

MEDIATING ROLE OF TRUST ON VISIT INTENTION: MUSLIM FRIENDLY TOURISM

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Abstract

This study evaluated the relationship between attitudes, subjective norms and perceived behavior control by using visit intention as a moderating variable and trust as a mediating variable. It used quantitative research. The population were Muslim tourists who visited tourist attractions in Tana Toraja district. Sampling used a purposive sampling with certain criteria. Data collection techniques used a questionnaire method. Meanwhile, data analysis used SEM PLS. The results showed that a comprehensive trust mediation was found in the perception relationship between behavioral control and visit intention for Muslim-friendly tourism behavior, while in the attitude relationship, subjective norms toward visit intention Muslim-friendly tourism were found to be partial mediation. In other words, the model proposed to form a fundamental change in the visiting intention pattern of Muslim-friendly tourism for tourists was not running optimally. However, the analysis finds that trust is able to mediate the relationship between perceptions of behavior control to visit intention in Muslim-friendly tourism. This research had two contributions, namely empirical evidence and policy. The results of this study were additional literature related to evidence of the development of the Muslim-friendly tourism trust on visit intention model. In addition, the results of this study helped the tourism agency achieve sustainable development.

Keywords: *Trust; Visit Intention; Attitude; Subjective Norm; Perceived Behavior Control*

Abstrak

Penelitian ini mengevaluasi hubungan antara sikap, norma subyektif dan *perceived behavior control* dengan menggunakan *visit intention* sebagai variable moderasi dan *trust* sebagai variable mediasi. Penelitian ini menggunakan jenis penelitian kuantitatif. Populasi dalam penelitian ini yaitu wisatawan muslim yang telah melakukan kunjungan ke tempat wisata di Kabupaten Tana Toraja. Penarikan sampel menggunakan *purposive sampling* dengan kriteria tertentu. Teknik pengumpulan data menggunakan kuesioner. Sedangkan analisis data pada penelitian ini menggunakan SEM PLS. Hasil penelitian menunjukkan bahwa mediasi *trust* secara penuh ditemukan pada hubungan pada persepsi kontrol



perilaku terhadap perilaku *visit intention muslim-friendly tourism*, sedangkan pada hubungan sikap, norma subjektif terhadap *visit intention muslim friendly tourism*, ditemukan sebagai mediasi parsial. Dengan kata lain, model yang diusulkan untuk membentuk perubahan mendasar dalam pola *visit intention muslim friendly tourism* bagi wisatawan tidak berjalan optimal. Namun, penelitian ini masih menemukan hal penting bahwa *trust* mampu memediasi hubungan antara persepsi kontrol perilaku dengan *visit intention muslim-friendly tourism*. Penelitian ini memiliki dua kontribusi yaitu bukti empiris dan kebijakan. Hasil penelitian ini menjadi tambahan *literatur* terkait bukti pengembangan model *muslim-friendly tourism trust on visit Intention*. Selain itu, hasil penelitian ini membantu pihak dinas pariwisata dalam pengembangan berkelanjutan.

Kata kunci: *Trust; Visit Intention; Attitude; Subjective Norm; Perceived Behavior Control*

INTRODUCTION

Tana Toraja is an area that has many tourist destinations located in South Sulawesi, Indonesia. It becomes an attraction for local and foreign tourists for its natural beauty, rich cultural heritage, and the friendliness of the local people. However, in recent years, there has been a significant increase in the demand for Muslim-friendly tourist facilities. In this context, some aspects, such as attitudes, subjective norms, and perceptions of behavioral control, are identified as important factors influencing Muslim tourists' visit intentions to Tana Toraja. A mediator that might influence the relationship between these factors also needs to be considered, namely the concept of trust (or trust in the reliability of Muslim-friendly tourism facilities).

Individual attitudes towards Tana Toraja tourism are one of the factors that can influence their intention to visit this destination. They reflect an affective evaluation, both positive and negative, regarding the characteristics of Muslim-friendly tourism. Several previous studies showed that a positive attitude towards Muslim-friendly tourism is associated with a higher probability of visiting the destination (Al-Ansi & Han 2019; Ulfy et al. 2021). Further understanding of the factors that influence the formation of this attitude is important to appreciate the intentions of Muslim tourists in Tana Toraja.

Moreover, subjective norms also play an important role in forming their intention to visit Tana Toraja. They reflect individual perceptions and pressures regarding their behavior. The norms relate to the opinions and influences from family, friends, and society, as previous research showed that positive subjective norms and strong social support can increase Muslim



tourists' visit intentions to certain tourist destinations (Hanafiah & Hamdan 2020).

Additionally, perceived behavioral control is another important factor in understanding the intention of their visit. It includes individual beliefs to carry out the desired behavior, overcome obstacles, and control external factors. Perceptions of behavioral control may include individuals' beliefs about finding facilities that fulfill their needs and religious requirements. Previous research showed that high perceived behavioral control is associated with stronger tourist visit intentions (Ghaderi et al., 2019; Cao et al., 2020).

Previous literature investigated how a destination's self-awareness, confidence, and reputation influence visitor intent (Guo et al., 2024; Nguyen & Hsu, 2022). Even the presence of emotional values and subjective norms has a positive influence on the intention to visit (Seo et al., 2021; Wu et al., 2024). This research adopts the Theory of Planned Behavior model, which is expanded by multi-dimensional environmentally pleasant perception values. Further, Sabiote-Ortiz et al. (2024) revealed that the intention to visit is shaped by the image of the destination as "safe and secure", the affective image, and the motivation to avoid tourist stimuli. In accordance with Sabiote-Ortiz et al. (2024), this study obtains relevant components of destination impression and tourist motivation to explain their intentions to come after COVID-19.

Despite the fact that attitudes, subjective norms, and perceptions of behavioral control are significant in deciding Muslim tourists' visits to Tana Toraja, there has not been much research that explores in depth the influence of these variables and how trust can mediate the relationship between them. Given that the destination is an area that has a minority Muslim population, it is a challenge in itself to convince Muslim tourists who want to visit. Therefore, this study aims to fill this knowledge gap by providing strong empirical evidence. The research is evaluated the relationship between attitudes, subjective norms and perceived behavior control by using visit intention as a moderating variable and trust as a mediating variable. The researchers expects a better understanding of the factors that influence the Muslim tourists' intentions in Tana Toraja and how they play a role in this relationship.

LITERATURE REVIEW

The Theory of Planned Behavior (TPB) is a goal-oriented approach because it analyzes a person's behavioral intentions driven by attitudes, subjective norms, and perceived behavioral control (Ajzen & Fishbein, 1977). Furthermore, SDGs are powerful and commonly used tools for assessing,



modeling, and investigating a person's behavior related to a particular activity, product, or service. The theory has been widely used in various fields, such as marketing, health, and tourism to determine human or individual behavior (Pahrudin et al., 2021). It was developed based on the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1977). The main variables of TRA are subjective attitudes and norms that affect behavioral intentions, which have an impact on actual behavior. The attitude, subjective norm, and perceived behavioral control are the main subjects in explaining behavioral intentions in SDGs theory. It is assumed that people behave in certain rational ways when they consider the implications of an action they take. As per the SDGs framework, individual human behavior is guided by the positive and negative consequences of their specific behavior (Ali et al., 2023).

Visit Intention

A visit intention, or a decision to travel to a destination, is formed through a complex process (Davari & Jang, 2021). From the point of view of destination marketing, what influences the intention to visit is the most important strategic objective. Academically, visit intention has been examined in a variety of different contexts as a consequence of destination image (Chaulagain et al., 2019). The importance of travel experience, framed as intention-induced behavior, thus visit intentions, has been studied seriously in a variety of settings (Davari & Jang, 2021). Furthermore, Luo and Ye (2020) revealed that the intention to visit is a combination of consumer interest and the possibility to visit a place. So that it can be understood that visit intention is something that is felt by someone in making a tourist visit or not caused by several factors, such as a need, supporting information, and a perception (Indriyani & Artanti, 2020).

Trusts

The growing literature mentions that trust is a possibility for nodes to behave as expected (Tyagi et al., 2023). Parks (2020) defines trust as the attitude that an agent will use to help achieve individual goals in situations characterized by uncertainty and vulnerability. Accordingly, Siahaan et al. (2022) revealed that trust is the willingness of individuals to depend on other people who have followed the change because they have strong instincts. Previous literature identified four main drivers of trust in an institution, including culture, institutional arrangements, economic, social outcomes, and the performance of the institution (Pratiwi et al., 2021).



Attitude

Attitude is an assessment of a person's general personal behavior and the decision to make a visit to a tourist spot (Abidin et al., 2022). The indicators are wise, good concepts, and support. In general, there is a positive relationship between brushing and visit intention (Abidin et al., 2022; Verma et al., 2019). This finding was supported by Rahayu (2020), which explains that the attitude variable has a positive and significant influence on the intention to visit. The same result was also expressed by Lxx (2015), that attitude has a positive relationship with the intention to visit. Besides having an influence on visit intention, attitudes also affect trust. Previous literature stated that the attitude variable influences trust (Selviana & Setyowati 2019). Meanwhile, attitudes influence visit intention, which is mediated by trust (Tyagi et al., 2023).

Subjective Norm

Subjective norms are defined as a person's point of view based on the individual's thoughts as the most important thing in his life (Abidin et al., 2022) as behavior, advice, influence, and approval indicators. Furthermore, Singh et al. (2022) explained that subjective norms represent individual perceptions of whether other people approve of the behavior displayed, and if individuals feel that behavior is unacceptable, they refrain from that behavior. Several researchers have studied the importance of subjective norms in various fields (Wang et al., 2021). Besides, Wahyuni and Yusuf (2022) revealed that the variable subjective norm has a positive and significant influence, partially, on the intention to visit. This literature is supported by Joo et al. (2020), who found that subjective norms influence tourists to visit tourist attractions. But these positive results contradict Wahyuni and Yusuf (2022), who reveal that subjective norms do not affect visit intention.

Perceived behavioral control

Perceived behavioral control is a person's perception of how easy or difficult it is to carry out a behavior, which is influenced by individual perceptions of the availability and role of resources in the realization of the behavior (Icek, 2015). According to Abidin et al. (2022), the indicators include freedom, resources, and will; thus, the perception of behavior control has a positive relationship with visit intention. As the previous literature explained, perceptions of behavioral control have a positive attitude towards the intention to travel (Aslan, 2023; Saputra et al., 2022). The empirical evidence also states that perceived behavioral control has a significant effect on trust (Sembada & Koay, 2021). Even the effect of perceived behavioral

control on visit intention mediated by trust has an influence (Sultan et al., 2020).

Research Framework

Based on the explanation of the theory above, this research will examine the determination of visit intention in Muslim-friendly tourism in Tana Toraja. The model flow of this research is as follows:

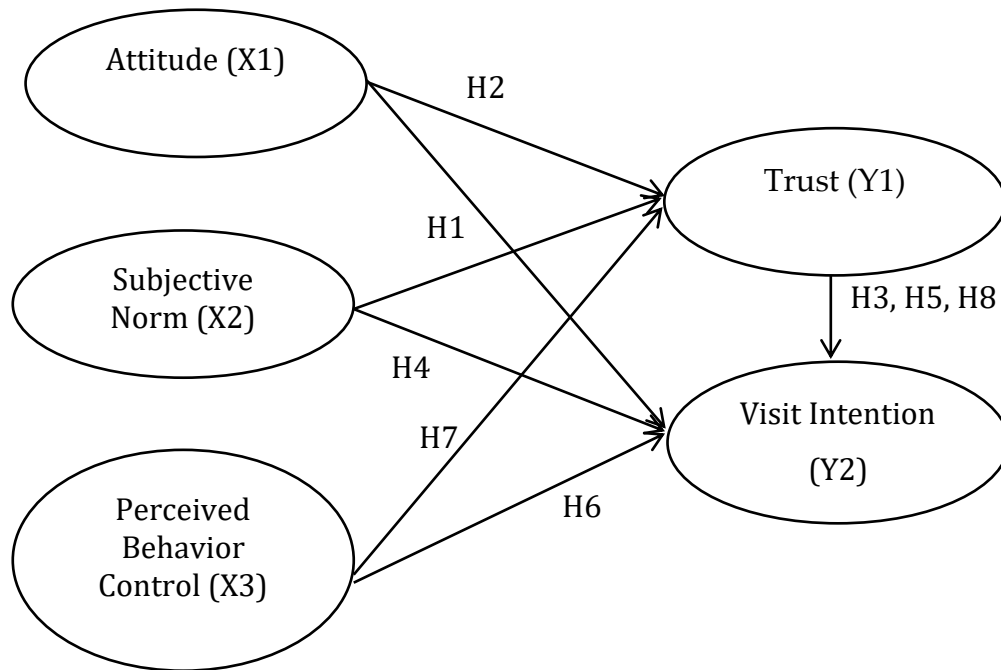


Figure 1. Framework Conceptual

HYPOTHESIS :

H1: Attitudes influence visit intention

H2: Attitudes influence trust

H3: Trust mediates the relationship between attitudes towards visit intention

H4: Subjective norms have an effect on visit intention

H5: Trust mediates the relationship between subjective norms and visit intention

H6: Perceived control influences visit intention

H7: Perceived control has an influence on trust

H8: Trust mediates the effect of perceived control on visit intention.



METHOD

This research is a quantitative study using a conclusive research model with the aim of testing the hypothesis and the relationship between each arrangement of research variables. The population in this study was all Muslim tourists who visited tourism objects in the Tana Toraja district. The total numbers were unknown. The data collection technique used in this study was a questionnaire using a Likert scale, from 1 strongly disagree to 5 strongly agree. sampling technique using purposive sampling due to an unknown population size. Based on the questionnaire distributed to respondents, there were 275 people who filled out the questionnaire, so the research sample was 275 people. In this research, we took and summarized the appropriate literature to produce an arrangement of variable measurements.

Meanwhile, data analysis in this study used the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method. It was used to test and analyze the measurement models, structural models, and research hypothesis testing.

RESULT AND DISCUSSION

Respondent Demographics

Based on the questionnaires distributed to 275 respondents, it was found that the majority of the respondents in this study were 157 women (57%), and 118 men (43%).

Table 1. Demographic Profile

Profile	Total	Percentage (%)
Gender		
Male	118	43%
Female	157	57%
Work		
civil servants/asn	95	34%
Private sector employees	45	16%
Other (teachers, doctors, housewives, students)	135	49%
Education		
Elementary school/MI	8	3%
Middle/Junior High School	20	7%
Senior high school/ Vocational school/MA	83	30%
Bachelor/Master/Doctoral Degree	164	60%

Source: Processed Primary Data (2023)

**Table 2. Loading Factor, Cronbach Alpha, Composite Reliability (CR), and AVE**

Variables/Indicators	loading	CR	AVE
Attitude	0.875	0.895	0.742
Subjective Norm	0.852	0.856	0.598
Perceived Behavior Control	0.796	0.784	0.560
Trusts	0.877	0.843	0.643
Visit Intention	0.887	0.850	0.739

Source: Primary Data Processing (2023)

Table 3. Hypothesis Testing

Hypothesis/ Path	Cutoff Value	t-Statistics	hypothesis
Attitude => Visit Intention	≥ 1.96	2.342	accepted
Attitude => Trust	≥ 1.96	2.710	accepted
Attitude => Trust => Visit Intention	≥ 1.96	1.765	rejected
Subjective Norm => Visit Intention	≥ 1.96	-0.789	rejected
Subjective Norm => Trust => Visit Intention	≥ 1.96	-0.465	rejected
Perceived Behavior Control => Visit Intention	≥ 1.96	1.657	accepted
Perceived Behavior Control => Trust	≥ 1.96	4.947	accepted
Perceived Behavior Control => Visit Intention => Trust	≥ 1.96	2.100	accepted

Source: Primary Data Processing (2023)

Based on the aspect of educational background, the majority of respondents in this study had an undergraduate/graduate or doctoral degree. There were as many as 164 people (60%). The following is a summary of Table 1 of the demographics of the research respondents. Table 2 shows that the loading factor value for each variable, namely attitude, subjective norm, perceived behavior control, trust, and visit intention, is greater than 0.05, so it can be said that all variable items are valid. Based on the composite reliability ($CR \geq 0.70$) and $AVE \geq 0.50$ on each variable, it can be concluded that all variables are valid and reliable.

The results of this study showed that the H1 variable attitude towards visit intentions has a positive and significant effect, as several previous studies support that positive attitudes can be an antecedent of tourists' intentions to visit tourist attractions (Abidin et al., 2022; Choirisa et al., 2021; Jiwandono and Kusumawati, 2020; Rahayu, 2020; Verma et al., 2019). The role of attitude is a supportive medium in a relationship. This is because visitor interaction will provide a good experience that influences good decisions in making repeat visits (Pleyers & Poncin, 2020). A traveler who has a positive experience with the attraction can provide good information to other visitors (Choirisa et al., 2021). Therefore, it can be concluded that the



attitude of tourist visitors has a significant influence on their intention to visit.

Next, H2 tested whether attitudes affected trust. The results of this study showed that attitude variables have a significant influence on trust. The previous literature also explained that attitudes mediate a positive influence on trust (Lantara and Pramudana, 2020; Selviana and Setyowati, 2019). However, some previous literature stated that attitude variables do not have a direct influence on belief variables (Rikaz et al., 2022; Akhrani et al., 2020). Therefore, attitude is a response to one's feelings, such as liking or disliking a particular object. H3 tested whether trust mediated the relationship between attitudes toward visiting intent.

These findings explained that trust mediates the relationship between attitudes and intentions. This finding was supported by Tyagi et al. (2023), who found that trust moderates attitudes toward intentions. Further, Farid et al. (2023) expressed indications that the positive relationship between attitude and intention to visit will be stronger if customer trust is maintained.

H4 examined subjective norms of influence on visiting intent. The test results showed that subjective norms had no influence on visiting intent. The results of this study were supported by previous literature, which explained that subjective norms do not have a direct positive and significant effect on visiting intentions (Derizal et al., 2023). Furthermore, some previous researchers used subjective norms as a moderator and analyzed them regarding visitors' satisfaction and visit intention (Liang & Shiao, 2018). Gabriella et al. (2018) found that subjective norms had a significant influence on visitors' intentions to make repeat visits to tourist attractions. Correspondingly, Hana et al. (2022) also explained that there is an influence of subjective norms on the intention to return to tourist attractions. Thus, tourists will make a decision to make a visit after getting information and previous experience from other tourists.

H5 tested trust, which mediated the relationship between subjective norms and visiting intent. The test results showed that H5 was rejected. However, earlier literature found that belief mediates the influence of subjective norms on intention (Rachman & Rusli, 2023). Therefore, subjective norms can increase trust, which has an impact on tourist intentions to make visits (Gong et al., 2019; Ha et al., 2019). Next, H6 tested whether perceived control had an effect on visiting intent. The result was that the perception of behavioral control over the intention to visit in this study was not accepted. Previous research also explained that there was no significant relationship between perceived behavioral control and intention to visit (Farid et al., 2023; Aslan, 2023). Even the perception of mastery is not a significant predictor of tourist intentions to make a visit to a tourist spot



(Aslan, 2023). So it can be concluded that the perception of behavioral control is not a factor that influences tourists to make visits to Muslim-friendly attractions.

H7 tested whether perceived control affects trust. These findings consistently explained that self-confidence is a powerful determining factor in influencing a person's intentions and actions (Kore and Prajogo, 2020; Foltz et al., 2016). Consequently, it can be said that what affects confidence in making Muslim-friendly tourist visits is the attitude and perception of control over the behavior of Muslim tourists. H8 tested whether trust mediated the perception of control over visit intention. The results of the moderation study showed that moderating beliefs of control perceptions of visiting intentions were accepted. Previous literature also stated that perceived beliefs moderate perceptions of behavioral control (Sultan et al., 2020; Suko et al., 2018). Therefore, trust mediates the relationship between perceived behavioral control and visit intention. Supporting factors, such as aspects of beauty, tourist attraction, and comfort, can reduce the risks and obstacles for Muslim visitors to make Muslim-friendly tourist visits more likely to increase their interest in visiting.

CONCLUSION

The model proposed in determining the behavior of Muslim-friendly tourism visit intention is stated to be unable to work optimally. As a result, the Theory of Planned Behavior that was used to determine the behavior of visit intention for Muslim-friendly tourism is not able to accommodate it perfectly, so another theory is needed to support it. However, this research has found important things about trust that can mediate the relationship between perceived behavior control and Muslim-friendly tourism visit intention behavior. Unfortunately, it cannot mediate the relationship between attitudes, subjective norms, and Muslim-friendly tourism visit intention behavior. The update of this research is that trust can be used as a means to shape Muslim-friendly tourism visit intention behavior, namely a trust-based Muslim-friendly tourism visit intention behavior model.

This research is inseparable from the limitations, namely the size and method of sampling conducted in Toraja district, so that it cannot be generalized to other regions. Therefore, departing from the existing limitations can be an opportunity for further study and development for future researchers.



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