

THE EFFECT OF PUSH & PULL FACTORS ON HALAL TOURISM ON THE MOTIVATION OF MALAYSIAN TOURIST TO INDONESIA USING RELIGIOSITY AS A MODELING VARIABLE

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Abstract

Based on the inbound country in the last five years, Timor Leste is in the top position for tourists entering Indonesia. Meanwhile, Malaysia, the neighboring country with the largest number of Muslims, occupies the second position. This condition is not necessarily due to Indonesia's potential to attract Muslims as a Halal Tourism destination. Aligned with the condition, based on BPS data & the Ministry of Tourism, in 2019 there were more than 15 million tourists coming to Indonesia, 22% of whom were Muslims. This number is less than Muslim tourists who come to neighboring countries such as Singapore, Malaysia, Thailand and Turkey. Therefore, in this study will be examined regarding Motivation and Intentions to Travel, especially for prospective Malaysian tourists to Indonesia.

The independent variables in this study are Pull Factor Motivation (X1), Push Factor Motivation (X2) and Religiosity (X3). Religiosity (X3) is also a moderating variable in its effect on the motivation of Malaysian tourists to Indonesia. The dependent variable in this study is the Motivation of Malaysian Tourists (Y), which can be measured by various dimensions in the instrument of Indonesia as a tourist destination.

The research results show that the push and pull factor do not have a direct influence on the motivation of Malaysian tourists but has an indirect effect on religiosity as a moderate variable. The religiosity variable with indicators of religious beliefs, principles and activities directly influences the motivation of Malaysian tourists to Indonesia.

Based on the research result, religiosity influences the motivation of Malaysian tourists to come to Indonesia. For this reason, the Government needs to consider aspects of religiosity in the promotion strategy and services for foreign tourists, especially Malaysian tourists.

Keywords: Pull Factor Motivation, Push Factor Motivation, Religiosity

Introduction

Based on the inbound country perspective, the number of foreign tourists coming to Indonesia noted that the number of Muslim visitors from the Middle East to Indonesia was less than the inbound arrivals from Malaysia, India, China, Australia and Europe.

Table 1
Top 5 International Tourists in the Last Five Years

No	Negara	2021	2020	2019	2018	2017
1	Timor Leste	819.488	994.590	1.178.381	1.762.422	960.026
2	Malaysia	480.723	980.118	2.980.753	2.503.344	2.121.888
3	Tionghoa	54.713	239.768	2.072.079	2.139.161	2.093.171
4	Singapura	18.704	280.492	1.934.445	1.768.744	1.554.119
5	Australia	3.196	256.291	1.386.803	1.301.478	1.256.927

Sumber : BPS

From the table above, Timor Leste is in the top position for tourists entering Indonesia. Meanwhile, Malaysia, the neighboring country with the largest number of Muslims, occupies the second position. This condition is not necessarily due to Indonesia's potential to attract Muslims as a Halal Tourism destination. In addition, if you look at the 2017 Malaysian Tourist data, the 2021 data shows a significant decrease from 2.1 million tourists to 480 thousand tourists or a decrease of up to 441%.

Based on BPS data & the Ministry of Tourism, in 2019 there were more than 15 million tourists coming to Indonesia, 22% of whom were Muslims. This number is less than Muslim tourists who come to neighboring countries such as Singapore, Malaysia, Thailand and Turkey. Seeing Indonesia's potential to seize a large market for Islamic tourism destinations, but on the contrary, the number of Muslim tourists coming to Indonesia is still less than other countries, it is important to study how to increase the demand for Muslim tourists to go to Indonesia. Indonesia as their tourist destination. Therefore, in this study will be examined regarding Motivation and Intentions to Travel, especially for prospective Muslim tourists to Indonesia.

Based on the facts above, this research is entitled "The Effect of Push & Pull Factor on Halal Tourism on the Motivation of Malaysian Tourists to Indonesia to Use Religiosity as a Moderating Variable". This study aims to determine the factors that influence the motivation of Malaysian tourists to Indonesia:

1. To determine the positive direct effect between the push and pull factors of halal tourism on the motivation of Malaysian tourists to Indonesia.
2. To determine the positive direct effect of religiosity on the motivation of Malaysian tourists to Indonesia.

3. To determine the positive influence between the push and pull factors of halal tourism on the motivation of Malaysian tourists to Indonesia with Religiosity as a moderating variable.

Literature Review

Push Factor Motivation

Although there is a lack of universally agreed conceptualization of tourist motivation constructs (Fodness, 1994), push factors are defined as internal motives or forces that cause tourists to seek activities to reduce their needs. Most of the push factors are intrinsic motivators, such as the desire to escape, rest and relaxation, prestige, health and fitness, adventure, and social interaction. Traditionally, push factors have been considered important in initiating travel desires (Crompton, 1979, Bello and Etzel, 1985).

In the education sector related to international students, Mazzarol and Soutar (2002) examined the push factors motivating the decision to study abroad. They found that perceptions about study abroad programs are better, and the ability to gain entry to local study programs are the main pull and push factors for international students to study abroad. From a review of the literature, tourists are not motivated by a single motivational force. They want to experience more than one attribute at the destination.

Motivation is understood as the force that underlies desire and directly influences behavior. Motivation arises when someone wants to meet their needs. Motivation is generally related to push factors that influence visitor behavior. Push factors are sociopsychological contracts that influence their motivation to visit tourist attractions (peace, loneliness, new experiences, etc.). While the pull factor is the quality of the setting that attracts them to come to a particular tourist attraction or destination. Perceptions and motivations can influence visitor behavior to carry out tourism activities in national parks (Maryono, 2018).

In accordance with the above literacy, it can be concluded that the push factor theory is defined as an internal motive or force that causes tourists to seek activities to reduce their needs. Or what destinations have created to attract tourists to come and visit their places.

Pull Factor Motivation

The pull factor is the strength generated by the destination and the knowledge tourists have about a destination (Gnoth, 1997). The pull factor arises because of the attractiveness of a destination, including beaches, recreational facilities and cultural attractions (Uysal and Jurowski, 1994). Traditionally, pull factors are considered to be more decisive in explaining the choice of goals (Crompton, 1979, Bello and Etzel, 1985).

Recently, Law et al. (2004) examined the motivations of Hong Kong tourists' overseas trips using the concept of push factors and pull factors. They found that pull factors such as local food, city landmarks, and scenic sites were the most important activity groups when Hong Kongers traveled overseas.

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the main pull and push factors for international students to study abroad. From a review of the literature, tourists are not motivated by a single motivational force. They want to experience more than one attribute at the destination.

Maryono (2018) states that the overall perception of visitors to tourist sites is the image of the destination. Destination image is a key factor and stimulus for tourists when they choose a destination. The perception of a person's experience related to his feelings involves the experience of environmental stimulants and is followed by activity as a response or answer to these stimulants. In the pull factor, destination attributes are considered as the main factors that are in line with tourist motivation to help tourists choose a destination to visit. This goal attribute is referred to as a pull factor or external factor or extrinsic factor. Meanwhile, tourist motivation is an endogenous factor that motivates travel from the tourist side. This is also referred to as a request made based on the destination attribute. Exogenous factors represent the supply side of objectives. Klonsky (2002) mentions the pull factor as an exogenous factor by including the features and attractiveness of certain destinations.

From the literature above, the theory of push motivation and pull motivation has been widely used to evaluate travel motivation. In this paper, the theory of push factors and pull factors will be used to evaluate the motivation of Muslim tourists to travel.

The push factor and pull factor theoretical frameworks are popular theories to explain the reasons why tourists decide to visit a destination over another, the type of experience they want to get and the type of activity they want to do.

Religiosity

Religiosity is one of the most important cultural forces influencing human behavior (Eid & El-Gohary, 2015, P. 480). They say that religiosity is an idea of a way of life that is reflected in the values and attitudes of society and individuals. However, research on this topic, especially in the field of tourism, is not much (El-Gohary, 2016). In addition, they explained that religiosity can be divided into two dimensions; Islamic beliefs and practices. Islamic beliefs refer to personal beliefs about Islam, for example, people's beliefs about the importance of religion.

When Islamic Practice refers to the practice of Islamic rituals in everyday life, such as performing prayers. El-Gohary (2016, P. 1) says that religiosity is conceptualized as a commitment to representing a particular belief or belief (Islam, Christianity, Buddhism, and Judaism), the first of which describes the focus of religion on directing one's life according to religious role expectations. According to Zamani-Farahani and Musa (2012, p. 805), religiosity is known as one of the most important cultural forces and a key influence on behavior. They state that Islamic beliefs refer to Muslim beliefs about Allah, the Prophet Muhammad and values based on the Koran and Hadith. For example, Muslim beliefs about the importance of religion, the belief that Allah guides them and the Prophet Muhammad as a messenger. Islamic practice relates to the activities of Muslims in ritual behavior, for example, praying on time regularly, and reading the Koran. Idul Fitri and El-Gohary (2015) in their research found that religiosity has a relationship with customer satisfaction and may moderate the relationship between customer value and satisfaction. In accordance with the literacy mentioned above, it can be concluded that the theory of Religiosity is firstly religious and religiously devout. Second, religiosity is religious

appreciation and the depth of belief that is expressed by performing daily worship, praying, and reading holy books.

Research Methodology

To see the relationship between push motivation factors and pull motivation factors on the motivation of Malaysian tourists to Indonesia with religiosity as a moderator variable, the authors use a descriptive quantitative method. The author will use indicators to describe push factor motivation and pull factor motivation along with religiosity indicators to measure the motivation of Malaysian tourists to Indonesia.

The data used in this research is quantitative data. Quantitative data is data in the form of numbers or qualitative data that is used as numbers. (Sugiyono, 2015). The type of data used is primary data, namely data obtained by the author directly through an online survey of potential Malaysian tourists. In addition, secondary data will also be used to support this primary data in the form of data on tourism in Indonesia obtained from the Central Statistics Agency (BPS) as well as data on planning the concept of halal tourism at tourist objects in Indonesia obtained directly from the government or via the website.

The independent variables in this study are Pull Factor Motivation (X1), Push Factor Motivation (X2) and Religiosity (X3). Religiosity (X3) is also a moderating variable in its effect on the motivation of Malaysian tourists to Indonesia.

The dependent variable in this study is the Motivation of Malaysian Tourists (Y), which can be measured by various dimensions in the instrument of Indonesia as a tourist destination.

Results And Discussion

Analysis of the measurement model (outer model) in this study was carried out using validity and reliability tests. The validity test consists of convergent validity and discriminant validity. The reliability test is stated in the calculation of the composite reliability value and Cronbach's Alpha. Discriminant validity can be seen in the loading factor as shown in Figure 1.

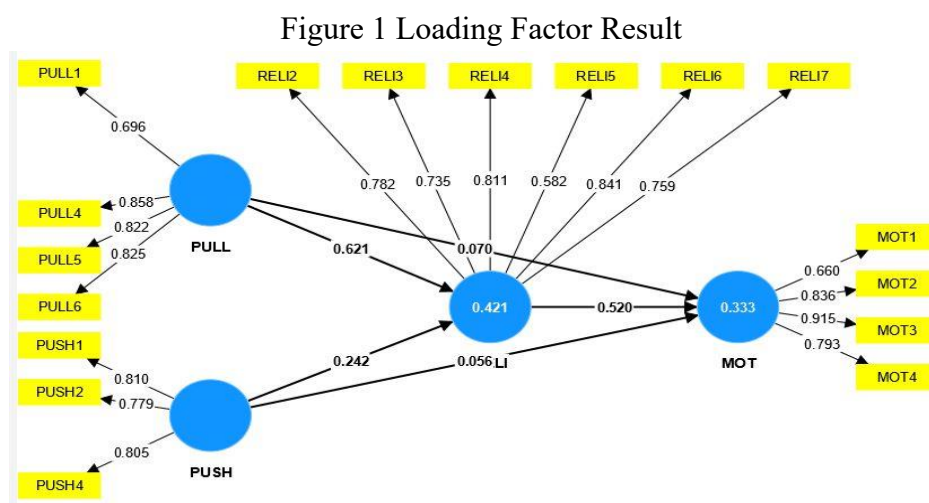


Figure 1 shows the results of the calculation of the loading factor and the results obtained are above 0.50, so that the indicator meets the convergent validity requirements and has the required validity based on the requirements used in accordance with those that have been previously tested. For more details can be seen in Table 4.5 below.

Table 2 First Loading Factor Result

Variabel Laten	Variabel Manifes	Loading Factor	Signifikansi (>0,5)
Pull Factor	PULL1	0,696	Valid
	PULL4	0,858	Valid
	PULL5	0,822	Valid
	PULL6	0,825	Valid
Push Factor	PUSH1	0,810	Valid
	PUSH2	0,779	Valid
	PUSH4	0,805	Valid
Religiusitas	RELI2	0,782	Valid
	RELI3	0,735	Valid
	RELI4	0,811	Valid
	RELI5	0,582	Valid
	RELI6	0,841	Valid
	RELI7	0,759	Valid
Motivation	MOT1	0,660	Valid
	MOT2	0,836	Valid
	MOT3	0,915	Valid
	MOT4	0,793	Valid

Discriminant validity tests that the measurement tool accurately measures the progress being measured, not other constructs. Apart from deciding joint legitimacy, instrument legitimacy is also determined by discriminant legitimacy. To test the legitimacy of the discriminant, it can be seen from the cross loading and the roots of the AVE construct (Ghozali, 2018).

Another method that can be used to assess discriminant validity is based on the Fornel Larcker criterion and the loading and cross loading indicator values. The process of calculating the Fornel-Larcker criterion is done by comparing the AVE roots of each construct to the correlation between one other construct in the research hypothesis model (Ghozali, 2018).

If the results of the Fornel-Larcker Criterion calculation show that the AVE root value is greater than the correlation value between one construct and another, then discriminant validity is declared good. The value of discriminant validity based on the Fornel-Lacker Criterion in this research model can be seen in Table 3 below:

Table. 3

Outer loadings - Matrix				
	MOT	PULL	PUSH	RELI
MOT1	0.660			
MOT2	0.836			
MOT3	0.915			
MOT4	0.793			
PULL1		0.696		
PULL4		0.858		
PULL5		0.822		
PULL6		0.825		
PUSH1			0.810	
PUSH2			0.779	
PUSH4			0.805	
RELI2				0.782
RELI3				0.735
RELI4				0.811
RELI5				0.582
RELI6				0.841
RELI7				0.759

Discriminant validity - Fornell-Larcker criterion				
	MOT	PULL	PUSH	RELI
MOT	0.806			
PULL	0.379	0.803		
PUSH	0.152	-0.077	0.798	
RELI	0.573	0.602	0.194	0.756

In addition to paying attention to the calculations resulting from the Fornell-Larcker Basis, discriminant legitimacy can also be decided based on the Cross Stacking value, namely the provision of stacking values at the same points must be greater than the relationship value. among

the unemployment factors. The cross-level scores of questions about theory are shown in Table 4 below.

Table 4

Discriminant validity - Cross loadings				
	MOT	PULL	PUSH	RELI
MOT1	0.660	-0.123	0.247	0.247
MOT2	0.836	0.310	0.267	0.511
MOT3	0.915	0.461	0.062	0.565
MOT4	0.793	0.357	-0.028	0.431
PULL1	0.161	0.696	-0.182	0.417
PULL4	0.449	0.858	-0.194	0.567
PULL5	0.309	0.822	0.001	0.512
PULL6	0.219	0.825	0.177	0.397
PUSH1	0.160	-0.020	0.810	0.144
PUSH2	0.076	-0.235	0.779	0.057
PUSH4	0.105	-0.032	0.805	0.207
RELI2	0.459	0.225	0.165	0.782
RELI3	0.540	0.158	0.392	0.735
RELI4	0.506	0.249	0.170	0.811
RELI5	0.398	0.344	0.330	0.582
RELI6	0.395	0.744	-0.097	0.841
RELI7	0.345	0.769	0.033	0.759

The table above shows that all indicators of all the variables used in this study are declared valid. Discriminant validity can also be seen from the AVE (Average Variance Extracted) value and the criterion for a good AVE score is above 0.5.

After testing the validity, the next step is to test the reliability. Instrument reliability testing was carried out with the aim of knowing the consistency of the regularity of the calculation results of an instrument even though it was carried out at different times, locations and populations. The reliability test is measured by two different criteria, namely composite reliability and Cronbach's Alpha (internal consistency reliability). A construct is declared reliable or reliable if the value of composite reliability is more than 0.7 and the Cronbach's Alpha value exceeds 0.6. As for the AVE value, the results of the reliability test calculation on composite reliability and Cronbach's Alpha are shown in Table 5 below.

Table 5. AVE Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
MOT	0.822	0.876	0.880	0.650
PULL	0.818	0.852	0.878	0.645
PUSH	0.734	0.743	0.841	0.637
RELI	0.849	0.859	0.888	0.572

Table 5 presents the results of Composite Reliability and Croncbach's Alpha measurements. The results show that all variables for Composite Reliability have values above 0.70 and all variables for Croncbach's Alpha have values above 0.60. For this reason, these results can be declared valid and have a fairly high reliability. An example of a calculation using the Social Influence (SI) variable with the aim of proving that the calculation can be proven reliable by using this equation formula.

The inner model can be measured by calculating the R-square for the dependent construct, t-test and significance through the structural path parameter coefficients. The structural model (Inner Model) translates the relationship between latent constructs by looking at the results of the estimated parameter coefficients and their level of significance (Ghozali, 2011).

There are three categories in the grouping of R-square values. If the R-square value is 0.75 then it is included in the strong category; while the R-square value of 0.50 is included in the moderate category and 0.25 is included in the weak category (Hair et al, 2010). The R-square value obtained in the research model from the dependent variable is shown in Table 4.9 below.

Table 6. R-Square

	R-Square	Model Prediksi
MOT	0,333	Moderat
RELI	0,421	Moderat

Structural model testing is by looking at R square as a show fit test or similarity test. The following is a clarification regarding the R-square that appears based on the table above. The Motivation Variable (MOT) has an r-square value of 0.333 after being calculated through SmartPLS, this means that the capacity for change that can be explained by the motivational factors of Malaysian tourists to Indonesia is 33.3%, and for the Religiosity variable (RELI) it is 42.1%.

Another way after the R square value is obtained is to test the centrality t-test on the parameter coefficients of the basic method. The basic value of the means coefficient is indicated by the t value, for the two-tailed theory is 1.65 (10% centrality level); 1.96 (5% eligibility level) and 2.58 (1% eligibility level). It is necessary to pay attention to the influence of the idle factors, which can be seen from the factual values that need attention. The feasibility value of the parameter coefficients can be calculated using the bootstrapping strategy. Bootstrapping may be a relatable non-parametric method for testing whether coefficients such as the external weight, the external loading, and the way coefficient are noteworthy with the standard error gauge for the meter.

Bootstrapping in this test was carried out using a sub-sample with a centrality level of 0.1. The way coefficient table can be seen in Table 7.

Table 7

Outer loadings - Mean, STDEV, T values, p values Zoom (100%)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
MOT1 <- MOT	0.660	0.629	0.227	2.912	0.004
MOT2 <- MOT	0.836	0.813	0.137	6.120	0.000
MOT3 <- MOT	0.915	n/a	n/a	0.000	0.000
MOT4 <- MOT	0.793	0.751	0.186	4.263	0.000
PULL1 <- PULL	0.696	0.697	0.060	11.551	0.000
PULL4 <- PULL	0.858	0.857	0.026	33.206	0.000
PULL5 <- PULL	0.822	0.822	0.036	23.059	0.000
PULL6 <- PULL	0.825	0.825	0.031	26.365	0.000
PUSH1 <- PUSH	0.810	0.713	0.319	2.541	0.011
PUSH2 <- PUSH	0.779	0.670	0.280	2.778	0.005
PUSH4 <- PUSH	0.805	0.715	0.269	2.997	0.003
RELI2 <- RELI	0.782	0.755	0.124	6.325	0.000
RELI3 <- RELI	0.735	0.709	0.121	6.050	0.000
RELI4 <- RELI	0.811	0.786	0.105	7.698	0.000
RELI5 <- RELI	0.582	0.568	0.134	4.357	0.000
RELI6 <- RELI	0.841	0.847	0.036	23.269	0.000
RELI7 <- RELI	0.759	0.772	0.048	15.869	0.000

The findings from data processing which show how the variables relate to each other are shown in Table 4.10. The results of Path Coefficients and T-statistics can be derived by using bootstrapping on PLS.

1. Hypothesis Testing

The t value compared to the t table value is an indication used in testing the hypothesis of this study. With a significance level based on the path coefficient test, the hypothesis is considered accepted if the calculated t value is higher than the t-table value, and the hypothesis is considered rejected if the t-table value is lower than the t-table value. The results of hypothesis testing accepted and rejected can be seen in Table 4.11.

Table 8. Path Coefficient Hypothesis Testing Results

Path coefficients - Mean, STDEV, T values, p values Zoom (100%)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
PULL → MOT	0.070	0.067	0.178	0.395	0.693
PULL → RELI	0.621	0.626	0.062	9.953	0.000
PUSH → MOT	0.056	0.080	0.120	0.469	0.639
PUSH → RELI	0.242	0.250	0.093	2.601	0.009
RELI → MOT	0.520	0.501	0.169	3.075	0.002

Table 9. Hypothesis Testing Result

Hipotesis	Path		t value	t table	Keterangan
	Dari	Ke			
Hipotesis 1	PULL	MOT	0,395	0,679	Hypothesis

					denied
Hipotesis 2	PUSH	MOT	0,469	0,679	Hypothesis denied
Hipotesis 3	RELI	MOT	3,075	0,679	Hypothesis accepted
Hipotesis 4	PULL	RELI	9,953	0,679	Hypothesis accepted
Hipotesis 5	PUSH	RELI	2,601	0,679	Hypothesis accepted

Discussion

Based on the results of the inner model evaluation of the variables mentioned above, the following results were found:

1. Testing the pull factor on the motivation of Malaysian tourists produces a statistical t value of 0.395 which is smaller than the table of 0.67 so that this hypothesis is rejected. The results of testing the hypothesis stated that the pull factor did not directly affect the motivation of Malaysian tourists to Indonesia.
2. Testing the motivation of Malaysian tourists produces a statistical t value of 0.469 which is smaller than the table of 0.67 so that this hypothesis is declared rejected. The results of testing the hypothesis stated that the push factor did not directly affect the motivation of Malaysian tourists to Indonesia.
3. Testing the pull factor on the motivation of Malaysian tourists produces a statistical t value of 3.075 where the value is greater than the 0.67 table so that this hypothesis is declared accepted. The results of testing the hypothesis stated that religiosity has a significant effect on the motivation of Malaysian tourists to Indonesia. Based on Abror Abror, Yunia Wardi, Okki Trinanda & Dina Patrisia in the journal *The impact of Halal tourism, customer engagement on satisfaction: moderating effect of religiosity* In 2019, Halal Tourism and Customer engagement have an effect on tourist satisfaction and religiosity has an effect on moderating this relationship. This is in line with the test results which show the religiosity variable has a direct effect on the motivation of Malaysian tourists to Indonesia.
4. Testing the pull factor on the motivation of Malaysian tourists with religiosity as a moderating variable produces a t statistic value of 9.953 where the value is greater than in table 0.67 so that this hypothesis is declared accepted. The results of testing the hypothesis stated that the pull factor had an indirect effect on the motivation of Malaysian tourists to Indonesia with religiosity as the moderating variable.

Testing the push factor on the motivation of Malaysian tourists with religiosity as a moderating variable produces a t statistic value of 2.601 where the value is greater than in table 0.67 so that this hypothesis is declared accepted. The results of testing the hypothesis stated that the push factor had an indirect effect on the motivation of Malaysian tourists to Indonesia with religiosity as the moderating variable.

Conclusion And Recommendation

The research results show the following:

1. The pull factor with indicators of facilities and amenities does not have a direct influence on the motivation of Malaysian tourists but has an indirect effect on religiosity as a moderate variable.
2. The push factor with the destination image indicator does not have a direct effect on the motivation of Malaysian tourists but has an indirect effect on religiosity as a moderate variable.
3. The religiosity variable with indicators of religious beliefs, principles and activities directly influences the motivation of Malaysian tourists to Indonesia.

Recommendation

The policy implications of the research results are the influence of the research results on determining government policies, especially marketing strategies in the tourism sector. In accordance with the results of the study, it can be concluded that religiosity influences the motivation of Malaysian tourists to come to Indonesia. For this reason, the Government needs to consider aspects of religiosity in the promotion strategy and services for foreign tourists, especially Malaysian tourists.

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