Understanding Muslim Friendly Destination Attribute Towards Environmentally Sustainable Behavior

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Abstract. This study aimed to examine the effect of Muslim-Friendly Destination Attribute (MFDA) on Environmentally Sustainable behavior (ESTB) and the moderating role of MFDA on the effect of Religious Values (RGV) on ESTB. This research employs a descriptive quantitative method. It involved 313 respondents by using purposive sampling of Muslim travelers who visited Muslim-friendly tourist destinations around Malang Raya. Data were analyzed by structural model assessment with Partial Least Square (PLS) analysis method. The results indicated that Muslim Friendly Destination Attribute (MFDA) and Environmental Attitude (EA) affect ESTB, yet RGV exerts no direct effect on ESTB. RGV affects ESTB through EA. These results suggested that the government and tourism companies develop Muslim-friendly tourist facilities in the tourist destinations, such as more comfortable worship facilities and infrastructure. Besides, it is advisable that they concern a better sanitation around the natural tourist destination.

Keywords: Muslim-friendly destination attribute · Religious value · Environmental attitude · Environmentally sustainable tourist behavior

1 Introduction

According to the Global Muslim Travel Index data, international Muslim tourist arrivals reached up to 160 million in 2019 from around 108 million in 2013, a 7.5% increase during the period. The number of Muslim arrivals fell down to 42 million in 2020 as the pandemic hit the travel sector hard. More than 90 of these trips were made in the first quarter of 2020 before most destinations closed their borders. With the bank expected to open gradually by the end of 2021, Muslim visitors were expected to reach 26 million by 2021. The Muslim tourism market will also recover in 2023 and reach an 80% recovery level in 2019 [1]. Indonesia with a majority Muslim population, approximately 237.53 million people as of December 31, 2021. That number is equivalent to 86.9% of the country's population which reaches 273.32 million people. Therefore, Muslim-friendly tourism is highly potential to develop. In addition, there has been a change in tourists'

behavior after the Covid-19 pandemic, that they put more concern about health and the tourist destinations they visit.

In theory, values can motivate and influence behavior [2]. Religious values are different from personal values. Faith-based values are ethical principles derived from religious traditions, based on scriptures such as the Qur'an and Hadith for Muslims, which are embedded in the lives of individuals [3]. Previous research has suggested a correlation between religion and consumer behavior [4]. There is an indirect effect of religious values on environmental attitudes and green purchase behavior [3]. Another study noted a significant effect of environmental attitude on the purchase of environmentally friendly products. Besides, consumers who have a higher religious value are more likely to buy environmentally friendly products, but they do not show a better environmental attitude than the non-religious consumers [5]. The previous studies advised a gap between attitude and behavior in the environmentally friendly tourist behavior [6, 7]. In South Korea, the halal-friendly destination attributes affects tourists' behavioral intention [8]. In the context of tourism in general or halal tourism in particular, Destination Attributes (DA) plays a vital role in influencing tourist behavior. Halal Destination Attributes (HDA) are prominent for Muslim tourists because they can support the teachings and customs of Muslims when traveling [9].

Researchers agree that environmental sustainability issues are manageable through environmentally friendly behavior [10]. Therefore, during the last few decades, a topic on environmentally sustainable behavior has reached the uptrend with more attention in the consumer markets and researchers [11]. Therefore, the researchers are interested in developing an understanding of the environmentally friendly behavior of Muslim tourists around Malang Raya. According to the data on the development of regional Muslim-friendly tourism in 2019–2020, East Java (Malang Raya) is ranked the 5th nationally with a total score of 70 in terms of access, communication, environment, and services. Malang Raya is one of the regencies/cities in East Java appointed by the Indonesian Ministry of Tourism to be a halal tourist destination not to mention Batu City which has been successfully awarded as a leading halal tourist destination by the Indonesia Muslim Travel Index (IMTI) [12].

This study aims to examine the direct effect of RGV on EA and ESTB, the indirect effect of RGV on ESTB through EA, and MFDA on ESTB. In addition, this study examines the moderating role of MFDA in the effect of RGV on ESTB. The study results are expected to provide scientific contributions in the field of environmentally sustainable behavior and a reference for policymakers in the tourism industry.

2 Research Hypothesis

2.1 Religious Value (RGV) Affects Environmentally Sustainable Tourist Behavior (ESTB)

Religious value is defined as an environmental ethic, especially personal values such as self-transcendence which includes universalism, altruism, and the command of virtue to positively mobilize ethical obligations and social norms [13] Religion teaches values that guide one's life. However, it is very personal, and it depends on the level of individual piety. Individual commitment to comply with religious values affects their behavior [3].

The eco-friendly behavior of tourists has a significant influence on the sustainability of the tourism industry. This study shows that intrinsic religiosity poses a positive and direct effect on the behavioral intentions of tourists' environments, while extrinsic religiosity has no significant direct effect [14]. Religious values can also have a significant effect on the behavior of pro-environment individuals [15]. Based on this description, the following research hypothesis is proposed:

H1: Religious Value has a positive effect on Environmentally Sustainable Tourist Behavior.
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2.2 Religious Value (RGV) Affects Environmental Attitude (EA)

Environmental attitudes refers to the belief, affective and behavioral intentions of individuals about activities or problems related to the environment [16]. In the marketing literature, research demonstrated that religion strongly influences attitudes, which in turn leads to buying behavior [17–19]. In the context of this research, the better the religious values, the better the environmental attitude. Therefore the next hypothesis is:

H2: Religios Value Positively Affects Environmental Attitude

2.3 Environmental Attitude (EA) Affects Environmentally Sustainable Tourist Behavior (ESTB)

Attitudes related to pro-environmental behavior are consumer responses to the environment. Various studies have focused on the relationship between environmental attitudes and environmentally friendly behavior [20, 21]. The better the environmental attitudes of an induvial, the more environmentally friendly he/she will be once visiting tourist destinations. Therefore, the following hypothesis is proposed:

H3: Environmental Attitude positively affects Environmentally Sustainable Tourist Behavior (ESTB)

2.4 Muslim-Friendly Destination Attribute (MFDA) Affects Environmentally Sustainable Tourist Behavior (ESTB)

Several tourist destinations encounter issues in development, such as environmental degradation, landfilling, and the depletion of natural resources. Therefore, all stakeholders in a tourist destination have a social responsibility to achieve sustainable tourism [22]. A positive relationship between tourism destination attributes and travel decision-making has been suggested in the previous research [23], however, another research suggested that tourism destination attributes encourage the re-emergence of behavioral intentions [24]. Thus, the tourism destination attributes not only affect the travel decision-making process but also condition the behavior of tourists after decision-making, thereby

building the success of the tourism destination. Tourism destination attributes have a positive impact on the relationship between tourists and destinations, which in turn affects tourist behavior [25]. Halal destination attribute or Muslim friendly destination attribute (MFDA) will regulate the experience of visiting Muslim tourists, so experience can greatly influence the attitudes that tourists prefer, which will lead to behavioral intentions [26, 27]. Therefore, it is hypothesized that:

H4: Muslim Friendly Destination Attributes positively affects Environmentally Sustainable Tourist Behavior.

2.5 Muslim Friendly Destination Attribute (MFDA) Moderated Religios Value Towards Environmentally Sustainable Tourist Behavior (ESTB)

Destination social responsibility (DSR), especially the environmental dimension, negatively moderates the effect of personal norms on pro-environmental behavior [28]. This study implies that the effect of personal norms on pro-environmental behavior decreases when environmental DSR increases. When customers have better religiosity, their understanding of the concept of halal tourism will also be better, and it will affect their satisfaction with halal tourism services [27]. Tourists with higher religiosity will have a better standard of Muslim-friendly tourism attributes. Tourist religiosity will have a significant impact on their perception of Muslim-friendly tourism attributes. Therefore, Muslim-friendly destination attribute can improve the environmentally sustainable behavior of tourists, which is influenced by their religious values. Hence, the following research hypothesis is proposed:

H5: Muslim Friendly Destination Attribute (MFDA) moderates the effect of Religious Value on Environmentally Sustainable Tourist Behavior (ESTB)
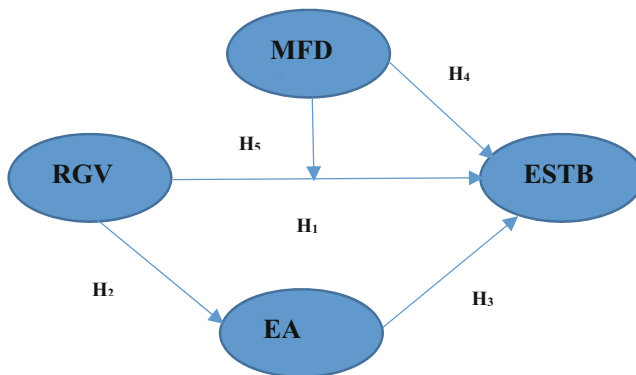

Fig. 1. Conceptual Framework

The conceptual framework of the current study includes exogen and endogen variables. The exogen variables are Religious Value (RGV) and Muslim Friendly Destination Attribute (MFDA) while the endogen ones are Environmental Attitude (EA) and Environmentally Sustainable Tourist Behavior (ESTB) (Fig. 1).

3   Method

This research adopted purposive sampling selected based on certain criteria that have been set by the researcher. The criteria included: 1) Muslim tourists with a minimum age of 17 years, 2) Tourists who are currently/have visited one of the Muslim-friendly destinations in Malang. The samples were 313 respondents. The data were analyzed using Partial Least Square (PLS) approach with a measurement model (Outer Model) and structural model (Inner Model). The measurement model consisted of a validity test with a validity scale divided into two, namely convergent validation and discriminant validation [29]. Meanwhile, the structural model was evaluated using the R2 value for the dependent construct; the path coefficient value was evaluated for each path to test the significance among the constructs in the structural model.

4   Results and Discussion

4.1   Convergent Validity

In the finding section, the convergent validity was verified beforehand, and the statistics indicated that there is a high correlation among the items and that the convergent validity is valid. The findings indicated that loadings and AVE are greater than 0,50 while alpha and CR are greater than 0.70. Table 1 and Fig. 2 display these numbers.

The test after elimination in Fig. 2 concluded that all instruments pose outer loading values above 0.60, as well as composite reliability values, Cronbach's alpha values, and
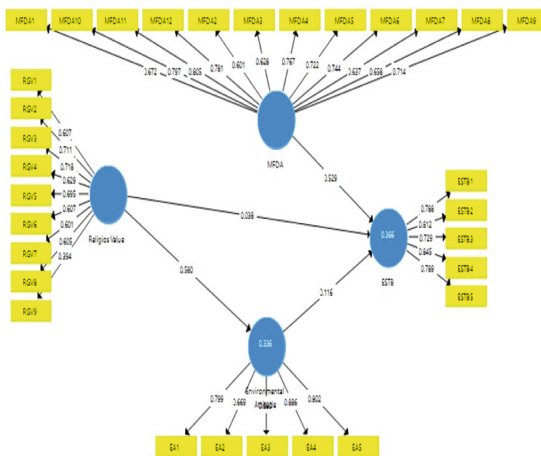

Fig. 2. Measurement model assessment

Table 1. Convergent Validity

Items	Loadings	Alpha	CR	AVE
RGV2	0.765	**0.784**	**0.853**	**0.537**
RGV3	0.787			
RGV4	0.731			
RGV5	0.704			
RGV6	0.670			
MFDA1	0.672	**0.912**	**0.925**	**0.509**
MFDA2	0.601			
MFDA3	0.628			
MFDA4	0.767			
MFDA5	0.722			
MFDA6	0.744			
MFDA7	0.637			
MFDA8	0.658			
MFDA9	0.714			
MFDA10	0.797			
MFDA11	0.805			
MFDA12	0.781			
EA1	0.796	**0.866**	**0.905**	**0.657**
EA2	0.663			
EA3	0.883			
EA4	0.888			
EA5	0.804			
ESTB1	0.789	**0.854**	**0.895**	**0.630**
ESTB2	0.812			
ESTB3	0.729			
ESTB4	0.845			
ESTB5	0.789			

Source: 2022

AVE values which are already over 0.50. All of the tools used in this investigation were therefore considered genuine and reliable for use in the convergent validity test and discriminant validity for the measurement model test (Outer Loading).

The statistical analysis of the findings indicates that there is no significant correlation between the variables and the discriminant validity, which has been tested twice. The cross-loading value between the reflection indicator and its construct can show the reflection indicator's discriminant validity, and the different construct measures shouldn't have

a lot of correlation with one another. The findings demonstrate that HTMT ratios are not over 0.90. Table 2 displays these numbers.

4.2 Hypothesis Test

To determine the significance of the interaction among variables, path coefficient is used. The following Table 3 and Fig. 3 provide the outcomes of the bootstrapping data processing.

The results in Table 3 can be interpreted by looking at the original sample value to determine the relationship between the variables studied. Furthermore, the level of significance of the relationship effect among the variables can be seen in the T-Statistic. In this study, using a significant level of 5% with a true confidence level of 95%, the t-table result is 1.976. If the T-statistic value is higher than that of the T-table, the result is significant [29].

The path coefficients shows that religious value on sustainable tourist behavior pose an original sample value of 0.013. On the other hand, the results and the t-statistic value are $0.215 < 1.976$, so they show insignificant results. Therefore, H1 is not supported, the religious values do not affect ESTB. It implies that the better the religious values used as guidelines, the better their environmentally friendly behavior towards Muslim-friendly destinations in Malang Raya. The results of the insignificant coefficient test provide an additional interpretation that not all tourists who hold fast to religious values and make them a guideline within the limits of right and wrong will directly affect their

Table 2. Heteroit Monotrait (HTMT) Ratio

	ESTB	EA	MFDA	Moderating Effect 1	RGV
ESTB					
EA	0,400				
MFDA	0,644	0,480			
Moderating Effect 1	0,064	0,433	0,074		
RGV	0,311	0,703	0,424	0,634	

Source: 2022

Table 3. Path Coefficient Result

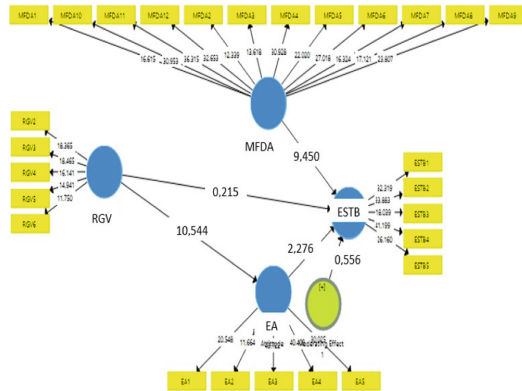| Relationship	Beta	S.D.	t-statistics	p-values
RGV -> ESTB	0.013	0.061	0.215	0.830
RGV -> EA	0.584	0.055	10.544	0.000
EA -> ESTB	0.142	0.062	2.276	0,023
MFDA -> ESTB	0.531	0.056	9.450	0,000
MFDA Moderated RGV -> ESTB	0.027	0.049	0.556	0.578

Source: 2022

Fig. 3. Structural Model Assessment.

environmentally friendly behavior in Muslim-friendly tourist destinations. The result of this study contradicts to that of the research by Chowdhury, et al. [15]. The reason why the religious value does not directly affect the environmentally friendly behavior in this study is the fact that the commitment of the religious value of tourists is not a strong predictor of their environmentally friendly behavior.

The result of the path coefficients shows that religious value on environmental attitude has an original sample value of 0.584. It indicates that this variable exerts a positive effect. On the other hand, the results and the t-statistic value are 10,544 > 1,976, so H2 is supported, that Religious Value positively affects Environmental Attitude. This result implies that the better the commitment to the religious value of Muslim tourists, the higher their environmental awareness. It means that the relationship between religious values and environmental attitudes is unidirectional. These results indicate that the better the religious values used as guidelines for the lives of Muslim tourists will increase the psychological tendencies expressed by these Muslim tourists in ecological attitudes that are formulated through their beliefs, concerns, and values in the form of an evaluative response to the environment with a level of like or dislike on Muslim-friendly destinations in Malang Raya. The result of the significant coefficient test provides an additional interpretation that Muslim tourists who hold fast to religious values and make them a guideline within the limits of right and wrong will directly affect their ecological attitude in halal tourism destinations in Malang. This study supports the previous research that religious values affect environmental attitudes which ends up with purchasing behavior [17], and religiosity affects consumer attitudes in the consumption process [19].

The results of the path coefficients shows that environmental attitude towards environmentally sustainable tourist behavior has an original sample value of 0.142, which indicates that the variable has a positive effect. On the other hand, the results and the t-statistic value are 2,276 > 1,976, so H3 is supported, that environmental attitude has a positive effect on environmentally sustainable tourist behavior. This result indicates that the psychological tendencies by evaluative responses to the natural environment with some level of likes or dislikes of Muslim tourists will increase their environmentally

friendly behavior in Muslim-friendly destinations in Malang Raya. The significant coefficient test result provides an additional interpretation that tourists with a good ecological attitude will directly affect their environmentally friendly behavior in halal tourism destinations. Environmental attitude is an assessment of the natural and artificial environment and the factors that affect its quality [31]. Environmentally sustainable tourist behavior does not harm the natural environment (or may even be beneficial to the environment) both locally and globally [32]. The result of this study indicates that environmental attitudes with attitude indicators of the importance of increasing environmental awareness and attitudes of increasing knowledge of Muslim tourists affect their behavior while in Muslim-friendly destinations, especially behavior about cleanliness, health, safety, and environmental sustainability.

The result of the path coefficients shows that Muslim-friendly destination attributes on environmentally sustainable tourist behavior has an original sample value of 0.531, which indicates that this variable has a positive influence. On the other hand, the results and the t-statistic value are $9,450 > 1,976$, so H4 is supported that Muslim-friendly destination attributes has a positive influence on environmentally sustainable tourist behavior. It implies that Muslim-friendly destination attributes by proxy that the tourist destinations they visit implement special programs to minimize any negative impacts on the environment that affect their environmentally friendly behavior in the tourist destinations they visit, such as disposing the wastes into the right place and maintaining facilities and infrastructure, worship facilities, and maintaining the cleanliness of the environment of the Muslim-friendly tourist destinations they visit.

The result of the path coefficients shows that Muslim-friendly destination attribute moderates the effect of religious value on environmentally sustainable tourist behavior with an original sample value of 0.027. It indicates that this variable is not significantly moderating. On the other hand, the results and the p-value are $0.057 > 0.05$, so H5 is not supported. It concludes that MDFA does not affect the environmentally friendly behavior of Muslim tourists in the tourist destinations they visit. This is quite logical as the religious value of Muslim tourists is not a good predictor of ESTB, as evidenced by the insignificant results. The result of this study does not support the research results by Battour that tourists with high religiosity will behave environmentally friendly in tourist destinations reinforced by good Muslim-friendly tourism attribute standards [27].

5   Conclusion and Implication

The factors affecting environmentally sustainable behavior based on the analysis results and the discussion are as follows: RGV has no effect on ESTB but does affect EA; MFDA and EA affect ESTB; and MFDA does not moderate the effect of RGV on ESTB.

The results of this study suggested that Muslim-friendly tourism managers in Malang Raya should pay attention to the facilities and infrastructure they provide, especially sanitation facilities, which usually receive complaints from tourists. Besides, maintenance of facilities for worship should also be improved. The facilities for prayer which are not regularly washed bring about inconvenience. Some Muslim tourists are willing to pay for maintenance fees as long as the worship facilities comfort them.

This limitation of the current study lies on the fact that the respondents in this study do not fully understand the concept of environmentally friendly behavior in Muslim-friendly

tourist destinations, which might let their answers less appropriate for each destination. Therefore, further research on Muslim-friendly tourist destinations following the context of ESTB is highly recommended.

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