

Perceived Behavioral Control as the Key Driver of Islamic Tourism Intention: A Theory Planned Behavior (TPB) Approach

***Fathin Insyirah Khairul Rijal, Nur Shahirah Mior Shariffuddin**

Faculty of Applied Social Sciences, Universiti Sultan Zainal Abidin, 21300 Kuala Nerus, Terengganu, Malaysia

***Corresponding Author**

DOI: <https://dx.doi.org/10.47772/IJRISS.2025.91100377>

Received: 27 November 2025; Accepted: 03 December 2025; Published: 11 December 2025

ABSTRACT

Islamic tourism extends far beyond the provision of halal food, it represents a holistic travel experience that enables Muslims to fulfil their religious responsibilities, including observing prayer times, maintaining modesty in recreational activities, and avoiding prohibited elements such as alcohol, gambling, and unethical entertainment. Within this setting, the Theory of Planned Behavior (TPB) serves as a robust and widely applied framework for understanding behavioral intention. According to TPB, intention is influenced by three core components: attitude toward the behavior, subjective norms, and perceived behavioral control (PBC). In this conceptual paper, PBC is the central focus. It refers to an individual's perception of their capability to perform a behavior, shaped by both internal competencies and external situational constraints. Although related to self-efficacy, PBC encompasses a broader range of factors, including environmental facilitators or barriers that may affect the ease or difficulty of performing the behavior. In the context of Islamic tourism, high perceived behavioral control strengthens Muslim travelers' intentions, whereas low PBC can considerably undermine them. For instance, when travelers anticipate challenges such as insufficient halal food options, limited prayer facilities, or logistical difficulties in upholding religious duties, their intention to travel may diminish even if they hold positive attitudes toward the destination or receive social encouragement. PBC in Islamic tourism can be understood through three interrelated components: self-efficacy, controllability, and resource availability. Together, these dimensions provide a comprehensive lens for examining how Muslim travelers evaluate their ability to participate in Shariah-compliant travel. This conceptual exploration offers valuable insights for advancing theory and guiding practical efforts to enhance the Islamic tourism experience.

Keywords: Tourism, Perceived Behavioral Control, Theory of Planned Behavior, Intention, Islamic

INTRODUCTION

Islamic tourism has increasingly become a significant sector within the global tourism industry, driven by the rising number of Muslim travelers who seek destinations that support their religious values, lifestyle needs, and cultural expectations (Junaidi, 2022). Islamic tourism encompasses more than simply providing halal food, it reflects a holistic travel experience that allows Muslims to fulfil religious obligations, such as observing prayer times, ensuring modesty in leisure activities, and avoiding prohibited elements such as alcohol, gambling, and unethical entertainment (Said et al., 2022). As Muslim travelers become more discerning in aligning travel choices with Shariah principles, scholars and policymakers have emphasized the importance of understanding psychological determinants that shape their intention to engage in Islamic tourism (Alhothali et al., 2023).

Within this context, the Theory of Planned Behavior (TPB) offers a comprehensive and widely accepted framework for examining behavioral intention. Based on Li et al. (2023), The model posits that intention is shaped by three main components: attitude, subjective norms, and perceived behavioral control (PBC). Among these components, PBC emerges as a particularly critical factor in the Islamic tourism setting, as it captures the traveler's perceived capability to engage in Islamic tourism while managing potential challenges relating to religious, logistical, and situational constraints (Chang & Amalina, 2025). These constraints may include the

availability of halal facilities, access to prayer spaces, safety for Muslim women travelers, cost considerations, or the general ease of locating Shariah-compliant services at a destination (Rosli et al., 2024).

Despite the acknowledged significance of PBC, the multifaceted nature of PBC in Islamic tourism has not received enough attention in the literature, which has mostly concentrated on attitudes and subjective norms. In particular, there is still a lack of theoretical understanding on how Muslim travelers view and deal with situational, logistical, and religious constraints (Said et al., 2022).

Given these realities, understanding PBC is essential because Muslim travelers often evaluate not only the desirability of Islamic tourism but also their confidence in being able to practice their faith smoothly throughout the travel experience (Pattaray, 2024). A high sense of perceived control can enhance their willingness to choose Islamic-compliant destinations, whereas low perceived control may discourage them even if their attitudes or subjective norms are favorable (Ahmed et al., 2024). This conceptual paper contributes theoretically by extending the TPB framework to explicitly incorporate the multidimensional aspects of PBC within the context of Islamic tourism. By doing so, it offers a comprehensive understanding of the mechanisms through which perceived control influences Muslim travelers' intention formation, providing a foundation for future empirical testing and practical application in destination planning. Therefore, this conceptual paper aims to explore in depth how perceived behavioral control influences the intention to visit Islamic tourism destinations, emphasizing PBC's multidimensional nature and its pivotal role in shaping faith-aligned travel decisions among Muslim tourists.

LITERATURE REVIEW

Overview of the Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is one of the most widely applied and empirically supported frameworks in social and consumer psychology, including tourism research. It provides a systematic approach to understanding the factors that shape behavioral intention, which is widely recognized as a strong predictor of actual behavior (Ajzen, 2020). TPB posits that intention is determined by three key components: attitude toward the behavior, subjective norms, and perceived behavioral control (PBC) (La Barbera et al., 2021). While all three play a role in shaping intention, their influence may vary depending on the behavioral context. In Islamic tourism, where religious obligations and situational constraints are central concerns, PBC often emerges as the most decisive factor in determining intention (Akter & Hasan et al., 2023).

Attitude refers to an individual's overall evaluation of performing the behavior, whether positive or negative (Shareef et al., 2023). In the context of Islamic tourism, attitude encompasses the perceived benefits and values associated with engaging in Shariah-compliant travel. However, even when attitudes are positive, travelers may still refrain from forming strong intentions if they feel unable to practice their religion effectively during travel (Nguyen et al., 2023). A positive attitude toward Islamic tourism indicates that travelers view such experiences as desirable, meaningful, and aligned with their faith-based values, thereby increasing the likelihood of forming a strong behavioral intention (Rostiani et al., 2024). Subjective norms, the second component of TPB, represent the perceived social pressures or expectations from significant referent groups, such as family, friends, religious leaders, and the broader community (Nguyen et al., 2023). In Islamic tourism, subjective norms play a critical role because many Muslim travelers consider the expectations of their social and religious networks when making travel decisions (Adel et al., 2021). Social encouragement alone does not guarantee intention if travelers anticipate difficulties fulfilling religious obligations (Solekah et al., 2023).

Perceived behavioral control, the focus of this conceptual paper, plays a particularly dominant role in Islamic tourism because it directly reflects Muslim travelers' confidence in their ability to uphold religious practices during travel. PBC is conceptually similar to self-efficacy, yet it extends to include situational and environmental factors that may facilitate or impede behavior. Perceived behavioural control refers to an individual's perception of how easy or difficult it is to perform a particular behaviour, as well as their actual ability to regulate or control that behaviour. PBC captures not only internal capabilities but also the availability of external facilitators that influence the ease or difficulty of performing Shariah-compliant behaviors (Adewoyin et al., 2022). In the context of Islamic tourism, PBC encompasses both the traveler's confidence in managing religious obligations

during travel and the perception that external conditions support such compliance. For instance, the availability of halal food, accessible prayer rooms, reliable transport systems, culturally sensitive service providers, and an overall environment that aligns with Islamic principles all contribute to perceived control (Harun et al., 2024).

High PBC strengthens the belief that travel can be successfully executed without compromising religious commitments, whereas low PBC may create doubts or hesitation, reducing the likelihood of intention formation (Sun, 2020). Thus, PBC becomes the most important TPB element in Islamic tourism decision-making since it is the primary mechanism that converts intention from desire into active readiness (Adel et al., 2021). Through the lens of PBC, TPB offers a solid basis for comprehending Muslim travelers' faith-aligned travel intents by emphasizing both internal confidence and external facilitation.

Understanding Perceived Behavioral Control in TPB

Perceived behavioral control (PBC) refers to the extent to which individuals believe they have the capability to perform a specific behavior, reflecting their perception of control over the behavior in question (Hagger et al., 2022). Unlike attitude and subjective norms, which reflect desire and social influence, PBC directly addresses the individual's sense of ability, manageability, and feasibility, making it a more action-oriented predictor in the intention process (Ajzen, 2020). This construct encompasses both internal factors, such as personal skills, knowledge, experience, and self-confidence, as well as external factors, including the availability of resources, supportive environments, and situational opportunities. According to Ajzen (1991), PBC significantly influences behavioral intentions because individuals are more likely to intend to perform behaviors they perceive as within their ability to accomplish (Sujoed et al., 2022). In other words, even if individuals want to perform a behavior (attitude) and feel expected to perform it (subjective norm), intention will remain weak if they feel they lack control.

In the context of tourism research, PBC is particularly valuable in explaining how travelers evaluate their capacity to plan, organize, and execute travel activities, navigate potential challenges, and successfully complete the tasks associated with their intended trip (Chen et al., 2023). However, the role of PBC becomes even more pronounced in Islamic tourism, where the ability to maintain religious obligations during travel is a central concern. Travelers may hold positive attitudes toward Islamic tourism or feel socially encouraged to travel, but their intention will be strongly shaped by whether they believe they can manage their faith-related requirements during the trip (Asnawai & Sihombing et al., 2021). This elevates PBC from a supporting factor to a primary, dominant predictor of intention.

Azam et al. (2024) stated in the context of Islamic tourism, perceived behavioral control is a critical determinant of whether Muslim travelers feel capable of participating in faith-aligned travel experiences. PBC reflects the traveler's assessment of their ability to maintain religious obligations while engaging in tourism activities. For instance, Muslim travelers may consider whether they can reliably observe prayer times, locate halal-certified food options, ensure modesty in dress and behavior, and avoid activities that conflict with Islamic ethical standards (Ashton et al., 2025). These considerations make PBC not only a measure of confidence but also a measure of religious feasibility a dimension uniquely important in Islamic tourism. The perception of control in this setting is therefore multidimensional, shaped by both the individual's internal competencies and the external travel environment (Tsai, 2022). Internal factors include a traveler's religious knowledge, familiarity with Islamic practices in various cultural contexts, personal organizational and planning skills, and prior experience in Shariah-compliant travel. External factors encompass access to halal restaurants, prayer facilities, gender-sensitive accommodations, transportation systems that align with Islamic requirements, and available information on the Islamic-friendliness of a destination. The stronger these internal and external supports are, the more confident Muslim travelers become in their ability to execute the trip successfully, thereby increasing PBC (Abror et al., 2025).

When Muslim travelers perceive a high level of both internal capability and external support, their perceived behavioral control increases, enhancing their confidence in the feasibility of the trip. This strengthened PBC, in turn, positively influences the formation of travel intentions, as travelers feel empowered to make decisions that align with their faith without significant risk of compromise (Akter & Hasan, 2023). Perceived behavioral control functions as a crucial psychological mechanism in Islamic tourism, bridging the gap between desire and

actionable intention (Abdul Muhaemin et al., 2024). While attitude reflects preference and subjective norms reflect social expectations, PBC determines whether the individual believes they can realistically execute the behavior in a faith-consistent way. As a result, PBC becomes a decisive factor influencing whether Muslim travelers translate their interest in Islamic tourism into actual planned behavior (Mohammed et al., 2023). It highlights the necessity of both strong personal competencies and Islamic-friendly environments in enabling Shariah-compliant tourism experiences.

Perceived Behavioral Control in the Context of Islamic Tourism

Perceived behavioral control (PBC) is particularly significant in Islamic tourism because Muslim travelers often evaluate the feasibility of Shariah-compliant travel before forming an intention to visit a destination (Sulaiman et al., 2022). Unlike conventional leisure travel, Islamic tourism requires broader and more complex considerations, as travelers must ensure that their chosen destinations provide halal goods and services, Islamic-friendly facilities, and environments that respect and accommodate religious values (Wibawa et al., 2023). This nature of Islamic tourism makes perceived behavioral control a central factor in the decision-making process, their actual ability to comply with faith-based obligations during the journey (Lestari et al., 2023). PBC in this context is therefore shaped by religious, logistical, and situational components that collectively influence the traveler's confidence in performing the intended behavior.

One critical factor influencing PBC is information accessibility. Muslim travelers who have access to comprehensive, reliable, and accurate information about halal-certified restaurants, prayer facilities, modest entertainment options, and culturally sensitive local customs are more likely to perceive control over their travel experience (Bukhari et al., 2025). The rise of digital technologies, including mobile applications, dedicated Islamic tourism websites, and Muslim-friendly travel agencies, has significantly enhanced perceived control by reducing uncertainty and providing clear guidance (Berakon et al., 2023). These information resources allow travelers to plan more effectively, anticipate challenges, and make informed decisions, thereby strengthening their confidence in successfully engaging in Shariah-compliant travel.

Another important component of PBC is experience. Travelers who have previously participated in Islamic tourism and successfully managed to adhere to Shariah principles during their trips develop higher confidence in their ability to replicate similar experiences in the future. This accumulated knowledge, familiarity with procedures, and practical understanding of how to navigate religious and logistical requirements reduce perceived barriers, enhance self-efficacy, and contribute to a stronger sense of control over subsequent travel decisions (Zhang & Hwang et al., 2025). As a result, PBC becomes progressively stronger each time travelers navigate Islamic-friendly environments, making it a powerful predictor of future behavior. Theoretically, this suggests that PBC in Islamic tourism develops through iterative reinforcement, where successful past performance amplifies perceived control and consolidates intention formation in subsequent travel decisions (Akter & Hasan et al., 2023).

Collectively, these dynamics position PBC as the dominant theoretical construct in understanding Islamic tourism intention. While attitude and subjective norms remain relevant, they do not fully capture the religious feasibility judgments that Muslim travelers must make. PBC, however, directly addresses these judgments by integrating internal capability, external support, and contextual certainty. This makes PBC the most comprehensive and influential predictor in the TPB framework when applied to Islamic tourism, marking it as a core theoretical pillar in explaining how Muslim travelers translate their faith-based motivations into actual behavioral intentions (Wang et al., 2023).

METHODOLOGY

This study is a conceptual article that develops theoretical reasons and the suggested conceptual model by critically analyzing the body of existing literature. Targeted searches utilizing keywords like "Islamic tourism," "perceived behavioral control," "Theory of Planned Behavior," and "Muslim travel intention" were used to find pertinent material in databases including Google Scholar, Scopus, and Web of Science.

The goal of this search was to find basic theories, seminal publications, and relevant empirical investigations that support the conceptual framework's evolution rather than to carry out an extensive systematic review. The selection of literature was based on factors including theoretical relevance, contextual appropriateness, and contribution to the topic's understanding; studies that had nothing to do with the main concepts or variables were not included.

In order to develop a theoretical rationale and suggest conceptual connections that clarify the crucial role that perceived behavioral control plays in influencing Islamic tourist aspirations, the paper employs this method, synthesizing important findings from earlier research.

DISCUSSION

The Relationship Between Perceived Behavioral Control and Intention to Visit Islamic Tourism

Perceived behavioral control (PBC) plays a direct and substantial role in shaping behavioral intention within the Theory of Planned Behavior (TPB) framework. It reflects an individual's perception of their capacity to perform a specific behavior, considering both internal capabilities and external constraints. In the context of Islamic tourism, PBC is particularly influential because Muslim travelers must evaluate not only their desire to engage in travel but also their ability to maintain religious compliance throughout the journey (Hanafiah & Hamdan 2021). When travelers perceive high levels of control over their ability to participate in Islamic tourism, the likelihood of forming a strong intention to visit Shariah-compliant destinations increases significantly (Akter & Hasan, 2023). This sense of control functions as a psychological assurance, giving travelers confidence that they can undertake travel activities without excessive difficulty or compromising their religious values, which in turn strengthens their commitment to the intended action.

PBC influences intention in Islamic tourism through several mechanisms. First, high PBC reduces perceived risk and uncertainty associated with travel to destinations where the availability of halal facilities or religiously compliant services might be unclear (Asnawai & Sihombing, 2021). For example, travelers who know they can access halal-certified restaurants, prayer rooms, gender-sensitive accommodations, and culturally respectful leisure options experience lower anxiety and greater readiness to participate in Islamic tourism. Second, PBC enhances planning confidence, enabling travelers to anticipate potential challenges, schedule activities in accordance with religious obligations, and make informed decisions about transportation, accommodation, and itinerary (Zhang et al., 2025). This enhanced confidence solidifies intention by reinforcing the belief that Shariah-compliant travel is both manageable and rewarding. Additionally, Ibrahim et al. (2025) stated PBC allows travelers to perceive that they have sufficient resources time, finances, information, and support from travel companions to successfully navigate the requirements of Islamic tourism, which further strengthens intention.

If Muslim travelers perceive inadequate availability of halal food, limited access to prayer facilities, or logistical difficulties in maintaining religious practices, they may hesitate or avoid forming strong intentions, even when their attitudes toward the destination are positive or when social norms encourage participation (Sumardi et al., 2025). Therefore, PBC functions as a critical bridge in the TPB framework, mediating the conversion of motivation and desire into actionable behavioral intention (Hanafiah et al., 2021). Understanding the role of PBC in Islamic tourism provides valuable insight for destination planners and service providers seeking to create environments that support Muslim travelers' confidence, reduce barriers, and facilitate Shariah-compliant travel experiences (Mursid, 2023).

Dimensions of Perceived Behavioral Control in Islamic Tourism

Perceived behavioral control (PBC) in Islamic tourism can be conceptualized through three interconnected dimensions: self-efficacy, controllability, and resource availability (Chang & Amalina, 2025). These dimensions collectively shape the traveler's perception of their ability to engage in Shariah-compliant travel and directly influence their intention to participate in Islamic tourism. By examining PBC through this multidimensional lens, researchers and practitioners can gain an in-depth understanding of the psychological and practical factors that empower or constrain Muslim travelers.

The first dimension, self-efficacy, based on Said et al. (2022), refers to the traveler's confidence in their own ability to fulfill religious obligations while traveling. It encompasses internal beliefs about competence, such as the ability to manage dietary requirements, adhere to prayer schedules, and adjust daily routines to maintain compliance with Islamic principles. Travelers with high self-efficacy are more likely to perceive Islamic tourism as manageable and within their personal capacity, as they believe they can successfully navigate potential challenges without compromising religious duties. For instance, a traveler who is confident in planning meals that meet halal standards or in locating prayer facilities in unfamiliar destinations demonstrates high self-efficacy. This internal sense of competence not only strengthens intention but also reduces anxiety associated with travel, promoting a more positive and empowered approach to Shariah-compliant tourism.

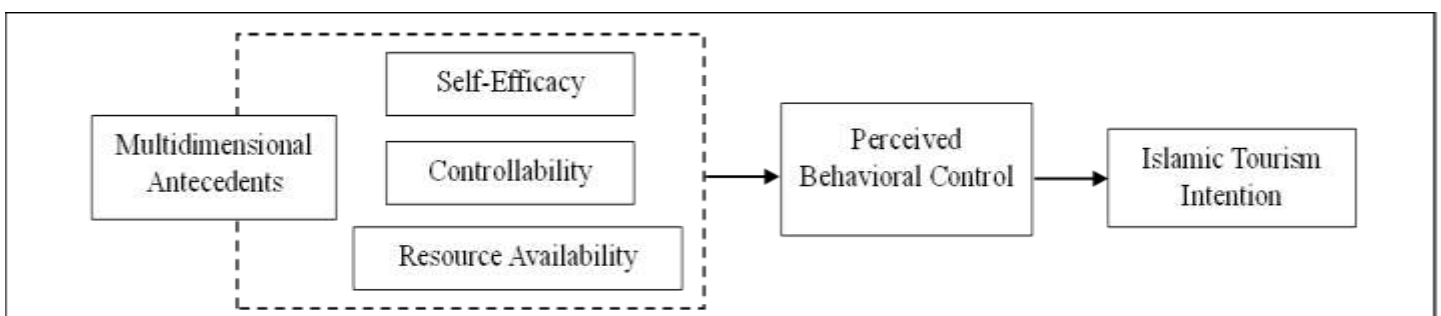
The second dimension is controllability. Sulaiman et al. (2022) said refers to the traveler's perception of external factors that either facilitate or constrain Shariah-compliant travel. The presence of supportive infrastructure such as halal-certified restaurants, accessible prayer rooms, gender-segregated facilities, and culturally sensitive accommodations enhances perceived control by reducing uncertainty and potential barriers. Destinations that actively promote transparency in Shariah compliance, such as providing clear signage, certified halal menus, or dedicated spaces for worship, further strengthen controllability. When travelers perceive that these external conditions are favorable, they feel a greater sense of control over their travel experience, which positively influences their intention to choose Islamic tourism.

The third dimension, resource availability, includes financial, informational, and logistical resources that support the practical implementation of Shariah-compliant travel (Jamaludin et al., 2023). Sufficient financial resources allow travelers to afford Islamic-friendly accommodations, transportation, and activities, while access to accurate information through websites, mobile applications, or travel agencies reduces uncertainty and facilitates planning. Logistical resources, such as convenient transportation and availability of travel companions who share similar religious values, also contribute to perceived control. When resources are readily available, perceived constraints are minimized, enhancing confidence in successfully executing travel plans and increasing the likelihood of forming strong intentions to participate in Islamic tourism.

Overall, self-efficacy, controllability, and resource availability work in tandem to shape perceived behavioral control. High levels of PBC across these dimensions empower Muslim travelers to confidently engage in Shariah-compliant tourism, bridging the gap between intention and action, and highlighting the importance of both internal competencies and external facilitation in promoting Islamic tourism participation.

To further strengthen the analytical clarity of the argument and to visually represent the theoretical relationships explained in this section, Figure 1 shows the proposed conceptual model, which positions perceived behavioral control (PBC) as a multidimensional construct shaped by self-efficacy, controllability, and resource availability. As illustrated in Figure 1, these three dimensions collectively contribute to the formation of PBC, which subsequently exerts a direct influence on Islamic tourism intention. This visual representation highlights how internal confidence, external facilitation, and access to necessary resources interact to enhance Muslim travelers' perceived ability to maintain religious compliance throughout the travel process.

Figure 1: Conceptual Model of PBC and Islamic Tourism Intention



Source: Authors' own work

Figure 1 therefore clarifies the theoretical pathway discussed earlier: the three antecedent dimensions reinforce perceived behavioral control, which functions as the primary mechanism through which Muslim travelers translate motivation into behavioral intention in Islamic tourism contexts. This model also provides a structured foundation for developing future hypotheses and guiding empirical investigations.

Implication

The conceptual exploration of perceived behavioral control (PBC) in Islamic tourism provides a rich foundation for both theoretical advancement and practical implementation, offering insights into how Muslim travelers form intentions to engage in Shariah-compliant tourism. From a theoretical perspective, future research can empirically investigate the ways in which PBC influences travel intention across diverse Muslim demographic groups, including differences in age, gender, educational background, religiosity, and socioeconomic status. For instance, younger travelers or those with prior experience in international Islamic tourism may exhibit higher levels of self-efficacy and resource confidence compared to first-time travelers (Chang & Amalina, 2025). Similarly, cultural context can play a significant role, as PBC may be influenced by local norms, religious practices, and the availability of Islamic-friendly facilities in different regions or countries. Examining these variations can help refine the Theory of Planned Behavior in the context of Islamic tourism and enhance the generalizability of PBC as a predictor of behavioral intention.

Additionally, future studies can explore the interplay between digital technology, destination image, and PBC in shaping travel intention. The increasing availability of mobile applications, online travel platforms, and social media resources provides Muslim travelers with instant access to information on halal food, prayer facilities, and culturally appropriate accommodations (Hidayat, 2023). Research examining how digital tools reduce perceived barriers, increase controllability, and enhance self-efficacy can yield valuable insights for both theory and practice. Furthermore, investigating how positive destination image interacts with PBC may offer better understanding of how perceived accessibility, safety, and Islamic-friendliness influence intention formation.

From a practical standpoint, tourism providers and destination managers can apply insights from PBC to create environments that foster confidence among Muslim travelers. Enhancing infrastructure, such as establishing easily accessible prayer rooms, providing halal-certified dining, and ensuring gender-sensitive facilities, can strengthen travelers' perceived control. Transparent halal certification, clear communication of Islamic-friendly services, and culturally sensitive staff training can further improve travelers' confidence in destination compliance with Shariah principles (Arissaputra et al., 2025). Policymakers also play a critical role by developing national standards for halal tourism, promoting Muslim-friendly branding for destinations, and supporting the creation of integrated Shariah-compliant tourism ecosystems. These measures reduce uncertainty, enhance self-efficacy, and empower travelers to engage in Islamic tourism with greater confidence.

In summary, both theoretical and practical applications of PBC in Islamic tourism have the potential to advance academic understanding while simultaneously improving the quality, accessibility, and attractiveness of destinations for Muslim travelers. By addressing the psychological, logistical, and informational dimensions of control, stakeholders can bridge the gap between intention and behavior, ensuring sustainable growth in the Islamic tourism sector and promoting positive travel experiences for Muslim consumers worldwide.

CONCLUSION

Perceived behavioral control (PBC) holds substantial importance in shaping Muslim travelers' intention to participate in Islamic tourism, functioning as a key psychological determinant within the Theory of Planned Behavior (TPB) framework. This conceptual paper emphasizes that PBC, through its multidimensional components of self-efficacy, controllability, and resource availability, influences whether travelers perceive Islamic tourism as feasible, manageable, and compatible with their personal capabilities (Abror et al., 2025). Self-efficacy allows travelers to feel confident in their ability to maintain religious obligations, such as observing prayer times, locating halal food, and ensuring modesty in daily activities. Controllability reflects the external conditions and facilitators, including the presence of halal-certified facilities, prayer spaces, and culturally sensitive services, which reduce barriers and uncertainties. Resource availability, encompassing financial,

informational, and logistical support, further strengthens perceived control by enabling travelers to navigate Shariah-compliant travel with confidence.

High levels of PBC encourage intention by reducing perceived risk, enhancing planning confidence, and fostering the belief that travel can be undertaken without compromising religious values (Rahmafitria et al., 2021). Travelers who perceive strong control are more likely to commit to destinations and experiences that align with Shariah principles, translating desire and attitude into actionable intention. Conversely, low perceived control can impede intention, even when travelers hold positive attitudes toward Islamic tourism and experience supportive social norms. Insufficient information, lack of halal services, or limited access to necessary resources can create uncertainty, diminish confidence, and deter participation.

By situating PBC at the forefront of Islamic tourism behavior, this paper underscores the critical role of both internal competencies and external facilitators in promoting faith-aligned travel. Destinations and tourism practitioners can enhance PBC by providing transparent, accessible information, improving Shariah-compliant infrastructure, and creating supportive environments that enable Muslim travelers to feel capable and empowered (Bamiro et al., 2025). Future empirical research should test the proposed relationships within this conceptual framework to deepen understanding of PBC's influence on Islamic tourism intention and guide the sustainable development of the sector, ultimately ensuring that Muslim travelers can engage in fulfilling, ethically and religiously compliant travel experiences.

REFERENCES

1. Abdul Muhaemin, I. A., & Abdul Gani, A. (2024). Predictors of international tourists' behavioural intention to visit Malaysia: a conceptual paper. *Journal of Tourism, Hospitality and Culinary Arts*, 16(1), 378-388.
2. Abror, A., Patrisia, D., Engriani, Y., Firman, F., Linda, M. R., Gaffar, V., & Aujiapongpan, S. (2025). How Do Behavioral Factors, Past Experience, and Emotional Events Influence Tourist Continuance Intention in Halal Tourism? *Tourism and Hospitality*, 6(4), 217. <https://doi.org/10.3390/tourhosp6040217>
3. Adel, A. M., Dai, X., Roshdy, R. S., & Yan, C. (2021). Muslims' travel decision-making to non-Islamic destinations: perspectives from information-seeking models and theory of planned behavior. *Journal of Islamic Marketing*, 12(4), 918-940. <https://doi.org/10.1108/JIMA-04-2020-0095>
4. Adewoyin, O., Wesson, J., & Vogts, D. (2022). The PBC model: supporting positive behaviours in smart environments. *Sensors*, 22(24), 9626.
5. Ahmed, T., & Shuvo, M. I. M. (2024). Halal tourism in Bangladesh: An exploratory study on its demand and opportunities. *Journal of Islamic Tourism*, 4(1), 41-70.
6. Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human behavior and emerging technologies*, 2(4), 314-324. <https://doi.org/10.1002/hbe2.195>
7. Akter, N., & Hasan, S. (2023). The moderating role of perceived behavioral control in predicting Muslim tourists' halal tourism intention: a developing country perspective. *Journal of Islamic Marketing*, 14(7), 1744-1767. <https://doi.org/10.1108/JIMA-10-2021-0336>
8. Alhothali, G. T., Mavondo, F., & Elgammal, I. (2023). Sustainability of religious travel and tourism: a profile deviation perspective. *Journal of Islamic Marketing*, 14(6), 1551-1576. <https://doi.org/10.1108/JIMA-09-2021-0312>
9. Arissaputra, R., Gaffar, V., Sultan, M. A., Andriana, D., Abror, A., Sentika, S., & Christiyanto, W. W. (2025). Muslim tourists as role models for environmental responsibility: key factors in memorable nature-based tourism, place attachment, and environmental concern. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-11-2024-0541>
10. Ashton, A. S., & Islam, R. (2025). Halal-Friendly Wellness Tourism in Non-Muslim Countries: Perceptions of Muslim Tourists. *International Journal of Religious Tourism and Pilgrimage*, 13(3), 4. <https://doi.org/10.21427/pfvx-ka07>
11. Asnawai, A., & Sihombing, P. R. (2021). The Antecedent Of Intention To Visit Halal Tourism Areas using The Theory Of Planned Behavior: The Moderating Effect Of Religiosity. *Journal of Tourism Management Research*, 8(2), 127-135. <https://doi.org/10.18488/journal.31.2021.82.127.135>

12. Azam, M. S. E., Muflih, B. K., & Al Haq, M. A. (2024). Intersection between modern technologies and halal tourism: exploring the role of digital innovation in enhancing muslim travellers' experience. *The Journal of Muamalat and Islamic Finance Research*, 16-31. <https://doi.org/10.33102/jmifr.546>
13. Bamiro, N. B., Oshoba, A. O., Yahya, I. O., & Li, Q. (2025). Transforming Halal Coastal Tourism for Financial Inclusion and Economic Growth: Threat, Challenges and Opportunities. *Green and Blue Economy Frameworks for Halal Industry Sustainability*, 327-345.
14. Berakon, I., Wibowo, M. G., Nurdany, A., & Aji, H. M. (2023). An expansion of the technology acceptance model applied to the halal tourism sector. *Journal of Islamic Marketing*, 14(1), 289-316. <https://doi.org/10.1108/JIMA-03-2021-0064>
15. Bukhari, S. H., & Fatima, R. A. (2025). Halal Tourism: Navigating Its Definitional and Implementation Obstacles. *Journal of Halal Ethics and Research*, 1(1), 11-24. <https://doi.org/10.58932/MULJ0004>
16. Chang, Y. C., & Amalina, N. S. S. (2025). Halal travel intention of Muslim tourists toward a non-Islamic destination: an integrated framework in Taiwan. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-01-2025-0027>
17. Chen, S. C., Jong, D., Hsu, C. S., & Lin, C. H. (2023). Understanding extended theory of planned behavior to access backpackers' intention in self-service travel websites. *Journal of Hospitality & Tourism Research*, 47(1), 106-132. <https://doi.org/10.1177/1096348021994166>
18. Hagger, M. S., Cheung, M. W. L., Ajzen, I., & Hamilton, K. (2022). Perceived behavioral control moderating effects in the theory of planned behavior: A meta-analysis. *Health Psychology*, 41(2), 155. <https://psycnet.apa.org/doi/10.1037/hea0001153>
19. Hanafiah, M. H., & Hamdan, N. A. A. (2021). Determinants of Muslim travellers Halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197-1218. <https://doi.org/10.1108/JIMA-09-2019-0195>
20. Harun, S., Ahmad, I., Shafie, S., Choirisa, S. F. F., & Rizkalla, N. (2024). Developing Muslim-friendly hospital practices: understanding the key drivers. *Journal of Islamic Marketing*, 15(11), 3137-3155. <https://doi.org/10.1108/JIMA-03-2023-0094>
21. Hidayat, H. (2023). Development Strategies For Halal Tourism In Indonesia Through The Smart Tourism Approach. In *International Conference On Digital Advanced Tourism Management And Technology* (Vol. 1, No. 2, pp. 178-187). <https://doi.org/10.56910/ictmt.v1i2.35>
22. Ibrahim, M. H., Khairi, L. I., & Putri, A. L. A. (2025). "Linking Religiosity and Experience" A Study of Muslim-Friendly Tourism Intentions: Integration of Tourism Consumption Systems Theory and Social Exchange Theory. *Jurnal Kepariwisata Indonesia: Jurnal Penelitian dan Pengembangan Kepariwisata Indonesia*, 19(1), 33-50. <https://doi.org/10.47608/jki.v19i12025.33-50>
23. Junaidi, J. (2020). Halal-friendly tourism and factors influencing halal tourism. *Management Science Letters*, 10(2), 1-8.
24. La Barbera, F., & Ajzen, I. (2021). Moderating role of perceived behavioral control in the theory of planned behavior: A preregistered study. *Journal of Theoretical Social Psychology*, 5(1), 35-45. <https://doi.org/10.1002/jts5.83>
25. Lestari, Y. D., Saidah, F., & Aliya Putri, A. N. (2023). Effect of destination competitiveness attributes on tourists' intention to visit halal tourism destination in Indonesia. *Journal of Islamic Marketing*, 14(4), 937-965. <https://doi.org/10.1108/JIMA-12-2020-0368>
26. Li, X., Dai, J., Zhu, X., Li, J., He, J., Huang, Y., ... & Shen, Q. (2023). Mechanism of attitude, subjective norms, and perceived behavioral control influence the green development behavior of construction enterprises. *Humanities and Social Sciences Communications*, 10(1), 1-13. <https://doi.org/10.1057/s41599-023-01724-9>
27. Mohammed, I., Mahmoud, M. A., Preko, A., Hinson, R., & Yeboah, J. G. (2023). The impact of halal tourism on Muslim diaspora intention to recommend: an application of the theory of planned behaviour. *Journal of Hospitality and Tourism Insights*, 6(5), 1688-1708. <https://doi.org/10.1108/JHTI-10-2021-0297>
28. Mursid, A. (2023). Examining revisit intention from the basic foundation of Islam: the role of halal destination attributes and perceived value. *Journal of Islamic Marketing*, 14(5), 1325-1345. <https://doi.org/10.1108/JIMA-07-2021-0232>
29. Nguyen, V. H., Nguyen, T. H., Mai, L. H., Nguyen, T. T. P., Lan Nguyen, T. M., & Nguyen, T. P. L. (2023). The factors affecting Vietnamese people's sustainable tourism intention: an empirical study with

- extended the theory of planned behavior (TPB). *foresight*, 25(6), 844-860. <https://doi.org/10.1108/FS-06-2022-0065>
30. Pattaray, A. (2024). Travel Expectations and Experiences: Evaluating the Satisfaction of International Muslim Travelers in the Super Priority Destination of Mandalika, Lombok, Indonesia. *International Journal of Sustainable Development & Planning*, 19(9). <https://doi.org/10.18280/ijdsdp.190917>
 31. Rahmafritia, F., Suryadi, K., Oktadiana, H., Putro, H. P. H., & Rosyidie, A. (2021). Applying knowledge, social concern and perceived risk in planned behavior theory for tourism in the Covid-19 pandemic. *Tourism Review*, 76(4), 809-828. <https://doi.org/10.1108/TR-11-2020-0542>
 32. Rosli, N. L., Jamaludin, M. A. B., & Ahmad, A. N. B. (2024). Beyond Halal Cuisine: A Comprehensive Exploration of Shariah Compliance in Tourism and Hospitality. *Tazkia Islamic Finance and Business Review*, 18(1), 120-139.
 33. Rostiani, R., Firdausi, A. S. M., Arini, H. M., Mulyani, Y. P., & Sunarharum, T. M. (2024). The effect of Islamic attributes, destination image, scepticism, perceived value and halal awareness on the intention to engage in Muslim-friendly travel. *Journal of Islamic Marketing*, 15(2), 613-632. <https://doi.org/10.1108/JIMA-12-2022-0322>
 34. Said, M. F., Adham, K. A., Muhamad, N. S. A., & Sulaiman, S. (2022). Exploring halal tourism in Muslim-minority countries: Muslim travellers' needs and concerns. *Journal of Islamic Marketing*, 13(4), 824-842. <https://doi.org/10.1108/JIMA-07-2020-0202>
 35. Said, M. F., Adham, K. A., Muhamad, N. S. A., & Sulaiman, S. (2022). Exploring halal tourism in Muslim-minority countries: Muslim travellers' needs and concerns. *Journal of Islamic Marketing*, 13(4), 824-842. <https://doi.org/10.1108/JIMA-07-2020-0202>
 36. Shareef, M. A., Akram, M. S., Malik, F. T., Kumar, V., Dwivedi, Y. K., & Giannakis, M. (2023). An attitude-behavioral model to understand people's behavior towards tourism during COVID-19 pandemic. *Journal of Business Research*, 161, 113839. <https://doi.org/10.1016/j.jbusres.2023.113839>
 37. Solekah, N. A., Handriana, T., & Usman, I. (2023). Environmental sustainability in muslim-friendly tourism: Evaluating the influence of Schwartz's basic value theory on tourist behaviour in Indonesia. *Opportunities and Challenges in Sustainability (OCS)*, 2(4), 172-183.
 38. Sujood, Hamid, S., & Bano, N. (2022). Behavioral intention of traveling in the period of COVID-19: an application of the theory of planned behavior (TPB) and perceived risk. *International Journal of Tourism Cities*, 8(2), 357-378. <https://doi.org/10.1108/IJTC-09-2020-0183>
 39. Sulaiman, Z. A., Iranmanesh, M., Foroughi, B., & Rosly, O. (2022). The impacts of Shariah-compliant hotel attributes on Muslim travellers revisit intention: religiosity as a moderator. *Journal of Islamic Marketing*, 13(10), 2108-2125. <https://doi.org/10.1108/JIMA-06-2020-0179>
 40. Sumardi, R. S., Mahomed, A. S. B., & Aziz, Y. A. (2025). Innovative Strategy for Muslim-Friendly Hotels (MFH): Responding to Challenges By Prioritizing Islamic Attributes. *International Journal of Economics & Business Administration (IJEBA)*, 13(2), 60-91.
 41. Sun, W. (2020). Toward a theory of ethical consumer intention formation: Re-extending the theory of planned behavior. *AMS Review*, 10(3), 260-278.
 42. Tsai, H. Y. (2022). Individual-level absorptive capacity and multidimensional work behavior in tourism. *Journal of Organizational Change Management*, 35(2), 280-292. <https://doi.org/10.1108/JOCM-01-2021-0014>
 43. Wang, L., Wang, J., Shen, P., Liu, S., & Zhang, S. (2023). Low-carbon travel behavior in daily residence and tourism destination: based on TPB-ABC integrated model. *Sustainability*, 15(19), 14349. <https://doi.org/10.3390/su151914349>
 44. Wibawa, B. M., Pranindyasari, C., Bhawika, G. W., & Mardhotillah, R. R. (2023). Discovering the importance of halal tourism for Indonesian Muslim travelers: perceptions and behaviors when traveling to a non-Muslim destination. *Journal of Islamic Marketing*, 14(1), 61-81. <https://doi.org/10.1108/JIMA-07-2020-0210>
 45. Zhang, X., Wong, H. S. M., & Tavitiyaman, P. (2025). Travel confidence, constraints and behaviors of Chinese outbound tourists in the new normal: a longitudinal case study of Hong Kong. *Journal of Hospitality and Tourism Insights*.
 46. Zhang, Y., & Hwang, J. (2025). Navigating Travel Decisions: The Influence of Uncertainty Tolerance, Risk Perception, and Experience on Chinese Outbound Travel Intentions. *International Journal of Tourism Research*, 27(3), e2806. <https://doi.org/10.1002/jtr.2806>