EFFECT OF DESTINATION IMAGE AND SUBJECTIVE NORM ON THE INTENTION TO VISIT LOMBOK ISLAND INDONESIA AS THE BEST WORLD HALAL TOURISM DESTINATION

Sintesa Aulia Ramadhani, Mochamad Mochklas
Faculty of Economics and Business, Universitas Muhammadiyah Surabaya
Corresponding Author: sintesaaulia@gmail.com, mmochklas@fe.um-surabaya.ac.id

Abstract
Lombok Island is one of the outstanding halal attractions in Indonesia. In fact, it is titled the Best Halal Travel Destination in Indonesia according to the IMTI 2018 and the best halal tourism destination at the international scalein the 2015 World Halal Travel Summit that was held at The Emirates Palace Ballroom, Abu Dhabi, United Arab Emirates (UAE). Moreover, Lombok Island won two awards at once, namely as the World's Best Honeymoon Destination and the World's Best Halal Tourism Destination. Besides being known as "the island of 1000 mosques," Lombok is also well-known for its numerous accesses to buy halal food and to book Shariah hotels, as well as the provision of rules for visiting beaches and the presence of religious communities. Considering the achievements of Lombok Island, this study attempts to find out the features that attract tourists for visiting Lombok Island. Furthermore, the study aims to determine the effect of destination image and subjective norms on the intention to visit Lombok Island. As many as 100 respondents were involved with the criteria they were at least 17 years old and had never visited Lombok Island. Data analysis uses SPSS 22. The results of the study reveal that destination image and subjective norms have significant influence on the intention to visit halal tourism destination in Lombok Island.

Keywords: Image; Subjective Norm; Intention to Visit

Introduction

In the 21st century, the digital industry has an important position in the economy of a country. It is reflected by the vast, emerging new business industries in the sector. In addition, consumer behavior also changes dramatically. In 2017, a software manufacturer for international travel agent scalled *Treksoft* conducted research that involved a number of millennial respondents aged 18-35 as the respondents in which the results revealed 78% of them preferred spending money for gaining valuable experience such as traveling rather than buying physical objects.

Arief Yahya, The Indonesian Minister of Tourism, also expressed his opinion about thenew trend in tourism, including public enthusiasm to seek for new and fun experiences. Essentially, the tourism paradigm has shifted from "sun, sand, and sea" to "serenity, sustainability, and spirituality" (www.satuharapan.com, 2015). This shift implies the current disposition of people for all ocating budget to have tourism, traveling or a new experience rather than purchasing a product.

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

The popularity of the Islamic *halal* tourism at international scale is revealed by the World Tourism Organization (UNWTO) in 2010, which estimate approximately 330 million or approximately 30

percent of the total global tourists visit eminent religious sites around the world, either based on spiritual motives or cognitive motives. This trend is further reaffirmed by the Varkey Foundation which survey has been conducted in 20 countries, stating that most youth in Indonesia (93%) claimthat religious values are very important in influencing their happiness (www.katadata.co.id, 2017).

The 2018 Mastercards-Crescent Rating of the Global Muslim Travel Index (GMTI) also confirmsthe achievement of Indonesia in *halal* tourism sector as indicated by its second rank among countries in the Organization of Islamic Cooperation (OIC). Moreover, Lombok Island has been named as the best *halal* tourism destination in the world at the 2015 World Halal Travel Summit held at The Emirates Palace Ballroom, Abu Dhabi, United Arab Emirates (UAE). In fact, Lombok won two titles at once, namely the World's Best Honeymoon Destination and the World's Best Halal Tourism Destination.

According to the 2018 IMTI, Lombok Island is the best *halal* tourism destination in Indonesia. Based on the indicators of Muslim standards, the island representsthe quality of a halal destination. Besides being known as the island with 1000 mosques, the provision of easy access to buy halal food, easy access to *Sharia* hotels, the rules for visiting *Sharia* beaches, and the presence of religious communities are some of its outstanding features. This is one of the motivations of researchers to conduct research on the intention of visiting the World's Best Halal Tourism destinations in Lombok Island, Indonesia.

Based on the Islamic perspective, *halal* tourism is defined as tourism-related activities associated with Islamic teachings and values. Madyan et al., (2014) argued that Islamic-based religious tourism is all types of tourism activities that contain Islamic values and are intended to recognize and venerate the Greatness of Allah SWT as well as to fortify the piety to Allah SWT while visiting the destination. In fact, Muslim tourists become a new segment that is growing rapidly in the tourism industry. They travel but still have concernsfor the basic obligation such as choosing *halal* food and the ease of worship.

According to CNN, in 2017, the *halal* tourist destinations of Lombok Island experienced an increase in the number of tourists by 50% from previous year (www.indonesia.com). The Minister

of Tourism, Arief Yahya, stated three aspects to determine *halal* destinations, namely attractions, access, and amenities. In addition, the culture and religious life in Lombok fulfill those three aspects (www.cnbcindonesia.com)

From the explanation above, the present study aims to investigate the effect of destination image and subjective norms on the intention to visit Lombok Island as the world's best *halal* tourist destination.

Literature Review

Liu et al., (2018) statedone of the features that attract tourists for visiting a destination is its image. Meanwhile, Cheahet et al., (2015) arguedone of the reasons for the intention of purchasing a product or visiting a destination is a subjective norm. It indicates that the intention in visiting a tourism destination is influenced by two things, namely destination image and subjective norm. According to Phau et al., (2010), destination image is the main motivation in the intention to choose a destination. This finding is reinforced by Lin et al., (2007) in which a favorable destination image is likely to affect tourists' preferences regarding the purpose and intention of traveling.

According to Jorgensen (2004), the image of a destination is the "impression of place" or "perception of an area" in which a positive destination image results in high number of tourist visit and has a major impact on tourists. Jorgensen (2004) also explicated that destination image is not merely a partial attribute but also the overall impression displayed by a destination. Furthermore, it covers functional characteristics that involve the real aspects and the intangible psychological characteristics of a destination. Additionally, the image of a destination can be arranged, starting from the characteristics of the destination to all uniqueness of the destinations.

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

Tourism destination incorporates every aspectof the region, including its people, landscape, industries, particular attributes that can be destination experience, and local specialties

that can be enjoyed by tourists even though they are not deliberately the part of the package (Hanif et al., 2016).

According to Baloglu and Brinberg (1997) in Kocyigit (2016), destination image is the individual's perception that consists of beliefs, feelings, and general impressions about an object or destination. Based on several explanations about destination image, it can be defined as the whole perception or impression displayed by the tourist destination.

The intention to visit a destination is also associated with subjective norm. Echchabi and Olaniyi (2012) suggested the significant influence of subjective norms in determining the intention to adopt *Shariah* banking services. Peter and Olson (2010) defined subjective norm as a person's perception of social pressure, namely to conduct a specific behavior or not. Meanwhile, Fishbein and Ajzen (1975) defined it as the perceived social pressure to perform or not the behavior. Moreover, they also explicated the aspects of subjective norms, namely:

a. Normative belief

It is a belief in referent individual's or group that they think the subject should or should not perform a given behavior. It is about the expectations of referent individuals or group) toward an individual about what should be done.

b. Motivation to comply

It is the motivation that is in line with the normative beliefs, or motivation that is in line with the referent individuals or group.

In addition, Schiffman and Wisenbilt (2015) explained in the Theory of Reasoned Action that subjective norms reflect a person's feelings about what their close circle (family, friends, and co-workers) will think about his/her actions. Based on previous definitions, subjective norms can be defined as one's beliefs about what other people will think about certain behaviors in which these other people include those who are related and close to the person such as family members, friends, and co-workers.

Furthermore, the present study relates destination image and subjective norms to the intention to visit. Intention is widely used as a tool to measure consumer response (Kotler & Keller, 2016). According to Younus, Rasheed, & Zia (2015), purchase intention is the preference of

consumers to buy a product or a service. In other words, it also implies that the intention to visit a destination is a motivation or encouragement perceived by consumers to make a purchase decision after an assessment of a product is conducted. Sudarsono (1993) argued that intention involves purpose; the desire to do something has a purpose. Fishbein and Ajzen (1991) in Kusumaningtyas & Handriana (2018) stated that a person's intention to perform a behavior shows a person's motivation in performing a given behavior. Behavioral intention shows to what extent the desire and effort made by a person to show a certain behavior. Basically, the stronger one's intention to show a behavior, the greater the tendency of the person to show the intended behavior.

According to Ghosh (1990) in Mirabi et al., (2015), intention to visit is an effective tool for producing the visiting process. It is in line with Keller (2016) who stated that intention can be a tool to predict purchases in which at least two dimensions from the dimensions of action, target, context and time, are recognized. In the process of purchase decisions, purchase intention is in a position between alternative evaluation processes and purchase decisions. The intention to make a visit is noticed after the consumer evaluates the available alternative options. However, changes in the process of purchase intentions into actual purchases are possible particularly due to other people's attitudes and other situational factors (Kotler & Keller, 2016). The present research defines the intention to visit as a motivation or encouragement perceived by tourists to make a decision to visit *halal* destination in Lombok Island.

Research Methodology

The present study was conducted using a quantitative approach. Quantitative research is a research that analyzes numerical data and aims to develop and use mathematical models, theories and/or hypotheses related to the phenomenon investigated by researchers (Suryani & Hendryadi, 2015). Quantitative approach is suitable for this study because this approach allows researchers to test certain hypotheses. The hypothesis testing was done by testing empirical data using statistics (Zikmund & Babin, 2013).

In this study, destination image and subjective norm are the endogenous variables. Meanwhile, the intention to visit becomes the exogenous variable.

As the first endogenous variable, destination image is defined as the overall perception of tourists towards the world's best *halal* tourist destinations in Lombok Island. The indicators forthe variable of destination image are developed from Kocyigit (2016), which are:

DI1 – *Halal* destinations in Lombok Island have a religious atmosphere;

DI2 – *Halal* destinations in Lombok Island are rich in historical heritage;

DI3 – *Halal* destinations in Lombok Island are rich in Islamic history.

The second endogenous variable, subjective norm, is defined as an individual's perception of social pressure from other important people or group, which must be obeyed and complied as the rule while visiting *halal* tourism on the island of Lombok. The indicators used in measuring the variable are developed from Cheah et al. (2015), namely:

SN1 – Tourists perceive Lombok Island is important or attractive since other people perceive the destination is attractive.

SN2 – Tourists visit the destination because it is approved by referent people or group.

SN3 – Visiting Lombok Island streng then tourists' feeling as a part of the group for doing the same thing.

SN4 – Tourists will ask their friends about the services of *halal* tourism on Lombok Island.

SN5 – Before deciding to visit a destination, tourists often consult to their friends.

SN6 – Tourists will gather information from friends or family about *halal* tourism services on Lombok Island.

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

TIVT1 – Tourists predict that they will visit *halal* tourist destinations in Lombok Island in the future.

TIVT2 – Tourists have a plan to visit *halal* destinations in Lombok Island.

TIVT3 – Tourists have the intention to visit *halal* destination in Lombok Island rather than other destinations.

The statements on the variables specified above are assessed based on a five point Likert Scale to determine the level of agreement of each response given by the respondent, namely: (1) Strongly disagree, (2) Disagree, (3) Neither agree or disagree, (4) Agree, and (5) Strongly agree. Furthermore, there are two types of data used in this study:

1. Primary data — data obtained directly from respondents through questionnaires.

2. Secondary data — data obtained from library study originating from books, journals, and other literatures related to research problems.

The population of this study is the Indonesian people while as the samples, 100 respondents have been involved as the respondents. The criteria for the respondents are: at least 17 years old and hasnot visited a religious tour to *halal* destination in Lombok Island yet. Data collection technique is survey method. The questionnaire in survey functions as the research instrument. The questionnaire used in this study was distributed via online.

The present study aims to find out the effects of the destination image and subjective norm on the intention to visit. Furthermore, the multiple linear regression method is employed in accordance with the objectives of the study, the conceptual framework, and the research hypothesis, the analytical techniques. The following is the theoretical framework of this study.
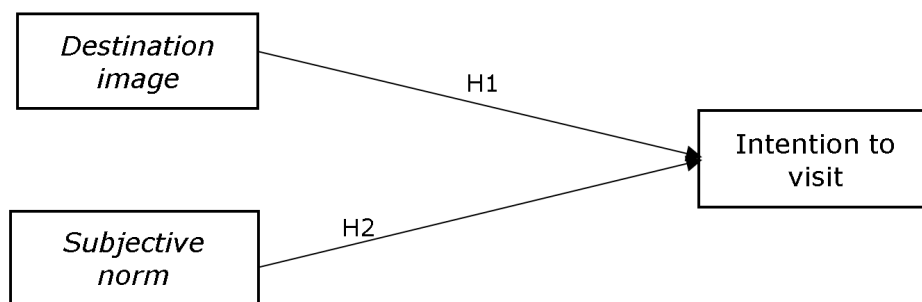
Figure 1. Theoretical Framework

The hypotheses in this study are formulated as follows:

H1: destination image has an effect on the intention to visit.

H2: subjective norm has an effect on the intention to visit.

This research is expected to be beneficial for the academic world; to enrich the insight and generate deeper knowledge regarding the intention of tourists to visit various types of tourism. For the government, the results of this study are expected to contribute in regulations or program planning on the efforts to increase the potential of Lombok Island. Practically, it is expected that the findings will provide implications for the tourism sector on how to use effective strategies hence the various opportunities in *halal* tourism on Lombok Island can be optimized.

Result and Analysis

Lombok Island is located in the Province of West Nusa Tenggara. This island is divided into the districts of West Lombok, Central Lombok, East Lombok and North Lombok, and Mataram City. About 80% of the population is Sasak people, an indigenous tribe of the island. This tribe is closely related to the Balinese tribe but the majority of the people are Muslim. Lombok Island is also similar to Bali in terms of the number of tourism destination. Among the natural attractions in Lombok are Senggigi Beach, Gili Trawangan, Mount Rinjani, Sembalun, Sentanu, and Pink Beach. In addition, itscultural tourism are also popular, i.e., Sade Village, Voluntary, Bayan Beleq Mosque, Mayura Park, Ancient Mosque Bilok Petung, and so forth.

Based on the results of the questionnaire distributed to 100 respondents, three variables of destination image, subjective norm, and the intention to visitare analyzed. The results of the analysis are presented in the following Table 1, 2 and 3.

Table 1 shows that the mean of the respondents' assessment to the items in the destination image variable is 3.66, which is categorized *agree*. It means that in overall, the respondents perceive Lombok Island has a *good* destination image. This good image is mostly linked to the religious atmosphere perceived by the respondents toward the *halal* tourist destination in Lombok Island, which is indicated by the mean value of 3.86. Meanwhile, the lowest value is obtained by the destination image of the *halal* tourist destination in Lombok Island thatis rich in Islamic history with the mean value of 3.34.

Table 1
Respondents' Assessment on the Destination Image

Item	Frequency					Mean	Category
	1	**2**	**3**	**4**	**5**		
DI1 – Religious atmosphere	0	0	29	56	15	3.86	Agree
DI2 – Rich in historical heritage	0	3	33	48	16	3.77	Agree
DI3 – Rich in Islamic history	0	17	42	31	10	3.34	Neutral
Destination image						3.66	Good

Source: Processed data, 2019

Table 2
Respondents' Assessmenton Subjective Norm

Item	Frequency of Answers					Mean	Category
	1	2	3	4	5		
SN1	1	11	28	37	23	3.70	Agree
SN2	2	15	25	41	17	3.56	Agree
SN3	3	25	28	31	13	3.26	Neutral
SN4	4	23	29	33	11	3.24	Neutral
SN5	1	15	28	39	17	3.56	Agree
SN6	2	8	30	35	25	3.73	Agree
Subjective Norm						3.50	Good

Source: Processed data, 2019

Table 2 shows that the respondents' assessment to the items in the variable of subjective norm is 3.50, which is included in the *agree* category. It means that in overall, the respondents perceive the subjective norms of *halal* tourism in Lombok arevaluable. Furthermore, most respondents are likely to gather information from friends or family about *halal* tourism services in Lombok Island before visiting specific destinations as indicated by the mean value of 3.73. Meanwhile, asking friends about the services of *halal* tourism destination in Lombok Island is last option as indicated by the mean value of 3.24, which is the lowest compared to other indicators.

Table 3
Respondents' Assessment onthe Intention to Visit

Item	Frequency of Answers					Mean	Category
	1	2	3	4	5		
TITV1	0	1	20	62	17	3.95	Agree
TITV2	0	0	15	55	30	4.15	Agree
TITV3	0	0	37	45	18	3.81	Agree
Intention to Visit						3.97	Good

Source: Processed data, 2019

Table 3 shows that in general, the mean of the respondents' assessment to the items on the variable of the intention to visitis 3.97, which is classified as *agree*. It means that respondents' assessment of the intention to visit *halal* tourism destinations in Lombok is relatively *good*. The highest value is obtained by the indicator of the planning to visit *halal* tourism destinations in Lombok Island with the mean value of 4.15. Meanwhile, the lowest value is obtained by the indicator of the intention to visit *halal* destinations in Lombok Island rather than other tourism destination with the mean value of 3.81.

Based on the responses of the respondents, a multiple linear regression test was conducted with SPSS 22. The results of the regression coefficient showing b = 0.298, meaning the variables of destination image and subjective norm are able to explain the variable of the intention to visitby 29.8% (Table 4). Furthermore, the significant value of 0.002 or less than 0.05 indicates the variables of destination image and subjective norm have significant positive effect on the intention to visit.

Table 4
Mulltiple linear regression Analysis

		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	6.842	1.030		6.640	.000	4.797	8.887					
	CDTOTAL	.268	.083	.298	3.246	.002	.104	.432	.351	.313	.293	.969	1.032
	NSTOTAL	.101	.031	.298	3.252	.002	.039	.163	.351	.314	.294	.969	1.032

a. Dependent Variable: NBTOTAL

Source: Processed data, 2019

Discussion

The purpose of this study is to examine the effect of the destination image and subjective norm on the intention to visit *halal* tourism destinations in Lombok Island. The results of the study reveal that the destination image has a significant positive impact on the intention to visit (H1 is supported).

It is in accordance with the results of a study by Liu et al. (2018) on the intention of tourists to visit Taiwan is the image of the city of Taiwan. In addition, previous tourism-related research and tourism sector have confirmed the destination image does not only influence the process of selecting a destination and the perception of the tourists but also the subsequent evaluation of the tourists and tourism-related actors in the future.

For the next hypothesis, subjective norm is proven to influence the intention to visit (H2 is supported). It reaffirms Frauenfelder (2005) on the propensity of Korean consumers to find out the most popular product or service, and the information will be used in the decision-making process. It implies the significant effect of subjective norms in the consumer's decision making. Similarly, the present study reveals that one of the considerations for tourists' decision to visit Lombok Island is subjective norms. It is in accordance with the theory postulated by Pavlou and Chai (2002) that consumers tend to believe in family, friends, and peers in performing certain behaviors, and their beliefs influence their behavioral intentions.

According to Clow and Baack (2016), the spokespersons who are experts in a given field can increase the credibility of information of a product or advertisement. It is related to the theory of subjective norm in which consumers make decisions based on other people who have important roles.

Conclusion

The purpose of this study is to examine the effect of the destination image and subjective norm on the intention to visit *halal* tourism destinations in Lombok Island. The results of the study reveal that the destination image has a significant positive impact on the intention to visit. Furthermore, subjective norm is proven to influence the intention to visit. It is one of the considerations for tourists' decision to visit Lombok Island.

The results in this study provided some practical implications for the Lombok Island in terms of *halal* tourism destinations, especially the government, to make policies or regulations that pay more attention to the tourism sector, considering the potential of Lombok Island. Furthermore, it is suggested for the practitioner in the sector to devise and use effective strategies to optimize the potential and benefits of the various opportunities in *halal* tourism in Lombok Island.

Limitations and Future Directions

The present study involved respondents who had not visited or had experience with *halal* tourism destinations in Lombok Island. It might be complicated for some respondents since they have to imagine the general picture of Lombok Island. Therefore, it is recommended for further research for providing an introduction in the form of pictures or general descriptions of *halal* tourism destinations in Lombok Island to the respondents hence they can have an insight about the *halal* tourism in Lombok Island.

References

Kusumaningtyas, A. Q., & Handriana, T. (2018). Antecedents purchase intention towards halal cosmetic products [Unpublished Thesis]. *Department of Management, Universitas Airlangga.*

Ajzen, I., (1991). The Theory of Planned Behavior. Organizational, *Behavior and Human Decision*

Processes, *50*, 179-211.

Baloglu, S., & Brinberg, D. (1997). Affective Images Of Tourism Destinations. *Journal of Travel Research*, *35*, 11-15.

Cheah, I., Phau, I., &Liang, J. (2015). Factors influencing consumers' attitudes and purchase intention of E-deals. *Marketing Intelligence & Planning*,*33*, 63-783.

Clow, K. E., & Baack, D. (2016). *Integrated Advertising, Promotion, And Marketing Communications*. Pearson: United States.

Echchabi, A., & Olaniyi, O. N. (2012). Using Theory Of Reasoned Action To Model The Patronisation Behaviour Of Islamic Banks' Customer In Malaysia. *Journal of Business Management*, *6*,70-82.

Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, And Behavior: An Introduction To Theory And Research*. Boston: Addison-Wesley.

Hanif, A., Kusumawati, A., & Mawardi. (2016). Pengaruh Citra Destinasi Terhadap Kepuasan Wisatawan Serta Dampaknya Terhadap Loyalitas Wisatawan (Studi Pada Wisatawan Nusantara Yang Berkunjung Ke Kota Batu). *Jurnal Administrasi Bisnis (JAB)*,*38*.

Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining The Structural Relationship of Electronic Word Of Mouth, Destination Image, Tourist Attitude Toward Destination and Travel Intention: An Integrated Approach. *Journal of Destination Marketing and Management*, 134-43.

Kocyigit, M. (2016). The Role Of Religious Tourism In Creating Destination Image: The Case Of Konya Museum. *Journal of Religious Tourism and Pilgrimage*,*4*, 21-30.

Koththagoda, K.C., & Herath, H. M. R. P. (2018). Factors influencing online purchasing intention: The mediation role of consumer attitude. *Journal of Marketing and Consumer Research*,*42*, 66-74.

Kotler, P.,& Amstrong, G. (2010). *Principle of marketing*. New Jersey: Prentice Hall.

Kotler, P.,& Keller, K. L. (2016). *Marketing management*(15th edition). Pearson: United States.

LeBlanc, G., & Nguyen, N. (1999). Listening to the customer's voice: Examining perceived service value among business college students. *The International Journal Of Educational Management.*

Lin, C., Morais, D. B., Kerstetter, D. L., & Hou, J. (2007). Examining the role of cognitive and affective image in predicting choice across natural, developed, and themepark destinations. *Journal of Travel Research*,*46*, 183–194.

Liu, Y., Li, I., Yen, S., & Sher, P. J. (2018). What makes Muslim friendly tourism? An empirical study on destination image, tourist attitude and travel intention. *Advances in Management & Applied Economics*,*8*, 27-43.

Lopes, S. D. F. (2011). Destination Image: Origins, developments and implications (Vol.9, p:305-315).

Madyan, M., Kholidah, M., Septiarini, D. F., & Laila, N. (2015). Dampak Ekonomi Wisata Religi, Studi Kasus Kawasan Wisata Sunan Ampel Surabaya. *Jurnal BISMA (Bisnis dan Manajemen)*,*7*,101-106.

Mirabi, V., Akbariyeh, A., & Tahmasebirafard, H. (2015). A Study of Factors Affecting On Customers Purchase Intention. *Journal of Multidisciplinary Engineering Science and Technology.2*, 267-273.

Pavlou, P.A., & Chai, L.(2002). What Drives Electronic Commerce Across Cultures? A Cross-Cultural Empirical Investigation Of The Theory Of Planned Behavior. Journal Of Electronic Commerce Research, 4, 240–253.

Peter, J. P., & Olson, J.C. (2010). *Consumer Behavior And Marketing Strategy* (5[th]edition). Homewood,

IL: Irwin.

Phau, I., Shanka, T., & Dhayan, N. (2010). Destination Image and Choice Intention Of University Student Travelersto Mauritius. *International Journal of Contemporary Hospitality Management*, *22*, 758–764.

Schiffman, L., & Wisenbilt, L. (2015). *Consumer Behaviour* (11th edition). Person Education.

Sudarsono. (1993). *Kamus Filsafat Dan Psikologi*. Jakarta: Rineka Cipta.

Younus, S., Rasheed, F., & Zia, A. (2015). Identifying The Factors Affecting Customer Purchase Intention‖. *Global Journals Inc. (USA)*,*15*.

Zikmund, G. W., & Babin, B.J. (2013). *Menjelajahi riset pemasaran*(10[th]edition). Jakarta: Penerbit Salemba Empat.

Internet:

Frauenfelder, M. (2005). The sociology of interfaces. Retrieved June 3, 2019 from http://www. thefeaturearchives.com/topic/Handsets/The_Sociology_of_Interfaces.html.

Generasi Z" Indonesia Anggap Agama Paling Penting. (n.d). Retrieved June 3, 2019 from https:// katadata.co.id/grafik/2018/05/23/generasi-z-indonesia-anggap-agama-paling-penting/

Tren Travel 2017 Melangkah di Era Digital. (n.d). Retrieved June 3, 2019 from https:/DSS/kubik. phinemo.com/travel-online-trend-indonesia-2017/

Indonesia Peringkat Ketiga Destinasi Halal Dunia. (n.d). Retrieved June 3, 2019 from https://travel. kompas.com/read/2017/05/03/140700727/indonesia.peringkat.ketiga.destinasi.halal.dunia/

Lombok sebagai destinasi halal nomor1 dunia.(n.d). Retrieved June 3, 2019 from https://www. cnbcindonesia.com/syariah/20180412114337-29-10722/lombok-destinasi-wisata-halal-terfavorit-di-dunia

Survei *GMTI 2018: Indonesia Destinasi Wisata Halal Favorit*. (n.d). Retrieved June 3, 2019 from https://www.wartaekonomi.co.id/read177252/survei-gmti-2018-indonesia-destinasi-wisata-halal-favorit.html

Lombok, destinasi wisata halal terfavorit di dunia. (n.d). Retrieved June 3, 2019 from https://setkab. go.id/kedepankan-keramahan-islami-lombok-raih-gelar-destinasi-halal-terbaik-dunia/