

## An Empirical Investigation of Marketing Promotion on Malaysian Muslim Millennials Intentions to Visit Halal Tourism Destination

Ali Hanafiah<sup>1)3)</sup>; Fauziah Sh Ahmad<sup>2)4)</sup>

<sup>1)</sup> [aha.hanafiah02@gmail.com](mailto:aha.hanafiah02@gmail.com), Azman Hashim International Business School, Universiti Teknologi Malaysia, Malaysia

<sup>2)</sup> [fsa@utm.my](mailto:fsa@utm.my), Azman Hashim International Business School, Universiti Teknologi Malaysia, Malaysia

<sup>3)</sup> [ali.hanafiah@mercubuana.ac.id](mailto:ali.hanafiah@mercubuana.ac.id), Fakultas Ekonomi dan Bisnis, Universitas Mercu Buana, Indonesia

<sup>4)</sup> [fsa@utm.my](mailto:fsa@utm.my), College of Business Administration, University of Business and Technology, Saudi Arabia

### Article Info:

#### Keywords:

Malaysian Muslim Millennials;  
Marketing Promotion;  
Attitude;  
Intention to Visit;  
Indonesia;  
Halal Tourism Destination.

#### Article History:

Received : November 5, 2021  
Revised : November 24, 2021  
Accepted : November 26, 2021  
Available online : November 27, 2021

#### Article Doi:

<http://dx.doi.org/10.22441/jiess.2021.v2i2.002>

### Abstract:

Previously, the Indonesian government targeted 20 million inbound visitor by 2019. However, with only 9.4 million recorded in 2014, undoubtedly it requires extra work to meet the target. By 2016, inbound data shows Malaysia as the main contributor of Muslim visitor to Indonesia and Mastercard-HalalTrip 2017 report reveals Malaysia as one of the top 10 Muslim Millennial Outbound Markets from OIC countries. It makes Malaysia Muslim millennials as biggest opportunity for Indonesia tourism industry and Millennial traveler already displays as one of the fastest growing consumer segments globally. Hence, this study attempts to investigate behavioral intention of Malaysian Muslim millennials to visit Indonesia's halal tourism destination. By adapting marketing promotion (MP) into Theory of Planned Behavior framework, attitude (ATT) play a role as mediating variable to assessed intention to visit (ITV). Through a quantitative research methodology, this study will collect questionnaires distributed among 294 Muslim millennials in Malaysia. Partial Least Squares structural equation modelling is used as the method to assess relationship prediction and hypotheses testing. The findings revealed that ATT have a mediation effect between MP and ITV. This indicates that Indonesian's MP has a significant effect on the decision making of the Malaysian millennials to visit Indonesia as a Halal Tourism Destination. In other words, Indonesian's MP has successfully convey the image and information of Indonesia as an attractive Halal Tourism Destination.

### Introduction

As tourism has been in the top 4 of Indonesia's foreign exchange earnings for the past few years, Indonesia appreciating great deal of opportunity in this sector. Nevertheless, according to UNWTO in 2015, despite its contribution to the country, it still places Indonesia at the 10th position among the other Asian countries. Meanwhile, as reported by World Tourism and Travel Council report in 2015, travel and tourism has contributed 9.3% to Indonesia's gross domestic product (GDP) in 2014. After the first Jokowi's working cabinet was formed, Indonesia tourism is facing the problem of achieving 20 million international visitors in 2019, which would require extra hard work in order to increase the inbound tourists from the 9.4 million recorded in 2014. This has become one of the trending topics in the Indonesia media (Asdhiana, 2014). Therefore, by achieving 20 million international visitors, tourism ministry projected that this industry will be the top contributor for Indonesian foreign exchange, by surpassing oil and gas industry.

Thus, to answer the challenge of achieving 9,4 million into 20 million international visitors within 5 years, it requires double-digit growth and concurrently, tourism ministry took simultaneous approach in 2016 by creating Halal Tourism Acceleration and Development in Indonesia's Tourism Ministry (*Tim Percepatan Pengembangan Pariwisata Halal / P3HI*). It is one of a kind to create unique tourism that having responsible for conveying 5 million Muslim international arrivals into Indonesia in 2019 (Palupi, 2015).

In 2015, by having 4 policy or regulation development initiatives, the main focus is in marketing and promotion with its budget of approximately US\$ 75 billion. Therefore, this research wants to investigate the impact of Marketing and Promotion effort toward Malaysian Muslim Millennial intention to visit Indonesia's Halal Tourism Destination. By doing so, stakeholders within tourism industry can make alignment, adjustment and even proper strategy in the future.

Sharia economy in Indonesia, on the other hand, is passing an important stage within global economic uncertainty and increasingly tight regional economic competition. The role and contribution of Islamic economics to the national economy is still not significant, to be called an important pillar in helping Indonesia to face the increasingly vulnerable, uncertain, complex and ambiguous conditions of the world economy. However, this minimal contribution does not reflect the strategic conditions and potential of Islamic economics in the Indonesian economy now and in the future.

On Masterplan of Indonesian Islamic Economics 2019-2024 by the National Committee on Sharia Economics and Finance (KNEKS) approved tourism plays important role to support Indonesia's sharia economic development. Overall, the documents and all the stages in its preparation are efforts to increase the role of various sharia economic sectors in national development. Furthermore, its coverage is all existing economic sectors, both financial and real sectors. The Islamic economic system must also provide equitable and sustainable benefits (*maslahah*) for every element in the economy.

Indonesia is a country with a Muslim population reaching 87.18 percent of the population of 232.5 million (Global Islamic Economy Report 2018-2019). This is a very large measure of the market share of sharia-based economic products and services. According to the same report, Indonesia is among the top 10 consumers in each sub-sector in the halal industry. It ranked first on top Muslim food expenditure, fifth in the top Muslim travel expenditure category, third on Muslim apparel top expenditure, fifth on Muslim media expenditure top, and sixth rank of top Muslim pharmaceuticals expenditure.

Moreover, significant increases in ratings are seen in the halal tourism sector which ranks fourth in 2017 and 2018 which compared to the previous three years, Indonesia has not yet penetrated the top ten rankings. To conclude, Indonesia halal tourism becoming one of the most promising sectors for Indonesia sharia economy that can lead into economic multiplier effect.

Moreover, there are earlier studies that reported the application and adaptation of new variables of TPB in examining and/or predicting consumer behavior in varied social science research, including web advertising (Ali & Ali, 2016), hotel guest satisfaction (Chen & Tung, 2014), green hotel industry (Hsu et al., 2017), e-WOM impact on destination choice (Al-Swidi et al., 2014) with regard to halal food product (Bashir et al., 2019), study on purchase motivation of halal cosmetic (Ishak et al., 2019), and eco-friendly restaurant selection (Daugbjerg et al., 2014) with respect to tourist staying behavior in green hotels, which demonstrates TPB as one of the most broadly used theories of consumer behavior.

## Literature Reviews

### 1. Theoretical Foundation: Hierarchy of Effect (HOE) Model and Theory of Planned Behavior (TPB).

The hierarchy of effect model (HOE) is an alternative framework to explain decision-making process through consumer's mental stages. It comprises of three mental stages that constitute consumers' decision-making process (Hutter et al., 2013). The process begins with the cognitive stage, where consumers would develop their knowledge on a product or service through the incoming information. Subsequently, the incoming information would be processed in the affective stage where evaluation and feeling are developed. Finally, the consumers would develop the intention to perform a behavior on the conative stage. In short, HOE explain the consumers' decision-making process through cognitive-affective-conative mental stages.

Moreover, HOE concerns on how the consumers process the incoming information regarding a product or service which lead to their subsequent behavior. In this regard, Ajzen & Fishbein (2005) provide a framework to assess the interaction between the cognitive and affective stage. The authors considered beliefs as a cognitive element which influence consumers' evaluation or attitude toward a product or service. Further, the affective stage is comprised of the assessment or evaluation whether a product or service consumption would fulfill the consumers' expectation. Hence, the combination of both cognitive and affective mental activities represents the crucial elements in consumers' decision-making process.

Meanwhile, Theory of Planned Behavior (TPB) is widely used framework to predict behavior in social science. As an extension of the TRA, TPB also predicted by behavioral intentions (attitude and subjective norm). With the incorporation of perceived behavioral control, therefore, TPB is predicted by three determinants: attitude, subjective norm and PBC. TPB stipulates that when an individual is confronted in a decision-making situation, he/she consider the likely consequences of available alternatives (behavioral beliefs), weigh the referent individuals or group's expectation (normative beliefs) and also consider the required resources and potential impediments or obstacles (control beliefs). The consideration of these beliefs resulting in the formation of attitude, subjective norm and perceived behavioral control.

The role of these beliefs are referred as the salient beliefs that are accessible during evaluating a behavior, but only a limited amount of beliefs are necessary in deciding whether to perform or not to perform the behavior (Ajzen, 1991). The conceptualization of salient beliefs are grounded on the expectancy-value model which suggest that beliefs are subjective values in predicting the overall evaluation (attitude) of an object (behavior), with its accessibility would increase depending by the frequency and how current of its activation as well as the degree of its importance.

Several studies have demonstrated that attitude is the strongest predictors of intention (Abd Rahman et al., 2015; Argyriou & Melewar, 2011; Mohd Suki, 2016). Ajzen et al. (2011) describe that attitude capture the beliefs as: (i) similar to wishful thinking that might be biased depending on a situation, and (ii) might not reflect the substance of an information that is considered important in a particular behavioral domain. This implies that beliefs are not required to be correct or accurate to guide people's intention and behavior. Nevertheless, beliefs would serve as an informational basis for people in their decision-making process (Argyriou and Melewar, 2011).

## 2. Attitude

According to Ajzen (1991), attitude toward the behavior refers to the extent to which a person has a favorable or unfavorable evaluation in performing the behavior in question. Further, the author asserts that when a person evaluation resulting in a favorable condition and generating the favorable attitude to a particular behavior, thus it is most likely that the person will perform the behavior under consideration. In this view, attitude act as a function of beliefs (behavioral beliefs) as the psychological tendency that dictates the behavior in question (Haque et al., 2015). Accordingly, such psychological tendency would determine the favorable (positive) or unfavorable (negative) evaluation in performing a behavior. As a result, the attitude would serve as an informational basis for people in their decision making (Argyriou and Melewar, 2011).

Attitude is formed by the cognitive/instrumental (thinking) and affective (emotional) components of attitude (Aertsens et al., 2009). The cognitive part of attitude act as a memory-based associations or beliefs which would be brought into mind across situations or events (Argyriou and Melewar, 2011). Meanwhile, the affective component would serve as the evaluative part of the attitude due to relatively faster access of emotional components compared with the cognitive components in forming an attitude. The interplay between cognitive and affective components of attitude is the foundation of attitude formation, as described in the expectancy-value model (Ajzen, 1991). The model explains the attitude formation in a cognitive (belief) - affective (evaluative) - conation (behavior) sequence to determine the overall evaluation toward a behavior (Honkanen et al., 2006). Accordingly, when attitude is formed through such sequence it would be difficult to change regardless of its evaluation tendencies (positive or negative) (Ajzen, 1991). Following the discussion, attitude will be operationally defined as non-Muslim consumers' level of favorability of halal food for its health benefits and ethical values.

## 3. Marketing Promotion

Marketing promotion focuses on the content that is to be conveyed to the potential customers. Within marketing literatures, such content is referred as marketing content, which contains the information regarding an organization's image that need to be understood by the customers (Li et al., 2019). Image become the focal point of the marketing content since it encompasses an organization's strategic competitive objectives that determines its business orientation (Hua et al., 2017). In this regard, business orientation represents an organization's general idea on how it generates income from its various market offerings. Values, tradition, reputation, as well as popularity associated with an organization constitute its overall image, which consequently translated into an informational element in the form of marketing content (Grönroos & Voima, 2013). Accordingly, these market offerings should provide an adequate level of information that should be well-understood by the potential consumers. Therefore, the information conveyed to the consumers should capture the organization's value proposition which would generate a desirable response from the potential consumers.

The marketing content from an organization is thus, ideally, would invoke attention that rise from potential customers' internal process (Canziani et al., 2016). In this sense, the marketing promotion would act as an external stimulus, which would be aligned with consumers' personal motive and considerations. The image of the organization, which become the focal point of the information, would be evaluated internally through a psychological process (Harreveld et al., 2015). Such process would include juggling and selecting the most influential psychological factor to simplify consumers' decision making. Hence, if the image conveyed is aligned with consumers' personal attributes, most likely it would be perceived to meet several personal goals that need to be satisfied. Several consumers' personal goals, such as good feeling, accurate information, financial attribute, and product benefits would be used as a proxy to evaluate the external stimuli (i.e. Marketing Promotion) (Lin & Filieri, 2015). As such, such psychological-evaluation process serves as an aid for the consumers to interpret, or decipher, the marketing message that is conveyed by Marketing Promotion. In turn, when the marketing message

has successfully interpreted, the consumers' decision would be realized in terms of their intention towards purchase-related behavior.

#### 4. Intention

Intention is referred as the guidance or plans that people created by themselves to act in particular manners (Das, 2014). Following this definition, in order to form an intention people would make substantial considerations to perform a behavior (Chekima et al., 2015). It is suggested to encapsulate the motivational factors that influence a behavior. Intention also indicates the effort and willingness by a person to perform a particular behavior (Ajzen, 1991). Within the TPB concept, intention to perform a particular behavior is the central factor in the theory as it is an important predictor of actual behavior (Chen et al., 2010).

Furthermore, TPB acknowledges the multiple factors which are activated simultaneously to form the intention. In this sense, intention would capture people's competing factors or multiple beliefs that are reasoned consciously in their choice decision (Grunert et al., 2012). These beliefs would establish people's informational foundation that would result in a behavior (Ajzen and Fishbein, 2005; Ajzen et al., 2011). Consequently, it encapsulates the outcome of people's assessment regarding the product in question (Chen et al., 2010). Accordingly, when people encountered a product their decision to purchase or not to purchase would be based through a conscious reasoning of all those multiple factors or salient beliefs.

#### Hypotheses and Research Model

Marketing Promotion would provide the necessary informational basis for consumers in terms of their decision-making purposes (Calvo-Mora et al., 2016). The information required by consumers encompasses sub-categorical product definition and facts. In general, this would include media effectiveness, price, trusted reference, and benefits which would rise a positive evaluation (Melnyk et al., 2013). As such, the degree of marketing promotion exposure would in turn simplify consumers' decision-making purposes toward visiting a destination (Dean et al., 2019). Therefore, the following hypothesis is presented.

H1: There is a positive relationship between Marketing Promotion and Intention to Visit.

Being informed would reduce ambiguous evaluation and personal conflict regarding consumers' decision-making purposes (Amin et al., 2017). In addition, having informed by a credible and trusted source would also increase consumers' positive evaluation (Taufique et al., 2017). Hence, the introduction of a stimuli might not only inform the consumers, but also strengthen consumers' degree of preferences and likeability toward a product or service. Specifically, Marketing Promotion would act as a stimulus that facilitates consumers to align their traveling motives toward a destination, which increases their degree of favorability (Reyes Vélez et al., 2019). Drawing from the discussion, the hypothesis is presented as follows:

H2: There is a positive relationship between marketing Promotion and Attitude.

Attitude captures the degree of consumers' favorability towards a product or service. It is a psychological tendency that determines favorable or unfavorable evaluation to perform a behavior (Kashif et al., 2016). In this regard, a strong and positive attitude indicates that the consumers' expectation is fulfilled and aligned with their motives (Harreveld et al., 2015). In turn, the consumers' decision-making process would be simplified and increase their intention to perform a behavior, including visiting a destination (Ting et al., 2019). Drawing from the discussion, the hypothesis is presented as follows:

H3: There is a positive relationship between Attitude and Intention to Visit.

Introducing a stimulus would reduce the hesitation of consumers' purchase-related behavior (Wibowo et al., 2020). In this regard, a positive evaluation is required to change a behavior in question (Shah Alam & Mohamed Sayuti, 2011). In fact, consumers are motivated to reduce such uncertainty by seeking information related to a product (Viot, 2012). Therefore, Marketing Promotion would strengthen consumers' attitude, and in turn, would impact their intention to visit a destination (Picón-Berjoyo et al., 2016). Drawing from the discussion, the following hypothesis is presented as follows:

H4: Attitude will mediate the relationship between Marketing promotion and Intention to Visit.

Drawing from the hypotheses development, Figure 1 depicted the research model of this study.

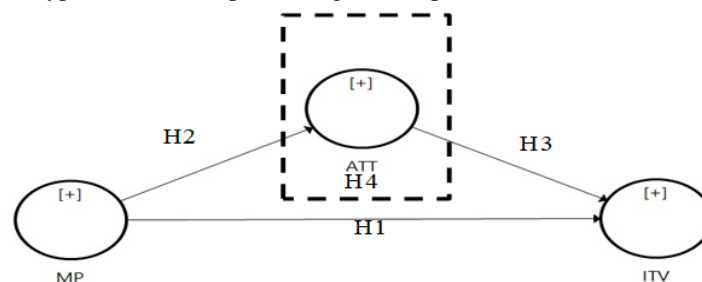


Figure 1: Research Model of Malaysian Millennials Visit Intention

## Method

### 1. Research Design

Based on the study's problem characteristic, the explanation between identified variables are the concern of the study (Sekaran & Bougie, 2016). Following this reasoning, the quantitative methodology would be used to address the problem of this study. This study would adopt the correlational study to investigate the problem. The first reason is that the current study would examine if the relationship between the variables do exist (Clark & Creswell, 2014). Secondly, the existing variables are considered to be associated with the problem, which would not lead to a causal relationship (Sekaran and Bougie, 2016). Finally, the variables would not be manipulated as the study is aimed to observe them in a normal condition. Therefore, the correlational study is the most appropriate type of investigation in this study.

### 2. Instruments

Marketing Promotion (MP) employed six items in total, where 2 items adapted from Lassar et al. (1995), 2 items from Wu et al. (2008), and another two items from Peng and Wang (2006). Meanwhile, attitude (ATT) adapted 5 items from Huang and Hsu (2009). Finally, intention to visit (ITV) adapted 5 items from Jalilvand et al. (2012).

### 3. Population and Sample

350 respondents are taken from 3 Malaysian universities (Universiti Malaya, Universiti Islam Antara Bangsa, Universiti Teknologi Malaysia) since students of urban area was assume to be an ideal location to recruit Muslim millennial. Two researcher assistants were employed to collect the data to conduct self-administered questionnaires across 3 Malaysian universities: Universiti Teknologi Malaysia, Universiti of Malaya, and University of Kuala Lumpur. Since the list of students are unavailable to the researcher, a non-probability sampling technique. Screening question was employed to ensure that the questionnaire were filled by Malaysian Muslim millennials, by asking: (1) Are you fall between the age of 18-30 years old?; and (2) are you a Muslim?. Overall, 350 questionnaires were distributed, which was determined through the G Power software version 3 as recommended by (Hair Jr et al., 2016). The parameter setting to determine the number of sample is: effect size = 0.15; error = 5%; number of predictors = 4. After data cleaning procedure comprising of missing data, outliers, and data normality, 294 data were eligible for the next data analysis.

### 4. Data collection procedure

The data were collected through questionnaire distribution with 7-point Likert scale. Particularly, this study would apply the self-administered questionnaire to ensure the privacy of the respondents and to reduce the respondents' hesitation when answering the questionnaire. In addition, questionnaire is a sufficient tool for data collection in this study to evaluate the psychological response from the respondents (Sekaran and Bougie, 2016).

## Results and Discussion

### 1. Respondents' Profile

In terms of gender, most of the respondents are female (63.30%). Meanwhile, the average age of the participants is mostly between 20-25, with single marital status (78.30%). Most of the respondents are bachelor degree (44.5%) and full-time students (45.5%). Finally, the majority of the respondents' average monthly expenditure are approximately between IDR 2.500.000 and IDR 5.000.000.

### 2. PLS Analysis: Measurement Model

In order to assess the measurement model, PLS algorithm was performed with 300 iterations. The cut-off value to be met for outer loading is  $0.5 < x < 0.708$  (Hair et al., 2016). During the analysis, there are no items removed since the factor loading values are within the required cut-off value.

Factor loading values for all items are ranged between 0.659-0.959. Further, Cronbach's Alpha values are within the acceptable level of above 0.60 (Hair et al., 2016). Accordingly, the values of Composite reliability (CR) for all constructs are also on satisfactory level of above 0.70 (Hair et al., 2016). Similarly, the Average Variance Extracted (AVE) values, which shows the content validity assessment, also fulfil the satisfactory level of above 0.50 for all constructs (Hair et al., 2016). Table 1 summarizes the result of the measurement model.

Table 1: Measurement Model Result

Construct	Items	Loadings	Cronbach's Alpha	CR	AVE
MP	MP1	0,659	0.882	0.911	0.634
	MP2	0,846			
	MP3	0,884			
	MP4	0,856			

	MP5	0,815			
	MP6	0,687			
	ATT1	0,874			0.864
	ATT2	0,938			
ATT	ATT3	0,959	0.960	0.969	
	ATT4	0,936			
	ATT5	0,938			
	ITV1	0,847			
	ITV2	0,690			
ITV	ITV3	0,864	0.852	0.890	0.620
	ITV4	0,787			
	ITV5	0,737			

Source: PLS Algorithm

### 2.1. Discriminant Validity

Discriminant validity is conducted to assess whether the constructs within the study are different with each other. This study uses two different criteria to assess the discriminant validity. First, the Fornell-Larcker criterion as depicted on the Table 2 below. All values on the diagonal (bolded) are larger than its adjacent values. This indicates that all constructs are different from each other.

**Table 2: Fornell-Larcker Criterion**

	ATT	ITV	MP
ATT	<b>0,929</b>		
ITV	0,586	<b>0,788</b>	
MP	0,612	0,596	<b>0,796</b>

Source: PLS Algorithm

The second criteria used for discriminant validity is the Heterotrait-Monotrait (HTMT) Ratio. This is the latest criteria that is suggested by Henseler et al. (2015). The cut-off value to be fulfilled is below 0.85. As depicted on the Table 3, values of each construct are below the threshold. Overall, based on the assessment from both criteria, the discriminant validity has been established for all constructs that are used in this study.

**Table 3: HTMT Ratio**

	ATT	ITV	MP
ATT			
ITV	0,603		
MP	0,648	0,656	

Source: PLS Algorithm

### 3. PLS Analysis: Structural Model

#### 3.1. Coefficient of determination ( $R^2$ )

$R^2$  values refer to the predictive accuracy of the predictor constructs on the respective variables (Hair et al., 2016). The  $R^2$  value of PI is 0.433, which indicates that all exogeneous variables (i.e. MP and ATT) have a substantial predictive ability. Table 4 summarizes the result.

**Table 4:  $R^2$  Result**

Relationship	$R^2$
MP → ITV	
ATT → ITV	0.590

Source: Bootstrapping calculation

### 3.2. Effect size

Effect size ( $f^2$ ) value signifies the contribution of a construct toward the  $R^2$  value of a target construct in a structural model (Hair et al., 2014). Such contribution or effect size would be based on the value of 0.02, 0.15 and 0.35 which interpreted as small, medium and large respectively. Based on PLS algorithm result, the values of  $f^2$  suggest that effect size in the structural model range between small to large. Table 5 summarizes the result.

**Table 5: Effect Size Result**

Relationship	$f^2$	Effect size
MP → ITV	0.158	Medium
MP → ATT	0.598	Large
ATT → ITV	0.138	Small-Medium

Source: Bootstrapping calculation

### 3.3. Predictive relevance

$Q^2$  value is obtained by conducting the blindfolding procedure. Within this procedure, the prediction error is produced by omitting a particular data point. Accordingly, the prediction error is compared with the original one to produce the  $Q^2$  value. In this analysis, every 8th data point is deleted (Hair et al., 2016). The  $Q^2$  value of greater than 0 indicates that the path model has a predictive relevance. The blindfolding procedure suggests that the relationship between construct has predictive relevance, since the  $Q^2$  value is 0.249, which is greater than 0. Table 6 summarizes the predictive relevance ( $Q^2$ ) values. Figure 3 depicts the PLS algorithm output.

**Table 6: Predictive Relevance**

Relationship	$Q^2$
MP → ITV	0.249
ATT → ITV	

Source: Blindfolding calculation

### 4. Hypothesis testing of direct relationship

In total, there are 4 hypotheses to be tested in this study. The decision on the hypotheses tested were determined based on the values for 2-tailed test at 5% significance level. The parameters included for the hypotheses testing are path coefficient ( $\beta$ ), t-statistics (greater than 1.96), standard error and p-values ( $p < 0.05$  (1.96);  $p < 0.01$  (2.33)). Accordingly, the bootstrapping procedure is conducted on 5000 iterations (Hair et al., 2016) to produce the required parameter values. Figure 4 depicts the bootstrapping result and Table 7 summarizes the hypotheses testing result.

**Table 7: Hypotheses Result (Direct Relationship)**

Hypotheses	Relationships	Path Coefficient	Standard Deviation	T Statistics	P Values	Decision
H1	MP→ITV	0.379	0,059	6,413	0,000	Supported
H2	MP→ATT	0.612	0,041	14,789	0,000	Supported
H3	ATT→ITV	0.354	0,058	6,065	0,000	Supported

Source: Bootstrapping calculation

#### **H1: There is a positive and significant relationship between MP and ITV**

The bootstrapping result showed a path coefficient ( $\beta$ ) of 0.379 and t-statistics value of 6.413 for the relationship between MP and ITV. These values indicate that H1 is supported. The p-value of 0.000 also confirmed the significant relationship. As such, MP has a positive and significant influence toward ITV.

#### **H2: There is a positive and significant relationship between MP and ATT**

In this relationship, H2 is also supported. Both path coefficient ( $\beta$ ) of 0.612 and t-statistics value of 14.789 suggest a significant result. Also, p-value of 0.000 provide the evidence of such significant relationship between the two constructs. Thus, MP has a positive and significant relationship toward ITV.

#### **H3: There is a positive and significant relationship between ATT and ITV**

H3 is found to be supported. Both path coefficient ( $\beta$ ) of 0.354 and t-statistics value of 6.065 suggest significant result. The p-value of 0.000 further indicates the significant relationship between the two constructs. Thus, ATT has a positive and significant relationship with ITV.

### 5. Hypothesis testing of indirect relationship

Meanwhile, the indirect or mediating relationship hypothesis testing was conducted by calculating both lower level (LL) and upper level (UL) of 5% significance confidence interval (CI). The other parameters are the same as the direct relationship hypotheses testing. To be considered to have a mediating effect, ATT's CI value should fall between the LL (2.5%) and UL (97.5%) and do not straddle between zero (Preacher & Hayes, 2008). Table 8 summarizes the result.

**Table 8. Hypothesis Testing (Indirect Relationship)**

Hypothesis	Relationship	Path Coefficient	CI (LL) 2.5%	CI (UL) 97.5%	T Values	P Values	Decision
H4	MP→ATT→ITV	0,217	0,139	0,295	5,520	0,000	Supported

Source: Bootstrapping calculation

#### H4: Attitude will mediate the relationship between MP and ITV

The bootstrapping result showed a path coefficient ( $\beta$ ) of 0.217 and t-statistics value of 5.520 confirm that ATT has a mediating effect. Further, both LL and UL CI value do not straddle between zero (CI LL=0.139; CI UL=0.295). These values indicate that H4 is supported. As such, ATT mediates the relationship between MP and ITV.

### Conclusion and Suggestion

The findings of this study present an interesting result regarding the intention to visit Indonesia of Malaysian Muslim consumers. All hypotheses are supported, including the mediating relationship. These findings indicate that the MP has a significant role in influencing the Malaysian Muslim millennials to visit Indonesia as a halal destination. The Indonesian tourism initiatives, in which formulated on Marketing Promotion (MP) programs through various media and venues are able to generate positive evaluation among the Malaysian Muslim millennials. Further, the media utilized to conduct MP are well recognized, hence the Malaysian Muslim Millennials are relatively easy to access the information conveyed. In turn, they would get adequate information regarding the halal tourism infrastructure that supported Indonesia as one of the emerging halal destinations. As a result, their intention to visit Indonesia as a halal destination are increased. Furthermore, the role of attitude is crucial among the Malaysian Muslim millennials, that allows them to evaluate and align their motive and personal values to perform a travel that is in line with Islamic teachings and principles. Moreover, with the growth of the global halal industry, MP become the most crucial strategy for both OIC and non-OIC countries to further promote their halal tourism to reach wider audiences across the globe.

The academic audiences might take this study as an addition in the literature of halal tourism studies. On the other hand, for tourism stakeholders of Indonesian government, MP would become the core strategy to increase inbound tourist visitor by promoting Indonesia halal destination. The conveyance of the benefits and media utilization should become important aspects that need to be considered to ensure the efficiency of the MP, in order to appeal more audiences from various area in Malaysia and other countries. Several limitations should be addressed by future studies, such as the possibility to introduce another construct (i.e. trust) as a mediating variable. Future studies could also use the model developed in this study on another country or with different respondents. It would be interesting if future studies investigate the perception of the non-Muslims' intention to visit Indonesia as a halal destination. Lastly, respondents from another OIC country could also add a valuable knowledge to enhance the development of Indonesian halal tourism.

### Acknowledgment

This study is part of overall research to accomplish Doctor of Business Administration degree.

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