of expenses incurred in relation to the advantages received constitutes the price worth.. The final factor, habit, refers to how a technology user employs his device on a daily basis (Venkatesh et al., 2012).

**Behavioral Intention**

Ratnasari et al., (2020) define behavioral intention as an indication that a consumer is willing to give his trust in a company so that when using products and services from that company, consumers will feel satisfied. The visitor's internal decision-making process begins with behavioral intention (Qiu et al., 2018). Behavioral Intention has a direct

relationship with the number of users who will use the products we offer (Ratnasari et al., 2023). The interaction between sellers and buyers in a transaction can trigger behavioral intention on an ongoing basis (Nurillah et al., 2022). ontinuous intentions have a high potential for altering decision-making behavior (Lutfi et al., 2023; Nurillah et al., 2021). In the tourism industry, satisfied tourists will plan to return to this behavior again (Battour, Noviyani, et al., 2022). The intention to revisit and recommend are indicators of behavioral intention for the tourism products that are most often used (Afshardoost & Eshaghi, 2020).

**The Effect of UTAUT2 Variables on Behavioral Intentions**

Kwateng et al., (2019) also explained that consumers who understand the benefits and performance of technology would have stronger desires and behaviors. Whereas in Sitar-Taut & Mican, (2021) the performance expectancy factor provides the most substantial relationship to behavioral intentions in using learning using mobile online media. Likewise, effort expectancy is an indication that technology can provide satisfaction to its users through perceived convenience and practicality (Battour, Noviyani, et al., 2022). However, Kwateng et al., (2019), On the other side, it was found that consumers' behavioral intents to utilize mobile banking were unaffected by performance or effort expectations. This brings us back to our initial claim, which is:

H1: Performance expectancy has a positive influence on consumer behavioral intentions in using digital applications to visit halal tourism in East Java.
H2: Effort expectancy positively influences consumer behavioral intentions in using digital applications to visit halal tourism in East Java.

Naeem, (2021) explains that social influences such as social reviews, social responsibility, and social perceptions can influence media and internet use. In the online games industry, it was found in the research of Ramírez-Correa et al., (2019) found that social influence influenced consumer behavioral intentions. The social influence relationship was powerful on a person's intensity in online games. Also, it affected purchase intentions for all the game features contained in the game. However, Ozturk et al., (2020) did not find any positive influence from social influence on consumer intentions in using mobile event applications. Therefore, our third hypothesis is:

H3: Social influence positively influences consumer behavioral intentions in using digital applications to visit halal tourism in East Java.

Someone's motivation to use technology will arise when they have a level of support, especially for certain resources, by assuming that technology is compatible with the technology they have used before (Alalwan et al., 2017). In previous research, namely Ozturk et al., (2020), and Rudhumbu, (2022) found that facilitating condition factors influenced behavioral intentions. However, in Sitar-Taut & Mican, (2021), the facilitating condition factor does not influence consumer behavioral intentions in using mobile online media for learning. The next hypothesis is as follows:

H4: Facilitating conditions positively influence consumer behavioral intentions in using digital applications to visit halal tourism in East Java.

Because that it involves numerous psychological factors, price plays a special role in shaping consumer behavior (Bolton, 2017). For instance Kwateng et al., (2019) attempted to explore the connection between pricing value and behavioral intention using three moderating variables: gender, age, and user experience. According to the gender variable's findings, female customers are more likely than male consumers to pay close attention to product and service prices. Whereas in the age variable, attention to the price factor is dominated by consumers aged 31-40 years. Whereas for consumers who have greater experience with mobile banking, behavioral intentions will be more easily formed because they already have a better knowledge structure regarding mobile banking (Timur et al., 2023). Then the next hypothesis is:

H5: Price value has a positive influence on consumer behavioral intentions in using digital applications to visit halal tourism in East Java.

One of the additional variables from the UTAUT model's predecessor that was introduced to the UTAUT2 model is hedonic motivation (Venkatesh et al., 2012). A secondary need, tourism is considered one of the products that are centered on enjoyment and what is often called hedonistic behavior (Ramírez-Correa et al., 2019). Similar to this, Venkatesh et al. (2012) define the habit variable as an action that is repeated enough times to form a habit and can increase the likelihood of achieving specific goals. Moreover, the formulated hypothesis is:

H6: Hedonic motivation positively influences consumer behavioral intentions in using digital applications to visit halal tourism in East Java.

H7: Habits positively influence consumer behavioral intentions in using digital applications to visit halal tourism in East Java.

## RESEARCH METHODS

### *Research Design and Data Source*

Partial Least Square – Structural Equation Modelling (PLS-SEM) is used in this study's quantitative approach as a tool for testing hypotheses. The SmartPLS 3.0 application was used to test hypotheses. The quantitative method can describe and test hypotheses because it contains many figures ranging from collection, processing, and results so that they fulfill scientific principles, namely concrete or empirical, objective, and systematic (Sugiyono, 2018). In this study, research variables were identified. The link between the variables was then quantified using statistical techniques, and the resulting hypotheses were tested (Creswell, 2014). The population is men and women aged 17 to >65 years who live in Indonesia. The population is defined as all subjects who will be used as research objects with the same characteristics so that the results of research conducted on these objects can be generalized (Sugiyono, 2018). The respondent criteria used in this study were respondents who, in the last year, had used and transacted to carry out traveling or traveling activities using digital applications.

In total, 300 people participated in the survey. Data distribution and collection are done through online surveys. The data findings also contain demographic information about the respondents, such as their age, city of residence, level of education, and monthly expenses, as well as questions to ascertain the relative relevance of each component. The PLS (Partial Least Squares) method was utilized to analyze the data from the primary research using the SmartPLS 3.0 tool, which can evaluate latent variable measurements, test the link between latent variables, and characterize the relationship between all latent constructs concurrently (Hair et al., 2013). A non-assumptive multivariate statistical technique that can handle numerous variables at once is PLS

Performance expectancy, effort expectancy, social influence, facilitating condition, price value, hedonic incentive, and habit were the seven (seven) independent UTAUT2 variables employed in this study. These originated from a Venkatesh et al (2012). In the interim, the new dependent variable is utilized to measure consumer behavior intention. Each variable's score is calculated using a Likert scale with a maximum score of five. The type of data used in this study was primary data, or information that was acquired directly from the respondents' answers to the questions in the questionnaire that they provided. Data samples were gathered through deliberate sampling (Sugiyono, 2018)

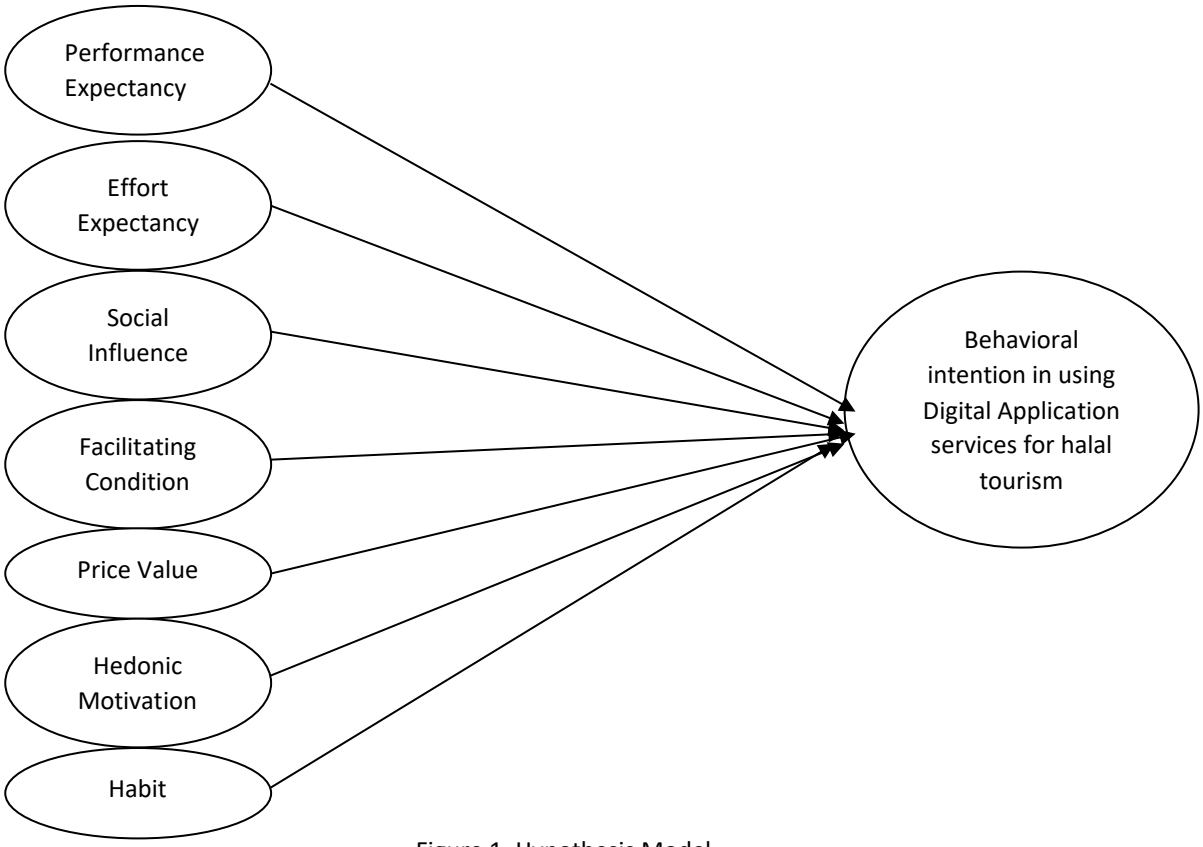


Figure 1. Hypothesis Model

Source: Author Analysis

.

**RESULT**

The first demographic information on the respondents that can be gleaned from the 300 respondents' responses to the survey is their gender. 187 male respondents, or 62% of all respondents, participated in this survey. In comparison, 103 responses — or 38% of the total — were female. Also, 187 respondents, or 62% of all respondents, were aged 17 to 30 years, making up the majority of the respondents in this study. 120 respondents, or 40% of all respondents, were bachelor's degree holders, the highest level of education. In the meantime, respondents spent a total of Rp 1–5 million each month, with 212 respondents, or 71%, spending the most.

Table 1
Respondent Demographic Profile

| Profile | Amount | Percentage (%) |
|---|---|---|
| *Gender* | | |
| Male | 187 | 62 |
| Female | 113 | 38 |
| *Age (years)* | | |

| | | |
|---|---|---|
| 17-30 | 183 | 61 |
| 31-45 | 86 | 29 |
| 46-65 | 27 | 9 |
| >65 | 4 | 1 |
| *Education Level* | | |
| Senior High School | 67 | 22 |
| Diploma | 63 | 21 |
| Bachelor | 120 | 40 |
| Master | 49 | 16 |
| Doctoral | 1 | 1 |
| *Expenses per Month* | | |
| IDR. 1-5 Million | 212 | 71 |
| IDR. 5-10 Million | 76 | 25 |
| >IDR. 10 Million | 12 | 4 |
| *Residence* | | |
| Sumatra Island | 14 | 5 |
| Kalimantan Island | 14 | 5 |
| DKI Jakarta | 36 | 12 |
| West Java | 44 | 15 |
| Central Java | 48 | 16 |
| Yogyakarta | 12 | 4 |
| East Java | 127 | 42 |
| Sulawesi Island | 5 | 1 |

Source: Processed Data

**Outer Model Analysis**

*Outer Model Test*

The SmartPLS 3.0 application was used to assess the accuracy and reliability of the data utilized in this investigation (table 2). In order to achieve this, samples of previously collected data were compared to extracts of Cronbach Alpha, Composite Reliability, and Average Variance (AVE). The validity and reliability test results can be assessed using Cronbach's Alpha. Cronbach's Alpha's reliability coefficient goes from 0 to 1 (Rouf et al., 2018). Readings for Cronbach's Alpha vary from 0.60 to 0.80, with 0.70 deemed good and 0.70 acceptable (Hair et al., 2013). The results of the Cronbach's Alpha test reveal that all variable values are higher than 0.80. So, it is possible to infer from the test results that the data used is trustworthy and that it is therefore valid to use the data in the following test.

Hair et al. (2013) highlighted in their study that the Composite Reliability test yields results between 0 and 1. The Composite Reliability number must be more than or equal to 0.6 in order to be considered reliable for exploratory purposes. Nonetheless, some studies contend that a result of 0.70 or above is the acceptable range for the Composite Reliability test (Henseler et al., 2009). The results of a composite reliability test indicate that all variable values are more than 0.80. So, it is possible to infer from the test results that the data used is trustworthy, and the data is then valid for processing further in the following test.

Since it can demonstrate the average similarity of each latent element in the reflective model, the AVE test is used to evaluate the validity and dependability of data (Hair et al., 2013). If the AVE value is more than the cross-loading value and more significant than 0.5, it can be applied and is taken into account as valid. The results of the Average Variance Extract (AVE) test show that all variable values are greater than 0.50. As a result, it is possible to deduce from the test results that the data utilized is reliable, and that the data is then valid for use in the subsequent test.

Table 2
Construction Assesment of Reliability and Validity

| Items | Factor Loadings | Cronbach's Alpha | Rho A | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|---|
| *Variabel Laten: Performance Experctancy* | | 0,971 | 0,971 | 0,981 | 0,945 |
| PE1 | 0,955 | | | | |
| PE2 | 0,963 | | | | |
| PE3 | 0,937 | | | | |
| *Variabel Laten: Effort Expectancy* | | 0,975 | 0,975 | 0,984 | 0,953 |
| EE1 | 0,977 | | | | |
| EE2 | 0,979 | | | | |
| EE3 | 0,973 | | | | |
| *Variabel Laten: Social Influence* | | 0,976 | 0,976 | 0,984 | 0,954 |
| SI1 | 0,979 | | | | |
| SI2 | 0,979 | | | | |
| SI3 | 0,976 | | | | |
| *Variabel Laten: Facilitating Condition* | | 0,973 | 0,973 | 0,982 | 0,949 |
| FC1 | 0,973 | | | | |
| FC2 | 0,976 | | | | |
| FC3 | 0,973 | | | | |
| *Variabel Laten: Price Value* | | 0,969 | 0,969 | 0,980 | 0,942 |
| PV1 | 0,970 | | | | |
| PV2 | 0,973 | | | | |
| PV3 | 0,969 | | | | |
| *Variabel Laten: Hedonic Motivation* | | 0,976 | 0,976 | 0,984 | 0,955 |
| HM1 | 0,973 | | | | |
| HM2 | 0,977 | | | | |
| HM3 | 0,980 | | | | |
| *Variabel Laten: Habit* | | 0,971 | 0,971 | 0,981 | 0,946 |
| HB1 | 0,968 | | | | |
| HB2 | 0,975 | | | | |
| HB3 | 0,975 | | | | |
| *Variabel Laten: Behavioral Intention* | | 0,970 | 0,970 | 0,981 | 0,944 |
| BI1 | 0,966 | | | | |
| BI2 | 0,980 | | | | |

Published by University of Airlangga.

| | |
|---|---|
| BI3 | 0,969 |

Source: Data Processing with SMARTPLS 3.0

Table 3 Fornell-Lacker Criterion for Measurement Model

| Construct | Behavioral Intention | Effort Expectancy | Faciliating Condition | Habit | Hedonic Motivation | Performance Expectancy | Price Value | Social Influence |
|---|---|---|---|---|---|---|---|---|
| Behavioral Intention | *0,972* | | | | | | | |
| Effort Expectancy | 0,881 | *0,976* | | | | | | |
| Facilitating Condition | 0,972 | 0,969 | *0,974* | | | | | |
| Habit | 0,983 | 0,972 | 0,964 | *0,973* | | | | |
| Hedonic Motivation | 0,972 | 0,962 | 0,955 | 0,972 | *0,977* | | | |
| Performance Expectancy | 0,997 | 0,979 | 0,971 | 0,970 | 0,971 | *0,972* | | |
| Prive Value | 0,990 | 0,976 | 0,969 | 0,971 | 0,968 | 0,969 | *0,970* | |
| Social Influence | 0,983 | 0,977 | 0,974 | 0,966 | 0,965 | 0,962 | 0,960 | *0,977* |

**Notes:** Italicized numeric values in the table 4. represents the square root of AVE, while the loose diagonal describes the correlation between constructs

Source:Data processing with SMARTPLS 4.0

Additionally, to determine how much one construct differed from another, researchers used the value on the Fornell-Lacker Criteria test. The Fornell-Lacker Criterion test is typically applied in research using a reflective and hypothetical model. The Fornell-Lacker Criterion test findings demonstrate the data's robustness because the targeted construct has a cross-loading value that is higher than other cross-loading values.

Table 4 Cross Loading for Items in The Measurement Model

| | Behavioral Intention | Effort Expectancy | Facilitating Condition | Habit | Hedonic Motiovation | Performance Expectancy_ | Price Value | Social Influence |
|---|---|---|---|---|---|---|---|---|
| BI1 | *0,966* | 0,949 | 0,939 | 0,950 | 0,943 | 0,964 | 0,956 | 0,952 |
| BI2 | *0,980* | 0,960 | 0,957 | 0,960 | 0,951 | 0,977 | 0,968 | 0,962 |
| BI3 | *0,969* | 0,951 | 0,937 | 0,956 | 0,940 | 0,964 | 0,961 | 0,952 |
| EE1 | 0,956 | *0,977* | 0,944 | 0,949 | 0,939 | 0,954 | 0,953 | 0,952 |
| EE2 | 0,964 | *0,979* | 0,949 | 0,953 | 0,944 | 0,961 | 0,957 | 0,956 |
| EE3 | 0,953 | *0,973* | 0,945 | 0,945 | 0,935 | 0,952 | 0,949 | 0,953 |
| FC1 | 0,947 | 0,946 | *0,973* | 0,937 | 0,928 | 0,946 | 0,946 | 0,948 |
| FC2 | 0,947 | 0,945 | *0,976* | 0,942 | 0,934 | 0,945 | 0,944 | 0,949 |
| FC3 | 0,948 | 0,942 | *0,973* | 0,937 | 0,929 | 0,947 | 0,942 | 0,949 |
| HB1 | 0,949 | 0,941 | 0,935 | *0,968* | 0,937 | 0,949 | 0,948 | 0,947 |
| HB2 | 0,952 | 0,945 | 0,940 | *0,975* | 0,951 | 0,950 | 0,948 | 0,947 |
| HB3 | 0,968 | 0,951 | 0,937 | *0,975* | 0,948 | 0,964 | 0,964 | 0,954 |
| HM1 | 0,945 | 0,933 | 0,927 | 0,952 | *0,973* | 0,944 | 0,938 | 0,933 |
| HM2 | 0,952 | 0,944 | 0,936 | 0,945 | *0,977* | 0,950 | 0,948 | 0,948 |
| HM3 | 0,953 | 0,945 | 0,937 | 0,951 | *0,980* | 0,953 | 0,951 | 0,947 |
| PE1 | 0,970 | 0,955 | 0,944 | 0,960 | 0,948 | *0,973* | 0,961 | 0,958 |
| PE2 | 0,972 | 0,952 | 0,944 | 0,953 | 0,947 | *0,976* | 0,963 | 0,955 |
| PE3 | 0,965 | 0,947 | 0,944 | 0,949 | 0,938 | *0,967* | 0,959 | 0,950 |
| PV1 | 0,959 | 0,943 | 0,940 | 0,953 | 0,940 | 0,958 | *0,970* | 0,950 |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| PV2 | 0,961 | 0,948 | 0,940 | 0,949 | 0,937 | 0,959 | *0,973* | 0,949 |
| PV3 | 0,963 | 0,952 | 0,940 | 0,952 | 0,941 | 0,963 | *0,969* | 0,954 |
| SI1 | 0,956 | 0,949 | 0,944 | 0,945 | 0,938 | 0,954 | 0,952 | *0,974* |
| SI2 | 0,965 | 0,955 | 0,950 | 0,962 | 0,947 | 0,962 | 0,961 | *0,979* |
| SI3 | 0,961 | 0,958 | 0,960 | 0,953 | 0,942 | 0,960 | 0,957 | *0,976* |

Source:Data processing with SMARTPLS 4.0

Table 5 Structural model assessment and goodness-of-fit (GoF) index

| Variable | $R^2$ | Predictive Accuracy | $Q^2$ | Predictive Relevance |
|---|---|---|---|---|
| Behavioral Intention | 0,995 | High | 0,780 | Yes |
| GoF $\sqrt{AVE} * R2$ | 0,648 | | | |

Source: Data processing with SMARTPLS 4.0

When a study's data has an R2 coefficient of determination between 0 and 1, it is said to be robust. R2 coefficients were 0.75, 0.50, and 0.25. These values demonstrate the strength, moderateness, and weakness of the model (Sarstedt & Cheah, 2019). The findings demonstrated that the study's R2 value was greater than 0.75, demonstrating the strength of the model employed.

Researchers also used predictive relevance, or a test that was carried out to measure how well the observed value was generated using a blindfolding test procedure. The Q2 > 0 in this study has a good observation value and vice versa. The research results show that all Q2 has a value of > O, meaning that the value of the observations produced in this study has a good level of predictive relevance.

The Goodness of Fit Index was then used to evaluate the entire structural model and measurement model (GoF Index). The calculations result in a GoF Index value of 0.648, which is in the range of high GoF values (Wetzels et al., 2009). The structural and measurement models employed in this work both exhibit high fitness levels, as shown by Table 5's GoF test results, showing that the model and data used can be used for the upcoming measurement model.

## Inner Model Analysis

*Bootstrapping Test*

Table 6
Construction Assesment of Reliability and Validity

| Hypothesis Model | Original Sample (O) | Sample Mean (M) | Standard Deviation | T-Statistics | P-Values | Result |
|---|---|---|---|---|---|---|
| X1 -> Y (H1) | 0,699 | 0,696 | 0,067 | 10,500 | 0,000 | Accepted |
| X2 -> Y (H2) | 0,063 | 0,061 | 0,029 | 2,204 | 0,028 | Accepted |
| X3 -> Y (H3) | 0,046 | 0,046 | 0,022 | 2,064 | 0,039 | Accepted |
| X4 -> Y (H4) | 0,002 | 0,002 | 0,020 | 0,078 | 0,938 | Not Accepted |
| X5 -> Y (H5) | 0,121 | 0,123 | 0,041 | 2,964 | 0,000 | Accepted |
| X6 -> Y (H6) | 0,012 | 0,017 | 0,026 | 0,449 | 0,654 | Not Accepted |

Published by University of Airlangga.

| | | | | | | |
|---|---|---|---|---|---|---|
| X7 -> Y (H7) | 0,060 | 0,058 | 0,028 | 2,180 | 0,030 | Accepted |

Source: Data Processing with SMARTPLS 3.0

The bootstrapping test on PLS can be used to evaluate the association between variables. The derived T and P values demonstrate how the variables interact. If the T Count value is more than the T table, this variable affects the Y variable. In contrast, the variable has no impact on the dependent variable if the T value is less than the T table value. The variable P value, with a value > 0.05, has a positive impact on the independent variables. If P Values are more than 0.05, these variables have no effect on the dependent variable.

Table 6 shows the results of the bootstrapping test, which show that two hypotheses are rejected and five are generally supported. For this inquiry, the first, second, third, fifth, and seventh hypotheses were approved. The factors performance expectancy, effort expectancy, social influence, price value, and habit, in other words, have a favorable and considerable influence on the behavioral intention of Muslim visitors to use digital applications when visiting halal tourist destinations. The five P-Values with a less than 0.05 for each link between exogenous and endogenous variables show this. On the other hand, the study's findings revealed a favorable but not statistically significant impact on Muslim visitors' behavioral intention to use digital applications when visiting halal tourist destinations. Both connections' P-Values are more than 0.05.

*Importance-Performance Matrix Analysis (IPMA)*

The IPMA analysis adds another layer to the examination of these latent constructs and is based on structural equation model (PLS) interactions (Ringle & Sarstedt, 2016). Scaling the latent variable scores once again, with values ranging from 0 for the lowest to 100 for the highest, yields the performance score or index. Table 7 displays each variable's index value and overall effect score. The IPMA analysis table in table 4 and the Importance Performance Map, which shows the degree of significance of a variable in influencing other variables, both show the results of the IPMA study.

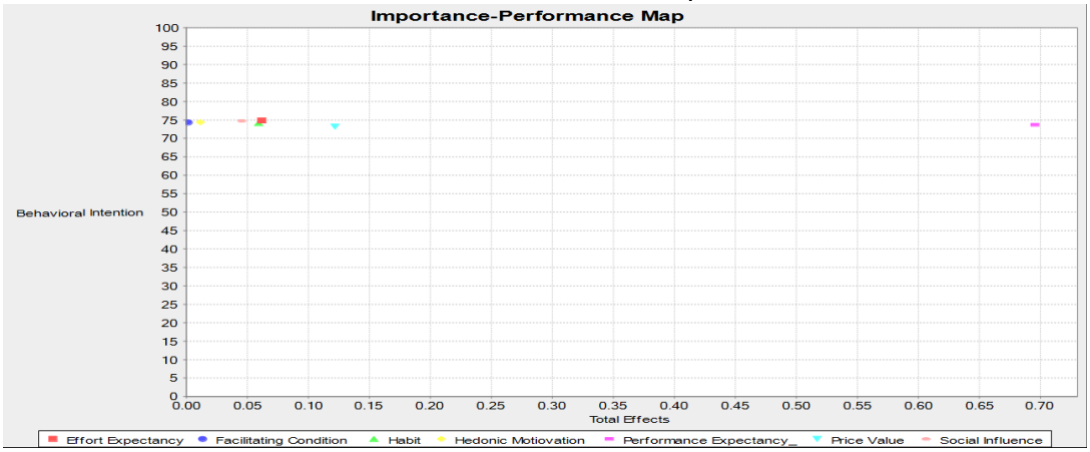


Figure 2. Importance-Performance Map

Source: Data Processing with SMARTPLS 3.0

Table 7
Table of Importance Performance Matrix Analysis

| Construct | Importance (Total Effect) | Performance (Index Values |
|---|---|---|
| Performance Expectancy | 0,669 | 73,638 |
| Effort Expectancy | 0,063 | 74,836 |
| Social Influence | 0,046 | 74,721 |
| Facilitating Condition | 0,002 | 74,312 |
| Price Value | 0,121 | 73,160 |
| Hedonic Motivation | 0,012 | 74,360 |
| Habit | 0,060 | 74,115 |

Source: Data Processing with SMARTPLS 3.0

In table 7, we can see the index value and total effect score of each variable. The Importance Performance Map describes the level of importance of a variable in influencing other variables. The analysis results are visualized by a map which can be seen in Figure 2. Overall, all variables have a good level of performance because they have a value above 50. The IPMA test results show that the performance expectancy variable is the essential factor in determining consumer behavior intentions in using the application digital for halal travel compared to other latent variables.

**DISCUSSION**

The findings revealed that five UTAUT2 characteristics significantly and favorably influenced consumer behavioral intentions to use digital applications to travel for halal. Performance Expectations, Effort Expectations, Social Influence, Pricing Value, and Habits make up the third UTAUT2 variable. The ease with which a person uses a new system or piece of technology is known as effort expectation (Venkatesh et al., 2012). The findings of this study are consistent with those of other earlier investigations. Additionally, it was discovered by Alalwan et al., (2017), Ozturk et al.,(2020), and Tamilmani et al., (2019) that effort expectancy directly influences behavioral intention. According to Davis et al., (1989) three constructs—perceived ease of use, complexity/level of difficulty in use (complexity), and innovation diffusion theory—shape the degree of technological acceptance based on effort expectations.

However, on the other hand, Davis et al., (1989) explained further that apart from the ease of use of a technology, the usefulness or functionality factor that the technology provides in the consumer's life is also an essential factor for someone in accepting a new technology. The two statements in theory put forward by Davis et al., (1989) align with the results found in this study, where performance expectations and effort expectations are the two main factors influencing consumers in using digital applications to visit halal tourism. Ease of access to the technology used is the essential factor in providing experience to consumers to provide happiness and satisfaction. It will provide a desire to

return to visit halal tourism in the future (Pai et al., 2020). We can also relate this to the demographic data obtained in the results of this study, where respondents were dominated by generations Y and Z, who have a higher level of familiarity with technology than other generations.

The social influence variable is also proven to have an influence on the intention of Muslim tourists to use digital applications to visit halal tourist attractions. Digital application in tourism is a technology that has only developed in the past ten years. As a new technology, many people still need to learn the benefits and uses of digital applications to order transportation tickets and lodging. In this case, social influence increases trust by sending signals to consumers and giving positive perceptions and trust in the recommended choices (Hooda et al., 2022). Fan, (2022) says that when someone does not have enough information about something they need, they need more knowledge or information about a technology product and will rely more on the opinions of others. In this case, digital application users trust opinions, personal experience, and knowledge about a product that comes from referrals they trust about harmful content from other sources (Kim & Park, 2013).

In this study, the value of the price aspect also positively influences consumer intentions to visit halal tourism using digital applications. These results also respond to the results of other studies, such as Andrianto, (2020), and Kwateng et al., (2019), who also studied the role of positive price values on behavioral intentions. Madhukar & Sharma, (2019) explain that information technology is essential in creating competitive prices for tourism services through increased efficiency. In the era of e-commerce, it is easier for tourist consumers to get information about prices so they can compare the prices given between tourism operators (Madhukar & Sharma, 2019). Bolton, (2017) explains that the effect of pricing on consumer behavioral intentions depends on many factors, such as price awareness, use of reference prices, and willingness to pay. On the other hand, technology has a role in creating more efficient and effective operational processes to create maximum value for money by reducing operational costs and increasing productivity (Berakon et al., 2021; Drosos et al., 2017; Majumdar, 2021).

Aspects of habit or intensity in using technology play a role in influencing the intention of halal tourism tourists to use digital applications. Several factors that affect habits in using technology are age and gender differences (Kwateng et al., 2019). The older tourist, the longer it takes to process the information provided by digital applications, and vice versa. This research is dominated by respondents of millennial age who tend to be more familiar with and often use technology. El-Masri & Tarhini, (2017) explained that the more frequently a person uses technology, the more he or she will tend to use this technology in the future.

## CONCLUSION

Both during and after the COVID-19 epidemic, technology plays a crucial role in the tourism industry. East Java offers a lot of room for halal tourism, according to earlier studies. To speed up the halal tourism industry's recovery and make the most of all the strategic assets it owns in East Java, a technological optimization strategy is required. This study provides several suggestions and research implications. First, the researchers suggest that digital halal tourism businesses focus on developing User interface and User experience based on consumer needs so that consumers feel that the appearance of the application and these features are what they need so far. Based on the results of the IPMA test, respondents thought that the performance expectation variable was the most crucial. So, the fundamental goal of the halal tourism industry players must focus on developing this variable. Second, business actors can also cheat through promotional prices by providing a selling price lower than the standard price, for example, with a pricing strategy based on the value in the medium term and when occupancy conditions and the number of suppliers are sufficient and constant by setting prices according to customer perceptions of the product value. In addition, to maximize profits when conditions are stable, business actors can also use a peak-load pricing strategy.

Recommendations were also given to the government as the regulator responsible for developing the halal tourism sector in East Java and Indonesia. First, the government must be able to create various programs to increase digital literacy in society. For example, using the services of an endorser, both celebrity endorsers affiliated with halal and an Islamic lifestyle, expert endorsers such as religious leaders, and so on. Second, the use of technology also depends on digital infrastructure built by the government, including equal distribution of facilities and internet signal coverage. The government must ensure that infrastructure can be reached by all levels of society, increasing halal tourists in the province of East Java, which is spread across all regions in Indonesia. Third, the government must be able to become a bridge for all halal tourism actors so that halal tourism actors can establish mutually beneficial collaborations.

However, this research still has some limitations. Regarding respondent demographics, this study has certain shortcomings. In this study, it was discovered that the majority of respondents who fit the X and Y generation criteria possessed technologically savvy traits. This could have caused bias in the research findings. based on the constraints of the previously discussed studies. So suggestions for further research, researchers can take samples or respondents in a more significant number and broader scope. Tourists visiting East Java do not only come from Indonesia, but also many come from abroad. In further research, researchers can try to collect data from respondents

who come from abroad. In addition, researchers can also qualitatively explore tourist destinations for visiting halal tourist attractions in East Java.

**ACKNOWLEDGEMENT**

The authors would like to thank Airlangga University and Sharjah University for their cooperation in research and publication. The author also thanks the reviewer team and the JEBIS editorial team, who have provided extraordinary suggestions and input to improve this research article.

**REFERENCES**

Abror, A., Wardi, Y., Trinanda, O., & Patrisia, D. (2019). The impact of Halal tourism, customer engagement on satisfaction: moderating effect of religiosity. *Asia Pacific Journal of Tourism Research*, *24*(7), 633–643. https://doi.org/10.1080/10941665.2019.1611609

Aduhene, D. T., & Osei-Assibey, E. (2021). Socio-economic impact of COVID-19 on Ghana's economy: challenges and prospects. *International Journal of Social Economics*, *48*(4), 543–556. https://doi.org/10.1108/IJSE-08-2020-0582

Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management*, *81*(December 2019), 104154. https://doi.org/10.1016/j.tourman.2020.104154

Al-Qhardhawi, Y. (1994). *Al-Halal wa al-Haram fi al-Islam. Maktabah al-Islami*.

Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. *International Journal of Information Management*, *37*(3), 99–110. https://doi.org/10.1016/j.ijinfomgt.2017.01.002

Andrianto, A. (2020). Faktor Yang Mempengaruhi Behavior Intention Untuk Penggunaan Aplikasi Dompet Digital Menggunakan Model Utaut2. *Jurnal Ilmiah Ekonomi Bisnis*, *25*(2), 111–122. https://doi.org/10.35760/eb.2020.v25i2.2412

Azam, M. S. E., Abdullah, M. A., & Razak, D. A. (2019). Halal Tourism: Definition, Justification, and Scopes towards Sustainable Development. *International Journal of Business, Economics and Law*, *18*(3), 23–31. https://www.ijbel.com/wp-content/uploads/2019/05/KLIBEL-18_64.pdf

Badan Pusat Statistik. (2020). Statistik Perkembangan Pariwisata dan Transportasi Nasional November 2020. *Berita Resmi Statistik*, *110*, 1–13.

Badan Pusat Statistik Provinsi Jawa Timur. (2020). Pertumbuhan Ekonomi Jawa Timur Tahun 2019. *Berita Resmi Statistik*, *13*(02), 10.

Battour, M., Mady, K., Salaheldeen, M., Elsotouhy, M., Elbendary, I., & Boğan, E. (2023). AI-enabled technologies to assist Muslim tourists in Halal-friendly tourism. *Journal of Islamic Marketing*, *14*(5), 1291–1309. https://doi.org/10.1108/JIMA-01-2022-0001

Battour, M., Noviyani, N. A., Ratnasari, R. T., Aboelmaged, M., & Eid, R. (2022). The Impact of HDA, Experience Quality, and Satisfaction on Behavioral Intention: Empirical Evidence from West Sumatra Province, Indonesia. *Sustainability (Switzerland)*, *14*(8).

https://doi.org/10.3390/su14084674

Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal tourism: exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, *13*(4), 887–897. https://doi.org/10.1108/JIMA-06-2020-0191

Berakon, I., Wibowo, M. G., Nurdany, A., & Aji, H. M. (2021). An expansion of the technology acceptance model applied to the halal tourism sector. *Journal of Islamic Marketing*. https://doi.org/10.1108/JIMA-03-2021-0064

Bhuiyan, A. H., & Darda, A. (2018). Prospects and Potentials of Halal Tourism Development in Bangladesh. *Prospects and Potentials of Halal Tourism Development in Bangladesh*, *4*(2), 93–106. https://doi.org/10.26650/jot.2018.4.2.0007

Bolton, L. E. (2017). Behavioral pricing. *Journal of Consumer Research Oxford Academy*.

Crescentrating, M. (2023). *Global Muslim Travel Index 2023* (Issue June).

Creswell, J. . (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (4th ed.). Thousand Oaks, CA: Sage.

Darmansyah, Fianto, B. A., Hendratmi, A., & Aziz, P. F. (2020). Factors determining behavioral intentions to use Islamic financial technology: Three competing models. *Journal of Islamic Marketing*, *12*(4), 794–812. https://doi.org/10.1108/JIMA-12-2019-0252

Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, *35*(8), 982–1003. https://doi.org/10.1287/mnsc.35.8.982

Deb, S. K., Nafi, S. M., & Valeri, M. (2022). Promoting tourism business through digital marketing in the new normal era: a sustainable approach. *European Journal of Innovation Management*. https://doi.org/10.1108/EJIM-04-2022-0218

Dinar Standard. (2022). State of the Global Islamic Economy Report 2022. *Dubai International Financial Centre*, 112. https://haladinar.io/hdn/doc/report2018.pdf

Drosos, D., Chalikias, M., Skordoulis, M., Kalantonis, P., & Papagrigoriou, A. (2017). The Strategic Role of Information Technology in Tourism: The Case of Global Distribution Systems. *Springer Proceedings in Business and Economics*, 207–219. https://doi.org/10.1007/978-3-319-47732-9_15

El-Masri, M., & Tarhini, A. (2017). Factors affecting the adoption of e-learning systems in Qatar and USA: Extending the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). *Educational Technology Research and Development*, *65*(3), 743–763. https://doi.org/10.1007/s11423-016-9508-8

Elseidi, R. I. (2017). Article information : Determinants of halal purchasing intentions : evidences from UK. *Journal of Islamic Marketing*.

Faidah, M., & Anwar, M. K. (2016). *Potensi Pariwisata Syariah di Jawa Timur, Menuju Wonderful Indonesia as Moslem Friendly Destination*.

Fan, L. (2022). Mobile investment technology adoption among investors. *International Journal of Bank Marketing*, *40*(1), 50–67. https://doi.org/10.1108/IJBM-11-2020-0551

Faraby, M. E., & Rozi, F. (2021). Potensi Kabupaten Bangkalan Menjadi Destinasi Wisata

Halal. *Jurnal Ilmiah Ekonomi Islam, 7*(01), 67–74.

Faza, F. T., Timur, Y. P., Mutmainah, L., & Rusgianto, S. (2022). You've Over the Line! Muslim Consumers are Resistant to Opposite Brand Values. *Shirkah: Journal of Economics and Business*, *7*(3), 219–238. https://doi.org/10.22515/shirkah.v7i3.529

Florido-Benítez, L. (2021). The effects of COVID-19 on Andalusian tourism and aviation sector. *Tourism Review*, *76*(4), 829–857. https://doi.org/10.1108/TR-12-2020-0574

González-Reverté, F., Gomis-López, J. M., & Díaz-Luque, P. (2022). Reset or temporary break? Attitudinal change, risk perception and future travel intention in tourists experiencing the COVID-19 pandemic. *Journal of Tourism Futures*, 1–21. https://doi.org/10.1108/JTF-03-2021-0079

Gössling, S., Scott, D., & Hall, C. M. (2020). Pandemics, tourism and global change: a rapid assessment of COVID-19. *Journal of Sustainable Tourism*, *0*(0), 1–20. https://doi.org/10.1080/09669582.2020.1758708

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Editorial Partial Least Squares Structural Equation Modeling : Rigorous Applications , Better Results and Higher Acceptance. *Long Range Planning*, *46*, 1–12. https://doi.org/10.1016/j.lrp.2013.01.001

Hakim, L. (2021). Digitalisasi Wisata Halal melalui Aplikasi Smartphone Dimasa Pendemi Covid-19. *Journal of Islamic Management*, *1*(2), 136–147. https://doi.org/10.15642/jim.v1i2.556

Hooda, A., Gupta, P., Jeyaraj, A., Giannakis, M., & Dwivedi, Y. K. (2022). The effects of trust on behavioral intention and use behavior within e-government contexts. *International Journal of Information Management*, *67*(May), 102553. https://doi.org/10.1016/j.ijinfomgt.2022.102553

Huda, M. (2022). Digital marketplace for tourism resilience in the pandemic age : voices from budget hotel customers. *International Journal of Organizational Analysis*. https://doi.org/10.1108/IJOA-10-2021-2987

Kamboj, S., & Joshi, R. (2021). Examining the factors influencing smartphone apps use at tourism destinations: a UTAUT model perspective. *International Journal of Tourism Cities*, *7*(1), 135–157. https://doi.org/10.1108/IJTC-05-2020-0094

Kemenparekraf. (2020). Studi Mengenai COVID-19, Pariwisata dan Ekonomi Kreatif. *Kementrian Pariwisata & Ekonomi Kreatif*, 1–68. https://bankdata.kemenparekraf.go.id/upload/document_satker/a6d2d69c8056a29657be2b5ac3107797.pdf

Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, *33*(2), 318–332. https://doi.org/10.1016/j.ijinfomgt.2012.11.006

Komite Nasional Keuangan Syariah. (2018). Masterplan Ekonomi Syariah Indonesia 2019-2024. *Kementerian Perencanaan Pembangunan Nasional/ Badan Perencanaan Pembangunan Nasional*, 1–443. https://knks.go.id/storage/upload/1573459280-Masterplan Eksyar_Preview.pdf

Kunju, F. F. khan, Naveed, N., Anwar, M. N., & Ul Haq, M. I. (2022). Production and maintenance in industries: impact of industry 4.0. *Industrial Robot*, *49*(3), 461–475. https://doi.org/10.1108/IR-09-2021-0211

Kwateng, O. K., Osei Atiemo, K. A., & Appiah, C. (2019). Acceptance and use of mobile banking: an application of UTAUT2. *Journal of Enterprise Information Management*, *32*(1), 118–151. https://doi.org/10.1108/JEIM-03-2018-0055

Lestari, Y. D., Saidah, F., & Aliya Putri, A. N. (2022). Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia. *Journal of Islamic Marketing*. https://doi.org/10.1108/JIMA-12-2020-0368

Lutfi, B. A., Prasetyo, A., Timur, Y. P., & Rifqi, M. (2023). Exploring Gender Differences In Determinants of Bank Aladin Sharia Adoption: A Multi Group Analysis Approach. *Jurnal Ekonomi Dan Bisnis Airlangga*, *33*(1), 40–52. https://doi.org/10.20473/jeba.V33I12023.40-52

Madhukar, V., & Sharma, D. (2019). The role of information technology applications in profitability: A study of the Indian travel and tourism industry. *Worldwide Hospitality and Tourism Themes*, *11*(4), 429–437. https://doi.org/10.1108/WHATT-04-2019-0025

Majumdar, R. (2021). Surviving and growing in the post-Covid world: the case of Indian hotels. *Worldwide Hospitality and Tourism Themes*, *13*(5), 584–598. https://doi.org/10.1108/WHATT-05-2021-0064

Masrizal, Sukmana, R., Trianto, B., & Zaimsyah, A. M. (2022). Determinant factor of crowdfunders' behavior in using crowdfunding waqf model in Indonesia: two competing models. *Journal of Islamic Marketing*, *2020*. https://doi.org/10.1108/JIMA-08-2021-0246

Mastercard-CrescentRating. (2020). Halal Travel Frontier: Trends to Watch in 2020. *Mastercard-Crescent Rating*, *c*, 1–10. https://www.bitcoinsuisse.com/outlook/trends-to-watch-in-2020

Mufli, M. (2021). East Java Halal Tourism Outlook: Potential Analysis and Strategy for East Java Halal Tourism Development. *East Java Economic Journal*, *2*(2), 187–209. https://doi.org/10.53572/ejavec.v2i2.19

Naeem, M. (2021). Developing the antecedents of social influence for Internet banking adoption through social networking platforms: evidence from conventional and Islamic banks. *Asia Pacific Journal of Marketing and Logistics*, *33*(1), 185–204. https://doi.org/10.1108/APJML-07-2019-0467

Nazneen, S., Xu, H., Ud Din, N., & Karim, R. (2022). Perceived COVID-19 impacts and travel avoidance: application of protection motivation theory. *Tourism Review*, *77*(2), 471–483. https://doi.org/10.1108/TR-03-2021-0165

Nisa, F. L. (2022). Pengembangan Wisata Halal di Jawa Timur Dengan Konsep Smart Tourism. *Ar Rehla: Journal of Islamic Tourism, Halal Food, Islamic Traveling, and Creative Economy*, *2*(1), 13–26.

Nurillah, S. L., Aini, Z. N., Timur, Y. P., & Widiastuti, T. (2022). Online Review and Rating on Consumer Purchase Intention: The Moderating Role of Religiosity. *Jurnal Ekonomi Dan Bisnis Airlangga*, *32*(2), 160–175. https://doi.org/10.20473/jeba.V32I22022.160-175

Nurillah, S. L., Timur, Y. P., & Yasin, A. (2021). Nazhir Image And Wakif Trust, Which

Influences The Wakif's Intention To Give Waqf. *AFEBI Islamic Finance and Economic Review*, *7*(2), 115–126.

Ozturk, A. B., Wei, W., Hua, N., & Qi, R. (2020). Factors affecting attendees continued use of mobile event applications. *Journal of Hospitality and Tourism Technology*, *12*(2), 307–323. https://doi.org/10.1108/JHTT-03-2020-0058

Pai, C. K., Liu, Y., Kang, S., & Dai, A. (2020). The role of perceived smart tourism technology experience for tourist satisfaction, happiness and revisit intention. *Sustainability (Switzerland)*, *12*(16). https://doi.org/10.3390/su12166592

Qiu, R. T. R., Masiero, L., & Li, G. (2018). The psychological process of travel destination choice. *Journal of Travel and Tourism Marketing*, *35*(6), 691–705. https://doi.org/10.1080/10548408.2018.1435332

Rahman, M. K., Rana, M. S., Ismail, M. N., Muhammad, M. Z., Hoque, M. N., & Jalil, M. A. (2021). Does the perception of halal tourism destination matter for non-Muslim tourists' WOM? The moderating role of religious faith. *International Journal of Tourism Cities*, *8*(2), 478–496. https://doi.org/10.1108/IJTC-12-2019-0207

Ramírez-Correa, P., Rondán-Cataluña, F. J., Arenas-Gaitán, J., & Martín-Velicia, F. (2019). Analysing the acceptation of online games in mobile devices: An application of UTAUT2. *Journal of Retailing and Consumer Services*, *50*(December 2018), 85–93. https://doi.org/10.1016/j.jretconser.2019.04.018

Rasul, T. (2019). The trends, opportunities and challenges of halal tourism: a systematic literature review. *Tourism Recreation Research*, *44*(4), 434–450. https://doi.org/10.1080/02508281.2019.1599532

Ratnasari, R. T. (2020). Halal Tourism Based on Value Creation. *Al-Uqud : Journal of Islamic Economics*, *4*(2), 268. https://doi.org/10.26740/al-uqud.v4n2.p268-284

Ratnasari, R. T., Gunawan, S., Mawardi, I., & Kirana, K. C. (2020). Emotional experience on behavioral intention for halal tourism. *Journal of Islamic Marketing*, *12*(4), 864–881. https://doi.org/10.1108/JIMA-12-2019-0256

Ratnasari, R. T., Gunawan, S., Septiarini, D. F., Rusmita, S. A., & Kirana, K. C. (2020). Customer satisfaction between perceptions of environment destination brand and behavioural intention. *International Journal of Innovation, Creativity and Change*, *10*(12), 472–487.

Ratnasari, R. T., Timur, Y. P., Battour, M., & Jamilu, U. (2023). An effort to increase waqf intention : The role of celebrity endorsers in social campaigns. *Al-Uqud: Journal of Islamic Economics*, *7*(1), 154–171. https://doi.org/https://doi.org/10.26740/aluqud.v7n2.p154-171

Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results the importance-performance map analysis. *Industrial Management and Data Systems*, *116*(9), 1865–1886. https://doi.org/10.1108/IMDS-10-2015-0449

Rouf, M. A., Akhtaruddin, M., & Dobson, A. (2018). Factors Affecting the Voluntary Disclosure : a Study by Using Smart PLS-SEM Approach. *International Journal of Law and Management*. https://doi.org/DOI.org/10.1108/IJLMA-01-2018-0011

Rudhumbu, N. (2022). Applying the UTAUT2 to predict the acceptance of blended learning by university students. *Asian Association of Open Universities Journal*, *17*(1), 15–36. https://doi.org/10.1108/aaouj-08-2021-0084

Salangsang, L. J., Liwanag, M. J., & Notorio, P. A. (2022). A content analysis of Asian countries ' tourism video advertisements : a luxury travel perspective. *Consumer Behavior in Tourism and Hospitalty*, *March*. https://doi.org/10.1108/CBTH-05-2021-0141

Sarstedt, M., & Cheah, J. H. (2019). Partial least squares structural equation modeling using SmartPLS : a software review. *Journal of Marketing Analytics*, *1*. https://doi.org/10.1057/s41270-019-00058-3

Sitar-Taut, D. A., & Mican, D. (2021). Mobile learning acceptance and use in higher education during social distancing circumstances: an expansion and customization of UTAUT2. *Online Information Review*, *45*(5), 1000–1019. https://doi.org/10.1108/OIR-01-2021-0017

Statista. (2023). *Number of internet and social media users worldwide as of April 2023*. https://www.statista.com/statistics/617136/digital-population-worldwide/

Stephenson, M. L. (2014). Deciphering "Islamic hospitality": Developments, challenges and opportunities. *Tourism Management*, *40*, 155–164. https://doi.org/10.1016/j.tourman.2013.05.002

Sugiyono. (2018). *Metode Penelitian Kuantitatif*. CV.Alfabeta.

Suk, M., & Kim, W. (2021). COVID-19 and the airline industry: crisis management and resilience. *Tourism Review*, *76*(4), 984–998. https://doi.org/10.1108/TR-07-2020-0348

Susanti, C. E. (2021). The effect of push motivational factors and pull motivational factors on tourist loyalty through satisfaction on halal tourists in east java. *WSEAS Transactions on Environment and Development*, *17*, 510–519. https://doi.org/10.37394/232015.2021.17.49

Susanty, A., Handoko, A., & Puspitasari, N. B. (2020). Push-pull-mooring framework for e-commerce adoption in small and medium enterprises. *Journal of Enterprise Information Management*, *33*(2), 381–406. https://doi.org/10.1108/JEIM-08-2019-0227

Tamilmani, K., Rana, N. P., Prakasam, N., & Dwivedi, Y. K. (2019). The battle of Brain vs. Heart: A literature review and meta-analysis of "hedonic motivation" use in UTAUT2. *International Journal of Information Management*, *46*(October 2018), 222–235. https://doi.org/10.1016/j.ijinfomgt.2019.01.008

Timur, Y. P. (2022). Apakah Digital Cause-Related Marketing Berpengaruh Terhadap Niat Beli Konsumen Muslim Pada Produk UMKM Makanan Halal ? *Prosiding National Seminar on Accounting, Finance, and Economics (NSAFE), 2*(2), 1–16.

Timur, Y. P., & Herianingrum, S. (2022). the Influence of Entrepreneurship Education on Entrepreneurial Intentions in Generation Z Muslim. *Jurnal Ekonomi Dan Bisnis Airlangga*, *32*(1), 81–92. https://doi.org/10.20473/jeba.v32i12022.81-92

Timur, Y. P., Ratnasari, R. T., & Author, N. (2022). Celebrity Endorsers vs Expert Endorsers: Who Can Affect Consumer Purchase Intention for Halal Product? *JEBIS: Jurnal Ekonomi Dan Bisnis Islam*, *8*(2), 220–236. https://doi.org/10.20473/jebis.v8i2.37529

Timur, Y. P., Ratnasari, R. T., Hadi, T. S., & Sari, D. P. (2023). What Do Indonesian Think

About E-Money?: A Sentiment Analysis With Machine Learning. *Jurnal Riset Akuntansi Dan Bisnis Airlangga*, *8*(1), 1452–1469. https://doi.org/https://doi.org/10.20473/jraba.v8i1.44940

Umiyati, S., & Tamrin, M. H. (2020). *Pengembangan Wisata Halal, Tanggung Jawab Siapa? Studi Kasus Kolaborasi Stakeholder Halal Tourism di Kota Malang*. http://dspace.hangtuah.ac.id/xmlui/handle/dx/1150

Vargas-Sánchez, A., & Moral-Moral, M. (2020). Halal tourism: literature review and experts' view. *Journal of Islamic Marketing*, *11*(3), 549–569. https://doi.org/10.1108/JIMA-04-2017-0039

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Etending the Unified of Acceptance and Use of Technology. *Forthcoming in MIS Quarterly*, *36*(1), 157–178.

Wearesocial. (2022). Indonesian Digital Report 2022. In *Datareportal.Com* (p. 113). https://datareportal.com/reports/digital-2021-indonesia

Wetzels, M., Odekerken-Schröder, G., & Oppen, C. Van. (2009). Assessing Using PLS Path Modeling Hierarchical and Empirical Construct Models : Guidelines. *MIS Quarterly*, *33*(1), 177–195.

Wingett, F., & Turnbull, S. (2017). Halal holidays: exploring expectations of Muslim-friendly holidays. *Journal of Islamic Marketing*, *8*(4), 642–655. https://doi.org/10.1108/JIMA-01-2016-0002