



Factors Influencing Consumer Decisions in Halal Tourism (Case Study Indonesia and Malaysia)

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DOI: <https://doi.org/10.30880/jtmb.2019.06.01.006>

Received 16 March 2019; Accepted 7 April 2019; Available online 15 May 2019

Abstract: Determining consumer decisions in halal tourism is vital as the Muslim population continues to increase in the world. Tourism sector plays a significant role in the economy of a country. Therefore, this research aimed to analyze factors such as environment, individual, attitude, and motivation toward a decision on halal tourism, and the dominant factors influencing consumer decision in halal tourism. It was a quantitative analysis that used a survey on Muslim traveler who has been visiting both Malaysia and Indonesia. The study collected data from both Malaysian and Indonesian. Kuala Lumpur was selected to represent Malaysia, while Lombok was chosen to represent Indonesia. The results were analyzed through Structural Equation Modelling (SEM). Based on the characteristics of the respondent, the majority of consumers in halal tourism are women, both single or married, with an age range between 18-40 years with upper income and university level education. In the result, the factors influencing Indonesian consumer decisions in halal tourism were the environmental factor (situation) and the differences of an individual (personality). For Malaysian consumer, attitude (knowledge) was the factor influencing the decision in halal tourism.

Keywords: :Halal Tourism; Consumer Decisions; Structural Equation Modelling (SEM)

1. Introduction

Tourism is a sector playing a significant role in the economy of a country and becomes a large contributor to the country's foreign exchange. According to World Affairs Journal inside (Kemenpar, 2015), the Muslim population will rise and become the most massive majority (religion) in the world in 2050. Lately, the concept of sharia economy has become a trend in the global economy, especially food, drink, fashion, cosmetics, and even lifestyle. As a lifestyle, some countries in the world offer tourism products within the concept of sharia. The World Halal Tourism Summit (WHTS) predicted that halal tourism growth in 2019 would be more than 238 million dollars (excluding Hajj and Umrah), meaning that the growth of halal tourism will be close to 90% faster and will increase more than that of conventional tourism from year to year (Departement of Culture and Tourism, 2017).

Halal tourism is travel provided during the holiday with objects including facilities for Muslim such as hotel and restaurant that use halal and *Toyyib* material (Jaelani, 2017). Indonesia is one of the countries providing facilities for Muslim tourists as an attraction. According to the Global Muslim Travel Index in 2018, Indonesia is ranked 2nd after Malaysia categorized as the best Muslim destination in the world. However, in practice, Indonesia has a land area of 1,992,570 km² with a total of Muslim tourists of only 1,729,912 people per year. Meanwhile, Malaysia with a land area of 329,847 km² with a total of Muslim tourists of 6,099,279 people per year (Kemenpar, 2015). This amount is still quite far when compared to the number of tourists visiting Indonesia.

Indonesia and Malaysia have different areas, regions, cultures, and people with different personalities. Those differences lead to people with differences assessing halal tourism. In determining the factors influencing consumer decision making in halal travel, it is essential to conduct further studies. Indeed, one understanding of halal tourism will depend on individualistic values, hopes, and needs. The diversity will challenge all countries concerned about halal tourism such as Indonesia and Malaysia. So far, there have been various studies on halal tourism, but a deeper discussion of the factors influencing consumers in halal travel tourism between Malaysia and Indonesia has not been done. Thus, it is essential to conduct the present research. This research aims to analyze factors such as environment, individual, attitude, and motivation on a decision on halal tourism, and the dominant factors influencing the consumer decision in halal tourism.

2.0 Material and Methods

This research was conducted in Indonesia and Malaysia. Lombok was chosen to represent halal tourism in Indonesia, while Kuala Lumpur was chosen to represent Malaysian halal tourism. Kuala Lumpur, according to information obtained from the Kementerian Pelancong dan Kebudayaan Malaysia (2017), is a region in Malaysia which received an award from the Muslim Travel Shopping Index (MTSI) in 2015 as the second best Muslim shopping. Lombok is a pioneer of Sharia Tourism Destination in Indonesia with 1000 mosques available and local regulations on halal tourism (Khan & Michelle, 2017). The present research was conducted in May-August 2018.

The primary data collection was conducted through a quantitative method. Quantitative methods are structured and will be changed into numbers. The survey was used to generate information about the factors influencing consumer decisions (Istijanto, 2005) and was conducted by distributing surveys to Muslim respondents. The survey consisted of several questions that will be scored using a Likert scale (1-5). Secondary data collection was needed to determine the factors influencing consumer decisions in existing halal tours in their respective places (Malaysia and Indonesia). Secondary data were taken based on the data from Kementerian Pariwisata Indonesia, Kementerian Pelancong dan Kebudayaan Malaysia, Global Muslim Travel Index (GMTI) data and related literature research, along with books, journals, and related reports.

The number of samples used in this study was 400 respondents, consisting of 200 Indonesian respondents and 200 Malaysian respondents. According to (Hair *et al*, 1998), the number of samples of the unknown number of the specific population represented at least five times the indicator. The number of respondents was said to be representative if there were at least 5-10 respondents. The number of samples used were: Indicators $\times 5 = 40 \times 5 = 200$ respondents. In reviewing the factors influencing consumer decisions, the sampling was carried out by Non-probabilistic Sampling and Purposive Sampling technique. According to (Sugiyono, 2018), purposive sampling is a technique of determining the sample with certain considerations. Data collection method used with self-administered questionnaires, for example, respondents were asked to fill in their questionnaire. In this, this study will limit the factors influencing the behavior of the decision such as individual differences, environmental factors, marketing mix and psychological factors (motivation, attitude, and perception). The perception factors were not used because of previous research conducted by (Rahman, Osmangani, & Raman, 2017). The perception factor does not affect the choice of destination.

The operational definition of variables, according to (Sugiyono, 2018), is a specific definition following the criteria of testing or measurement. The variables observed in this research were:

- Environmental Impact (X1) which is a factor outside the individual consumer influencing decisions such as (1) Culture; (2) Social Class; (3) Personal influence; (4) Family; and (5) Situation (Engel, Roger, & Paul, 1995).
- Individual differences (X2) represent the characteristics of individual characteristics arising from within the consumer, such as Age, occupation, personality, and self-concept (Kotler, 2005). According to him, individual characteristics become things that affect purchasing decisions.
- Motivation (X3) is a psychological process that greatly influences consumer decisions. According to research (Hafiz, 2017), motivation has a dominant influence on consumer decision on Traveling. According to (Muhammad, 2017) motivation consists of self-fulfillment needs, self-esteem needs, relationship needs, safety, and physiological needs.
- Consumer attitudes (X4) is a psychological process affecting consumer decisions (Hasan, 2015). The variables used are Cognitive image and Affective image (Muhammed, Mustofa, & Reisinger, 2015).

This study is intended to explain the positions of the variables in the study and the relationship between variables or the relationship between independent variables (environmental influences, individual differences, motivation, and

attitude) to the dependent variable (consumer decision (CD)). To reach a conclusion on each variable in this study, the data analysis method used was Structural Equation Modeling (SEM) with the alternative hypotheses proposed in this study as follows:

- H1: There is a positive and significant influence between environmental influences and the decision of halal tourism both in Indonesia and Malaysia
- H2: There is a positive and significant influence between individual differences and the decision of halal tourism both in Indonesia and Malaysia
- H3: There is a positive and significant influence between motivation and the decision of halal tourism both in Indonesia and Malaysia
- H4: There is a positive and significant influence between attitude and the decision of halal tourism both in Indonesia and Malaysia

3.0 Conclusions

3.1 Characteristics of Halal Tourism Consumer

The results of this particular study on halal tourism consumers showed that women dominated both Indonesian and Malaysian consumers with percentages of 66% and 82%, respectively. These numbers indicated that women influenced purchasing decisions. Research conducted by (Cosmin, 2012) revealed that women tend to be pioneers in purchasing decisions. According to (Vallejo, Andres & Arizon, 2010), a wife will have an essential role in the vacation decision making phase, such as choosing a destination, finding accommodation information, shopping and choosing a travel agent (Vallejo, Andres, & Arizon, 2010).

Table 1 - Characteristics Indonesian and Malaysian Consumer

Characteristics	Indonesian consumer		Malaysian consumer	
	consumer (n)	Persentation %	consumer (n)	Persentation %
Gender	200		200	
Male	68	34	36	18
Female	132	66	164	82
Age	200		200	
18-40	177	88.5	193	97
41-60	22	11	7	3.5
>60	1	0.5	0	0
Education	200		200	
Basic	9	4.5	0	0
Middle	48	24	45	23
High	143	71.5	155	78
Marital Status	200		200	
Married	80	40	127	64
Single	120	60	73	37
Occupation	200		200	
Student	53	26.5	42	21
Private employee	76	38	79	39
Public Servant	26	13	6	3
Others	10	5	2	1
Monthly Salary	200		200	
<i>Lower income</i>	14	7	27	14
<i>Lower middle income</i>	32	16	32	16
<i>Upper-middle income</i>	76	38	54	27
<i>Upper income</i>	78	39	87	44

The average age of consumers visiting both Indonesian and Malaysian halal destinations was 18-40 age range. According to (Putri & Nyoman 2013), age simultaneously affected income. Thus, income and age will also influence decisions. According to (Pramika, 2017), high-income increased with age, where people in the 18-40 age range were high-income earners on the age-earnings profile. Respondents with a higher educational background dominated halal tourism visits in both Indonesia and Malaysia where the percentages between Indonesian and Malaysian consumers were 71.5% and 77.5%, respectively. The level of education can influence the person in making decisions on the

vacation. According to (Meirad, 2002), knowledge is very closely related to work and income. So, higher education often leads to better jobs, affecting one's income. It is known that the higher the income, the higher the chance for someone to improve his lifestyle will be, including halal tourism to specific destinations (Indonesia or Malaysia).

Sixty percent of Indonesian consumers visiting halal tourism is single, while Malaysian consumers visiting halal tourism in Indonesia are 63.5% married. These data showed that both married and single people would go for halal traveling. Based on the results, it could also be said that most Malaysian consumers plan to travel after getting married, while the contrary was true for Indonesian consumers planning to visit halal tourist destinations when they still do not have a family. This situation was caused by the fact that Malaysian consumers had sufficient time as well as funds. At the marriage stage without children, these individuals usually have more than enough income and free time (Suwena & Widyatmadja, 2017), even the free time they have is usually relatively the same between children and parents, as the holiday is also the same between children and parents. Indonesian consumers were more likely to have sufficient time to travel when they do not have a family, but also because the cost will be less than that of having a family.

The profession of the private employee was the most dominant among respondents, about 38% and 39.5% in Indonesia and Malaysia, respectively. According to (Engel, Roger, & Paul, 1995), the work done by consumers will affect their lifestyle. The dominant monthly income for Indonesians and Malaysians was in upper income, meaning that tourists with substantial income dominated the income of halal tourism visitors in Indonesia and Malaysia. These results could also mean that with a large income they could save some money so they can care more about their lifestyle, including halal tourism.

3.2 Factors affecting customers decisions

The Structural Equation Modeling (SEM) is a multivariate analysis technique developed to cover the limitations of previous analysis models that have been used extensively in statistical research such as regression analysis, path analysis, and confirmatory factor analysis (Sarjono & Winda, 2015). The SEM is a multivariate analysis that can analyze the relationships between more complex variables. In this study, there were independent variables (environmental influences, individual differences, motivation, and attitudes) and dependent variables (consumer decisions) to be measured using SEM.

3.2.1 Effects of Environment, Individual, Motivation, and Attitudes on Consumer Decisions

According to (Engel, Roger, & Paul, 1995), consumer decision-making behavior is influenced by several factors, namely environmental influences, psychological processes, individual differences, and marketing strategies. The results of environmental impacts, individual differences, motivation, and attitudes on Indonesian consumers based on calculations using Structural Equation Modeling (SEM) can be seen in Figure 1.

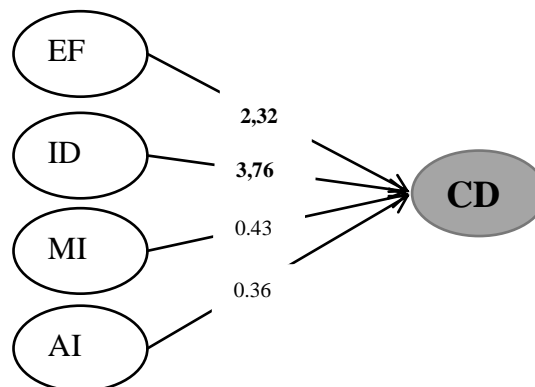


Fig. 1- SEM result of environmental influences, individual differences, motivation and attitudes towards Indonesian consumer decisions

Based on the figure above, all the factors, i.e., environment, individual, motivation, and attitude, have a direct effect on consumer decisions in halal tourism, but significant results were found in environmental influences and individual differences. The motivation and attitude became direct but insignificant due to the level of knowledge of Indonesian consumers regarding halal tourism such as destinations offering halal attractions and facilities, and the understanding of halal tourism corridors. Environmental influence factors were in the forms of tourism consumer behavior such as culture, social class, reference groups, families and situations influencing tourist behavior. Cultural factors, social classes, reference groups, and families have a partial influence on the visiting decision-making process of tourists (Baker & Ritsuko, 2008). According to (Suwanto, 2004), the community environmental factors and the convenience of tourist attractions were some of the supporting elements of tourism. Individual differences were in line with research conducted by (Yuliana & Termedi, 2016) stated that individual differences have a positive influence on the decision to use products or services. After obtaining the influence of each independent variable, a model suitability

test was conducted. Based on (Hooper, Coughlan, & Mullen, 2008), the assessed model fit the size by looking at the chi-square test, RMSEA, RMSR, and CFI values. Although the chi-square was bigger, according to (Vandenberg, 2006), the chi-square was very sensitive to sample size and was no longer relied upon as a basis for acceptance or rejection. Therefore, the suitability test in this study showed a fit model, concluding that the model used in this study can be used as a basis for analyzing the problems of this research. The results of the compatibility of the model above could be seen in Table 2.

Table 2 - Match Results Model environmental influences, individual differences, motivation and attitudes toward Indonesian consumer decisions

No	Godness Of Fit	The level of compatibility that can be received	Model Index	Information
1	Chi Square	smaller will be better (pvalue $\geq 0,05$)	0.00	Poor fit
2	RMSEA	$0.05 \leq RMSEA \leq 0.08$ good fit	0.08	Good fit
3	RMSR	$RMSR \leq 0.10$	0.062	Good fit
4	NFI	$NFI \geq 0,90$ good fit	0.95	Good fit
5	CFI	$CFI \geq 0,90$ good fit	0.97	Good fit
6	RFI	$RFI \geq 0,90$ good fit	0.92	Good fit
7	GFI	$GFI \geq 0,90$ good fit $0,80 \leq GFI \leq 0,90$ marginal fit	0.85	Marginal fit

Environmental influences, individual differences, motivation, and attitudes towards Malaysian consumer decisions in halal tours to Indonesia could be seen in Figure 2.

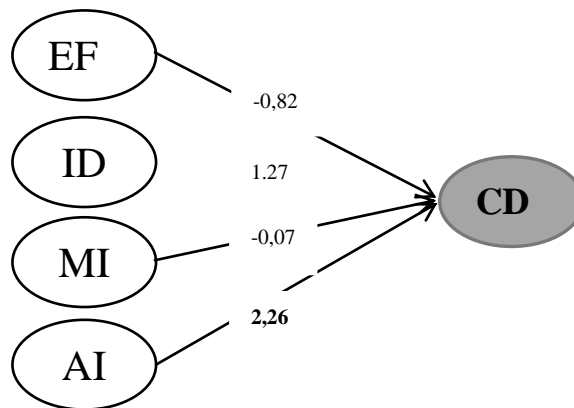


Fig. 2 – SEM result Environmental influences, individual differences, motivation and attitudes towards Malaysian consumer decisions

Factors that directly influence Malaysian respondents in halal travel decision making were individual differences and attitudes, while the environmental influences and motivation had no direct influence on decisions. It could be said that the motivational and ecological factors of the results of the questions posed to respondents did not have a significant impact on the decisions of Malaysian consumers in halal travel. Individual and attitude variables were the only variables that had a direct and considerable influence, meaning that according to Malaysian consumers, the attitude factor was very influential on consumers halal travel decisions. That was in line with the research conducted by (Hafiz, 2017) stating that attitude has a positive influence on purchasing decisions because consumers feel happy or like the product. According to (Hawkins & David, 2013), cognitive components (beliefs), affective (feelings) and behavioral (response tendencies) were tendencies to respond in a certain way about an object or activity. Thus, the cognitive and affective components would influence the actions of consumers from the products or services offered. That result was also in line with research conducted by (Sarwoko & Madziatul, 2007) stating that cognitive and affective behaviors as components of attitude had a positive and significant influence on product purchasing decisions where cognitive components were the dominant components that are very influential in the decision. The results of the compatibility of the model above could be seen in Table 3.

Table 3 - Results of Match Model environmental influences, individual differences, motivation and attitudes toward Malaysian consumer decisions.

No	Godness Of Fit	The level of compatibility that can be received	Indeks model	Information
1	Chi Square	smaller will be better (pvalue $\geq 0,05$)	0.00	Poor fit
2	RMSEA	$0.05 \leq RMSEA \leq 0.08$ good fit	0.08	Good fit
3	RMSR	$RMSR \leq 0.10$	0.088	Good fit
4	NFI	$NFI \geq 0,90$ good fit	1.00	Good fit
5	CFI	$CFI \geq 0,90$ good fit	1.00	Good fit
6	RFI	$RFI \geq 0,90$ good fit	1.00	Good fit
7	GFI	$GFI \geq 0,90$ good fit $0,80 \leq GFI \leq 0,90$ marginal fit	0.95	Good fit

The suitability test on this SEM model showed a good fit model, meaning that the model used in this study could be used as a basis for an analysis of the problems of this research. The dominant factor was needed to determine the indicators which significantly influenced consumer decisions in halal tourism in Indonesia and Malaysia. The dominant factors affecting consumer decisions in halal tourism could be seen in Table 4. The dominant factors were taken from the contribution of a greater factor, loading value on variables that significantly influence the halal travel decisions. In Indonesian respondents, the situation was the most dominant factor influencing decisions. According to (Chauhan, 2015), safety and security were the main requirements made by consumers.

Table 4 - The dominant factors influence consumer decisions

No	Variable name	Estimate	Contribution Indicators	Code	Indicators Loading Factor
1	Environment (EF) Indonesian consumer	0.44	Situation	EF2	0.81
2	Attitude (AI) Malaysian consumer	1.00	Cognitif (knowledge)	AI1	0.72

The dominant factor in Malaysian respondents was cognition (knowledge). Cognitive behavior (experience) was the dominant factor influencing consumer decisions. So, it could be said that little or more consumer knowledge about halal tourism in Indonesia would have an impact on the number of visits to Indonesian halal tourism sites. This explanation was in line with research conducted by (Anindityo, 2018), stating that knowledge had a higher contribution compared to other variables on consumer decision variables. According to (Sarwoko & Madziatul, 2007), cognitive and affective behaviors as a component of attitude had a positive and significant influence on product purchasing decisions, and cognitive components were the dominant components were very influential in a decision. Besides, (Hafiz, 2017) stated that knowledge had a causal relationship to consumption behavior.

4.0 Implication Managerial

Academic implications were expected to provide more information about halal tourism. Tour agents or related parties could pay attention to halal aspects in each good tourism object in meeting facilities for Muslims in worship, and this could also be taken into consideration for tourism businesses. Thus, halal tourism would not be close to existing or non-Muslim tourists, but it could opened up opportunities for new markets by meeting their needs following Islamic law. Also, business travelers could pay more attention to situations that make Muslim tourists safe and comfortable, adjust tourist attractions, entertainment and facilities with the needs and habits of Muslim tourists. An example was providing appropriate worship facilities, giving halal restaurants, sanitary products such as feasible and avoiding forbidden things. In-depth knowledge of halal tourism also needs to be re-socialized so that Muslims knew and fully understood the halal aspects of the tour which was something important for Muslims in the world. Thus, non-muslim countries could create tourism, making it easy for Muslim tourists to worship and get halal food.

5.0 Recommendations

This research had limitations so that improvements are needed. It is necessary to add question indicators to some insignificant variables and also the addition of other variables that are thought to influence consumer behavior in halal tours.

Acknowledgement

I would like to pray much praise and express gratitude to Allah SWT, for all the gifts so this scientific can be successfully completed. This research is joint project between Departement of Management, Faculty of Economics and Management Bogor Agricultural University and University Putra Malaysia.

I would like to extend my sincere appreciation to my advisor committee from Bogor Agricultural University : Dr. Mukhamad Najib, STP, MM, and Dr. Ir. Ma'mun Sarma Ms, MEd. They have been great mentors for the entire phase of this research. A gratitude also addressed to Dr. Anuar Shah Bali Mahomed from University Putra Malaysia who gives me advice since collecting data in Malaysia.

Much more gratitude goes to my husband, Barlian Wijaksono, SPi, MM. I am very thankful for his support and patience during this demanding process. Deep gratitude is also addressed to my parents, to all my friends in Departement of Management, Graduate School Bogor Agricultural University year 2016 for all support and togetherness in class. Hopefully, this research paper would be helpfull.

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