



DETERMINANT IN GENERATION Z'S SHARIA TOURISM DECISIONS: THE ROLE OF DIGITALIZATION

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Abstract: *The growth of digital technology has resulted in huge changes in many aspects of life, including the tourist industry. This study seeks to analyse the influence of digitalisation, as assessed by two independent variables, namely digital literacy and the use of digital material, on Islamic tourism decisions among Generation Z in East Java. This study employs a quantitative method with a population of Generation Z in East Java. The sample approach used was accidental sampling, with 402 respondents chosen using the Slovin formula. Primary data was collected using a questionnaire designed to measure digital literacy, digital content consumption, and sharia tourism choices. The SEM-PLS model was used to examine data to assess the degree to which digital literacy and digital content utilisation impact Generation Z's decision to visit Sharia, both directly and indirectly. This study's findings indicate that digital literacy and the consumption of digital material both have a significant influence on the decision to visit Sharia Tourism Generation Z in East Java. Experience with digital material for tourism can mitigate the impact of varying tourism digital literacy on Sharia tourist decisions. The findings of this study are likely to help Sharia tourism industry operators optimise digitalisation efforts in order to improve Generation Z interest in and decision-making regarding Sharia tourism.*

Keywords: *generation z; sharia tourism decisions; digitalization.*

Abstrak: *Pertumbuhan teknologi digital telah menyebabkan perubahan besar dalam banyak aspek kehidupan, termasuk industri pariwisata. Penelitian ini bertujuan untuk menganalisis pengaruh digitalisasi, yang dinilai dari dua variabel independen, yaitu literasi digital dan penggunaan materi digital, terhadap keputusan pariwisata Islam di kalangan Generasi Z di Jawa Timur. Penelitian ini menggunakan metode kuantitatif dengan populasi Generasi Z di Jawa Timur. Pendekatan sampel yang digunakan adalah sampling aksidental, dengan 402 responden yang dipilih menggunakan rumus Slovin. Data primer dikumpulkan menggunakan kuesioner yang dirancang untuk mengukur literasi digital, konsumsi konten digital, dan pilihan pariwisata syariah. Model SEM-PLS digunakan untuk menganalisis data guna menilai sejauh mana literasi digital dan pemanfaatan konten digital mempengaruhi keputusan Generasi Z untuk mengunjungi Pariwisata Syariah, baik secara langsung maupun tidak langsung. Hasil penelitian*

ini menunjukkan bahwa literasi digital dan konsumsi materi digital memiliki pengaruh yang signifikan terhadap keputusan untuk mengunjungi Pariwisata Syariah oleh Generasi Z di Jawa Timur. Pengalaman dengan materi digital untuk pariwisata dapat membantu mengurangi dampak perbedaan literasi digital pariwisata terhadap keputusan pariwisata syariah. Temuan dari penelitian ini dapat membantu operator industri pariwisata syariah untuk mengoptimalkan upaya digitalisasi guna meningkatkan minat dan pengambilan keputusan Generasi Z terkait pariwisata syariah.

Kata Kunci: generasi z; keputusan berwisata syariah; digitalisasi.

BACKGROUND

The digital technology of today is evolving quickly. The tourism sector is greatly impacted by this trend. Companies in the tourism industry are competing with one another to advance their offerings through technology. In line with the eighth Sustainable Development Goal (SDG) of Decent Work and Economic Growth, digitalization in the tourism sector are potential for promoting more jobs and sustainable growth in the industry.

Many firms currently employ technology, notably in the marketing of travel-related items (Aziz, 2022). This evolution has an impact on how tourists behave while choosing which places to visit. It will be quite simple for travelers to research specific locations before visiting. Travelers do this action in order to select the destination of their choice (Majeed & Haywantee Ramkissoon, 2022).

Generation Z (Gen Z) comprises people born between 1997 and 2012 (Dimock, 2019), while some sources place this year range slightly differently. They are frequently referred to as "digital natives," or a generation that has never known a world without the internet, because they were born at a time when digital technology, the internet, and social media were developing at a rapid pace. Generation Z is a generation that relies heavily on online platforms and digital technology for practically every area of their existence, including job, education, entertainment, and communication. This generation is used to having instant access to information, and they frequently utilize smartphones and tablets as their main means of communication with the outside world. Social media sites like YouTube, Instagram, and TikTok are significant venues for this kind of interaction. In order for them to utilize current social media platforms as well as digital technologies to choose their location (Majeed & Haywantee Ramkissoon, 2022).

Numerous research have examined how people behave while making decisions on sharia tourism. Reviews and suggestions found on social media can have a significant impact on travelers' decisions to visit a particular location (Isman et al., 2020; Pop et al., 2022; Sharma,

2022; Wibisono & Lale, 2024), encompassing studies that examine the travel choices of Generation Z. Travelers from Generation Z choose their places based on recommendations, their interests, and their curiosity (Indrayanti et al., 2024), and are also impacted by a blend of digital fluency, risk assessment, sustainability concerns, and a desire for authentic, meaningful experiences (Akın & Şener, 2024; Kettapan & Suphattanakul, 2024; Lusianingrum & Pertiwi, 2023; Pinho & Gomes, 2023; Puiu et al., 2022; Vieira et al., 2020). In contrast to previous research, there is no study on the decisions that were made by Generation Z with concerning sharia tourism. So, this study attempts to examine how digitization influences sharia tourist decisions. The digital literacy and experience of generation Z with digital content are examined in this study's analysis of the digitalization component. Since generation Z is regarded to be more social than previous generations, sharia tourism-related decisions are given more weight in this study. When they travel, they wish to engage with the local way of life. They are searching for a genuine experience that adheres to sharia principles, such as halal cuisine and modest attire (Fikri, 2023; Lestia & Hanafiah, 2024).

LITERATURE REVIEW

A theoretical framework is needed to map the factors that influence Generation Z's decision to engage in sharia tourism. The Theory of Planned Behaviour can explain the relationship between Tourism Digital Literacy, Experience in Using Digital Content for Tourism, and Generation Z's decision to engage in sharia tourism.

Theory of Planned Behavior

The TPB is highly supported by empirical research, which shows that attitudes, subjective standards, and perceived behavioural control may reliably predict intentions to engage in specific behaviours. These components account for a considerable portion of the diversity in actual behavior (Ajzen, 1991). Recent research has looked on expanding the TPB by including new predictors and changing its constructs. For example, it has been proposed that include personal normative and emotional views improves the model's predictive power (Parker & Manstead, 1995). Furthermore, the theory has been examined for reciprocal causal links, implying that intentions may impact the basic components, highlighting the need for prospective revisions to incorporate these reciprocal effects (Sussman & Gifford, 2019). The TPB has been widely employed in a variety of sectors, including technology, public health, environmental research, and tourism. It has been utilised in environmental research to investigate waste management, green consumption, and sustainable transportation (Si et al.,

2019; Yuriev et al., 2020). In tourism and hospitality, the TPB focusses on customer behaviour, with fewer research addressing management or personnel issues (Ulker-Demirel & Ciftci, 2020).

Sharia Tourism Decisions

The combining of digital information and literacy in Sharia tourism is critical to the industry's growth and viability. This entails studying and utilising Sharia principles in digital marketing and commercial strategies to improve the tourism experience while adhering to Islamic norms. Social media evaluations affect tourist consumer behaviour and create possibilities for businesses, but they require management and marketing methods to capitalise on these potential and handle issues (Sotiriadis, 2017). Emotional and rational user-generated material have a substantial influence on visitors' perceived values, enhancing impulse purchasing and future purchase intention in digital tourism platforms (Cheung et al., 2022).

Tourism Digital Literacy

An innovative framework for technology-driven hospitality and tourism curriculum development assists in identifying and developing necessary digital literacy and employability skills (Adeyinka-Ojo et al., 2020). Retrieving information, analysing information, managing information, establishing learning environments, and applying digital technologies relevant to future employment are the six important components of digital literacy for tourist management students (Xue et al., 2023).

Experience in Using Digital Content for Tourism

Social media evaluations affect tourist consumer behaviour and create chances for businesses, but they also demand management and marketing methods to capitalise on these potential and handle issues (Teare, 1990). Digital technology in tourism has enhanced familiarity, responsiveness, and responsibility, resulting in changes in visitor behaviour and the possibility of AI-based solutions in tourism research (van Nuenen & Scarles, 2021). Digital content marketing that includes information on tourist places as well as an invitation to come captures customers' interest and drives them to seek information via websites and social media platforms (Sari et al., 2023a). Digital content may be utilised to promote tourism, improve promotional abilities, and supplement training resources (Nifa & Haris Setiawan, 2023).

RESEARCH METHODS

This study employs a quantitative method. In this study, the population of Generation Z in East Java, Indonesia, is 3,055,236 as of April 2023. In order to collect 406 research samples, accidental sampling technique was employed, and the number of samples was calculated using the Slovin formula at a significant level of 5%. By distributing questionnaires, original data was obtained from the data source. Three variables are used in this study: sharia tourism decision, experience in using digital content for tourism, and tourism digital literacy. Table 1 displays the measurement of the three variables. Technical data, such as measurement and structural model analysis, is done with SEM-PLS.

Table 1. Research Instrument Variable Indicators

Variables	Definition	Indicators	Codes
Sharia Tourism Decision	Sharia Tourism Decision is the process of selecting travel options that align with Islamic principles, focusing on halal services, religious accommodations, and ethical activities (Jasafat et al., 2020; Manan et al., 2023; Trimulato et al., 2023).	Destination Image	KB4
		Facility and Accommodation	KB5
		Motivation to Visit	KB7
		Tourist Preferences	KB8
Tourism Digital Literacy	Tourism digital literacy is the capacity to effectively access, assess, and generate travel and tourism-related information using digital tools, platforms, and technologies (Popsa, 2023).	Ability to Find & Select Information	LD1, LD2, LD3
		Collaboration	LD4
		Communication	LD5
Experience in Using Digital Content for Tourism	Experience with Digital Content for tourist refers to how people engage and use online resources, platforms, and media to improve their travel planning, decision-making, and overall tourist experience (De Souza et al., 2022).	Content Quality Perception	PKD1
		Information Seeking Behaviour	PKD2, PKD3
		Perceived Trust	PKD5
		Engagement with Digital Content	PKD8

Based on the problems, literature review, and previous research, the conceptual framework of this study is presented in Figure 1. The hypotheses in this study are as follows.

- H1 : Tourism digital literacy has a significant impact on sharia tourism decision of generation z
- H2 : Tourism digital literacy has a significant impact on experience in using digital content for tourism
- H3 : Experience in using digital content for tourism has a significant impact on sharia tourism decision of generation z
- H4 : Experience in using digital content for tourism mediated the relationship between tourism digital literacy and sharia tourism decision of generation z

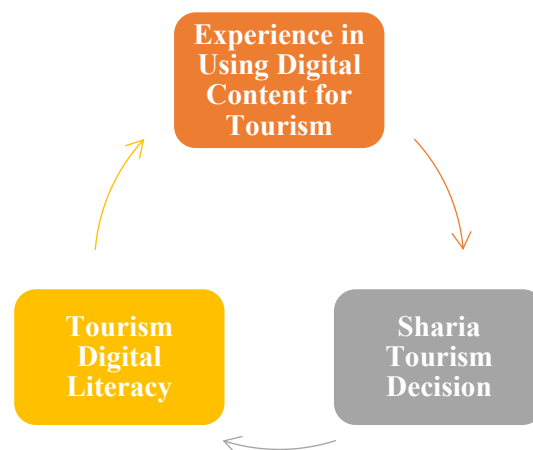


Figure 1. Conceptual Framework (Authors, 2025)

RESULTS AND DISCUSSION

This study examines the relationship between generation Z's sharia tourist decisions, tourism digital literacy, and variable skill in using digital information for tourism. This study employs SmartPLS 4.0 software to conduct inner and outer model tests using PLS, a statistical test tool that leverages the SEM approach.

Measurements of reliability, discriminant validity, and convergence are done when testing the outer model or assessing the measurement model. Every external loading for every variable indicator is valued at more than 0.70, according to the convergent validity value calculated using the loading factor value. In the meantime, the AVE value is more than 0.50 based on the AVE (Average Variance Extracted) value for every variable. In order to move on to the next phase of the study, all variables are considered to meet the requirements of convergent validity. Table 2 displays the values of the outer loadings and AVE.

Tabel 2. Length Weight of Sections

Variables	Codes	AVE	Outer Loadings
Sharia Tourism Decision	KB4	0.547	0.731
	KB5		0.760
	KB7		0.723
	KB8		0.743
Tourism Digital Literacy	LD1	0.576	0.799
	LD2		0.749
	LD3		0.767
	LD4		0.716
	LD5		0.761
Experience in Using Digital Content for Tourism	PKD1	0.533	0.750
	PKD2		0.737

Variables	Codes	AVE	Outer Loadings
	PKD3		0.740
	PKD5		0.702
	PKD8		0.720

(Processed Data, 2024)

To make sure that each latent variable's idea is distinct from other variables, discriminant validity is used. When the correlation between indicators of personal financial management behavior and the construct of personal financial management behavior is stronger than the constructions of other variables, Table 3 displays the results of testing discriminant validity through cross-loading values. When there is a stronger association between indicators and their constructs than there is with other variable constructs, this also holds true for other variables. These findings show that each variable block's indicators are more accurately predicted by the latent constructs than by the indicators from other blocks.

Table 3. Discriminant Validity

Variables	Codes	Cross Loading		
		KB	LD	PKD
Sharia Tourism Decision	KB4	0.731		
	KB5	0.760		
	KB7	0.723		
	KB8	0.743		
Tourism Digital Literacy	LD1		0.799	
	LD2		0.749	
	LD3		0.767	
	LD4		0.716	
	LD5		0.761	
Experience in Using Digital Content for Tourism	PKD1			0.750
	PKD2			0.737
	PKD3			0.740
	PKD5			0.702
	PKD8			0.720

(Processed Data, 2024)

When measuring constructions, an instrument's accuracy, consistency, and constancy are demonstrated by its reliability. Table 4 displays the instrument reliability measurement findings. It is clear from Table 4 that every variable satisfies the dependability requirements since each one has a Cronbach's Alpha and Composite dependability value of greater than 0.70.

Table 4. Cronbach's Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability
Sharia Tourism Decision	0.726	0.730
Tourism Digital Literacy	0.815	0.817

Variables	Cronbach's Alpha	Composite Reliability
Experience in Using Digital Content for Tourism	0.781	0.783

(Processed Data, 2024)

Construct validity, discriminant validity, and reliability measurements demonstrate that the outer model testing has satisfied the requirements of the subsequent inner model testing (structural model). To determine how much the independent variable influences the dependent variable, inner model testing is utilized. The results of testing R-square, R-square adjusted, are shown in Table 5. Based on R-Square Adjusted Score, Table 5, indicates that tourism digital literacy influences 45.7% of experience in using digital content for tourism variable, while other variables outside the model influence the remaining 54.3%. Tourism digital literacy and experience in using digital content for tourism have an impact on 44.7% of sharia tourism decision variable, while other factors not included in the model have an impact on the remaining 55.3%.

Table 5. Nilai R-Square dan R-Square Adjusted

Variable	R-Square	R-Square Adjusted
Sharia Tourism Decision	0.450	0.447
Experience in Using Digital Content for Tourism	0.458	0.457

(Processed Data, 2024)

Tests of hypotheses are the last steps in data analysis. The findings of the hypothesis testing, which examined the relationship between the variables in this study, are displayed in Table 6. The findings are based on the value of the inner weight output result, which gives measurement output in structural model testing.

Table 6. Hypothesis Testing

Hypothesis	Original Sample	Standard Deviation	P values	Results
Tourism Digital Literacy → Sharia Tourism Decision	0.587	0.044	0.000	H1 accepted
Tourism Digital Literacy → Experience in Using Digital Content for Tourism	0.677	0.036	0.000	H2 accepted
Experience in Using Digital Content for Tourism → Sharia Tourism Decision	0.442	0.060	0.000	H3 accepted
Tourism Digital Literacy → Experience in Using Digital Content for Tourism → Sharia Tourism Decision	0.299	0.045	0.000	H4 accepted

(Processed Data, 2024)

Table 6 reveals that in the first hypothesis test, the path coefficient and p-values are 0.578 and 0.000, respectively. This demonstrates that the first hypothesis is accepted, implying that variable tourism digital literacy has a positive and significant influence on sharia tourism decision generation z, with an increase in one unit of tourism digital literacy resulting in a 0.587 unit increase in sharia tourism decision generation z. The path coefficient and p-values for the second hypothesis are 0.677 and 0.000, respectively. This demonstrates that the second hypothesis is also accepted, implying that variable tourism digital literacy has a positive and significant influence on experience in using digital content for tourism, specifically that for every increase in one unit of tourism digital literacy, the sharia tourism decision generation z increases by 0.677 units.

In the third hypothesis test, the path coefficient and p values are 0.442, indicating that experience with digital content for tourism has a positive effect on sharia tourism decision, implying that increasing experience with digital content for tourism will increase sharia tourism decision generation z by 0.422 units. The p-value measurement, which was 0.000 in the third hypothesis test, also revealed that expertise with digital content for tourism had a substantial beneficial effect on sharia tourism decisions. Furthermore, according on the hypothesis test reported in Table 6, experience in using digital content for tourism can mediate the influence of variable tourism digital literacy on sharia tourism decision, with a p-value of 0.00. This suggests that tourism digital literacy has a strong indirect influence on Sharia tourist decisions through experience with digital content for tourism.

Digital literacy refers to the ability to properly find, assess, and use information from digital sources (Pangrazio et al., 2020). This skill is critical for Generation Z, who are digital native (Chang & Chang, 2023; Jayatissa, 2023; Limilia et al., 2022), as they navigate the massive amount of information available online. The outcomes of this research demonstrate that the better tourism digital literacy, the higher the sharia tourism decision. Higher levels of digital literacy are associated with superior decision-making capacities in a variety of circumstances, including tourism (Hakim, 2021; Setiyariski et al., 2023). The intersection of digital literacy and sharia tourism is critical for reaching Generation Z. As this generation seeks travel options that reflect their beliefs, the ability to browse and use digital resources becomes increasingly important in their decision-making process. As a result, improving digital literacy in the context of Sharia tourism can enhance interest and involvement from this critical group. A study highlighted that student with high digital literacy could make final decisions about travel destinations based on their online research (Amelia & Prasetyo, 2023).

The findings of this study also indicate that the better the tourism digital literacy, the greater the experience in using digital content for tourism. Generation Z has strong digital literacy, which allows them to critically analyze the material they encounter online (Arafah et al., 2023). This Generation can distinguish between legitimate and untrustworthy sources, which is essential while looking for true Sharia tourist experiences (Kurnia Erza, 2020; Riswandi, 2023; Yoanita, 2022). Research reveals that this age frequently bases their final travel decisions on rigorous web research, including criteria such as user evaluations and ratings from peers who share similar values and opinions (Hakim, 2021; Sunardi et al., 2021).

Based on the findings, experience in using digital content for tourism has a significant impact on sharia tourism decision of generation z. Generation Z craves real experiences that reflect their cultural and religious values. This generation's comfort level with technology helps them to successfully seek for and assess halal travel possibilities, making their travel decisions based on available digital information (Hanafia et al., 2020). Their internet abilities enable them to discover sites that provide true sharia-compliant services, such as halal cuisine and prayer facilities. This search for authenticity is vital in their decision-making process for tourism (Sunardi et al., 2021). Generation Z can use digital technologies to find individualized vacation experiences that reflect their cultural and religious identities. They can locate services that cater to their demands for halal cuisine, prayer facilities, and community-based activities. This personalization is a crucial aspect in their decision-making process. They choose experiences that represent their ideals (Riandari et al., 2022).

Experience in using digital content for tourism can mediate the influence of variable tourism digital literacy on sharia tourism decision. This highlights the role of digital content as a bridge between literacy and actual travel choices. Consumers' experiences with digital content can mediate the effects of digital literacy on their decisions to visit specific destinations, including those that offer sharia-compliant services (Sari et al., 2023b). That effective utilization of digital content can mediate the relationship between digital literacy and travel decisions, especially those involving sharia tourism. This approach emphasizes the significance of user experience in guiding informed travel decisions (Choi et al., 2022). Technology and digital content shape travel experiences and decisions among tourists. Familiarity with digital content mitigates the effects of digital literacy on decision-making in tourism settings (Chrisostomus Susmono Widagdo et al., 2024). Experiences with digital content can enhance decision-making processes by providing relevant information and facilitating better choices based on users' digital skills (Dharma et al., 2024).



This study has limits in examining the elements that impact Generation Z's desire to participate in sharia tourism since it only examines two variables digital tourism literacy and experience utilizing digital content which undoubtedly do not encompass all aspects of digitalization. Accidental sampling was employed in place of random sample since the researchers found it impossible to contact every member of the population in order to get data from Generation Z who was involved in sharia tourism. This study's a weakness is this.

CONCLUSION

Digitalization has an evident impact on many sectors of life, including the tourism industry, particularly for Generation Z, who are digital natives. Digital literacy and experience with digital content has been shown to influence this generation's decision. The better tourism digital literacy, the higher the sharia tourism decision. The better the tourism digital literacy, the greater the experience in using digital content for tourism. Experience in using digital content for tourism also can mediate the influence of variable tourism digital literacy on sharia tourism decision. This demonstrates how digital content can operate as a link between literacy and actual travel decisions.

The study's conclusions should aid those in the Sharia tourism sector in making the most of their digitization initiatives to increase Generation Z's interest in and ability to make decisions about Sharia travel. Through a deeper comprehension of the digital preferences and online behaviors of this technologically adept generation, operators may design more focused marketing campaigns, intuitive platforms, and incorporate cutting-edge technology that align with their requirements. Additionally, by strengthening brand loyalty and promoting greater interaction with Generation Z, these insights may also help to increase participation in Sharia-compliant tourism experiences overall.

Given the study's imperfections the researchers recommend future researches to take consideration other digitalization elements like Electronic Word of Mouth, consumer reviews and ratings, social media, travel influencers, etc. that can affect Generation Z's choices about Islamic tourism. To get a fully representative sample, future researchers may potentially employ various sampling strategies, such random sampling.

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