Assessing the Impact of Electronic Word of Mouth on Muslim Millennials' Travel Intentions: Evidence from Muslim-Friendly Tourism in Lombok

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Article Info	Abstract
	Tourism is a vital global industry contributing to foreign exchange, regional development, and employment. However, the COVID-19 pandemic in early 2020 led to a drastic decline in tourist visits and expenditures. This study examines the factors influencing Muslim millennials' intentions to visit Muslim-friendly destinations in Lombok, focusing on electronic word of mouth (e-WOM), Islamic tourism motivation, pandemic risk perception, and attitude toward destinations. Quantitative data were collected from 210 Muslim millennial respondents and analyzed with Partial Least Squares Structural Equation Modeling (SEM-PLS) via SmartPLS. The results indicate that e-WOM, Islamic tourism motivation, and attitude toward destinations significantly and positively affect visit intentions, while pandemic risk perception does not significantly impact. These findings suggest that psychological and informational factors, especially those distributed digitally, have a more substantial influence than health-related concerns. The study provides practical implications for halal tourism destination managers in optimizing e-WOM and digital marketing strategies, while maintaining post-pandemic health protocols to enhance tourist confidence. This research contributes to the post-pandemic halal tourism literature by integrating psychological and contextual variables in understanding the travel behavior of Muslim millennials.

1. Introduction

Tourism is one of the world's largest industries, which is a pillar of economic growth, with a contribution to global GDP of 10.4% in 2018 and increasing to 10.6% in 2019 (Calderwood & Soshkin, 2019)(Calderwood & Soshkin, 2019), and supported 334 million jobs or 10.6% of total global employment in 2014–2019 (Ivanov, 2011). However, the COVID-19 pandemic in early 2020 led to a 70% drop in international tourist arrivals and a loss of USD 730 billion in export revenue in the first eight months. (Škare et al., 2021) ; (UNWTO, 2022). To restore this sector, various strategies are being implemented, including the development of halal tourism, which is recognized as a potential and rapidly growing market, especially in Indonesia, which in 2023 ranks first in the world halal tourist destination according to the Mastercard-Crescent Rating Global Muslim Travel Index (GMTI, 2023). One of the main contributors to this success is Lombok, which won the World Halal Tourism Award 2016 and offers halal facilities including 60 certified restaurants, 8,456 mosques, 60 halal hotels, 25 Islamic heritage sites, 98 Muslim-friendly attractions, seven Islamic events, and eleven halal tour packages (Ministry of Tourism and Creative Economy, 2021).

Indonesia's success in developing halal tourism is inseparable from innovative marketing strategies, one of which is through the use of Electronic Word of Mouth, which is a form of word-of-

mouth communication in the digital realm, sch as social media, discussion forums, and travel review platforms that have been proven to influence consumer decisions (Woodside et al., 2009), where about 90% of consumers rely on e-WOM, such as online reviews, blogs, or user-generated content, in the purchase decision-making process (C. M. K. Cheung & Thadani, 2012) And actively seek out online reviews as part of the pre-purchase process (Zhu, 2010), with its main appeal of high credibility, trust, reach, and wide accessibility (Godes & Mayzlin, 2004); (Jalilvand & Samiei, 2012a).

For the millennial generation, e-WOM is the primary source in determining destination choices, and the Muslim millennial generation is a strategic segment in halal tourism, supported by the growth of the global Muslim population with a predominantly young age (Pew Research Center, 2023), as well as the fact that in Indonesia around 25.87% of the population is the millennial generation who actively use the internet (BPS, 2024) Amid the world's largest Muslim population, 87% of the total population (World Population Review, 2024). In addition to e-WOM, Islamic Travel Motivation plays a role in shaping the intention of Muslim tourists to visit, which is influenced by the desire to gain new cultural experiences, relaxation, adventure, and spiritual motivation, with special needs such as halal facilities, comfort of worship, and Islamic cultural experience (Battour & Ismail, 2016) Lombok offers various advantages to meet these needs. Another influencing factor is Attitude Towards Destination, where a positive attitude towards the destination will increase the intention to visit (Ajzen, 1991) Positive or negative perceptions of the impact of tourism affect the attitude of tourists (Kamata, 2022); (Nunkoo et al., 2013); (Kuo et al., 2008); (Wang, 2017).

Although the COVID-19 pandemic emergency status has been lifted, pandemic risk remains a consideration for tourists, with awareness of destination cleanliness, safety, and preparedness remaining high (World Economic Forum, 2023; Qiu et al., 2023), changing the mindset in planning trips. Based on this background, this study aims to examine the influence of e-WOM on the intention of millennial Muslims to visit Muslim-friendly tourist destinations in Lombok by considering Islamic Travel Motivation, Attitude Towards Destination, and Pandemic Risk as supporting factors. Although various studies have discussed the role of e-WOM in the decision-making of general tourists (Woodside et al., 2009); (C. M. Cheung & Thadani, 2012); (Zhu, 2010); (Jalilvand & Samiei, 2012c) Specific studies on how e-WOM shapes the intention of millennial Muslims to visit halal tourist destinations in Indonesia are still limited. Most previous research has focused on conventional tourism without considering the special needs of Muslim tourists, such as halal facilities and Islamic cultural values, and studies on Attitude Towards Destination have highlighted the general perception of destinations without linking them to halal tourism. In addition, although changes in tourist behavior after the pandemic have been widely researched, integrating pandemic risk factors in halal tourism visit behavior models is still rare. Therefore, this study fills the gap in the literature by developing a simultaneous model of the influence of e-WOM, Islamic Travel Motivation, Attitude Towards Destination, and Pandemic Risk on the intention of millennial Muslims to visit halal tourist destinations, with a focus on Lombok as a case study.

Tourism is a travel activity, and a person stays outside his or her neighborhood for no more than one year for recreational, business, or other purposes (Ruhanen et al., 2010). In its development, halal tourism emerged as an alternative that integrates sharia values by providing facilities and services according to Islamic principles (Kemenparekraf, 2021). This attracts Muslim tourists who want to practice religious values in their travels. In tourism, the intention to visit is the main factor determining a person's decision to visit a specific destination. This intention reflects an individual's desire to travel shortly (Matzler et al., 2016). Although a specific theory of visiting intent does not yet exist, this concept can be adapted from the theory of buying interest, which explains a person's tendencies before making a final decision (Khotler, 2005) Factors that affect the intention to visit can come from individuals and the attraction of the destination, including the ease of access to information about tourist destinations.

One main factor influencing tourists' decisions to choose a destination is the Electronic Word of Mouth (e-WOM). e-WOM is the delivery of customer opinions through electronic media, which

plays an important role in consumer decision-making (Hennig-thurau et al., 2017). The information conveyed through e-WOM is considered more objective than traditional advertising, so it significantly influences the perception and interest of tourists in visiting a destination (C. M. Cheung & Thadani, 2012). The millennial generation is considered the most capable of using technology to choose destinations and has high purchasing power (Ravichandran, 2020). They actively use social media to search for tourist information, influencing their visiting intentions (Pencarelli et al., 2020); (Murphy & Moscardo, 2007). In the digital era, social media is millennials' primary information source, including shaping opinions and preferences for a tourist destination.

In addition to technological factors, travel motivation is an important aspect of Muslim travelers' decisions. Islamic Travel Motivation is a psychological factor that drives individuals to travel (Beerli & Martín, 2004)In the context of halal tourism, this motivation is influenced by religion, culture, and the social environment, so Muslim tourists prefer destinations based on Sharia principles (Hassani, 2020); (Battour & Ismail, 2016). This motivation is also closely related to e-WOM because information about destinations based on Islamic principles is often disseminated through digital platforms. On the other hand, the COVID-19 pandemic has significantly impacted the global tourism sector, including changes in tourist behavior patterns. Tourists face health, psychological, and financial risks, making them more selective in choosing destinations (Bae & Chang, 2020). Fear of infectious diseases led to fewer tourists (Aebli et al., 2022) (Nilashi et al., 2022); (X. Huang et al., 2020). In this case, e-WOM also plays a role in disseminating information related to the safety of tourist destinations in the post-pandemic era. Various previous studies have stated that attitude is one of the indicators that also influences tourists' decisions. This attitude reflects an individual's evaluation based on experience and information obtained, which consists of cognitive, affective, and behavioral aspects (Al-Ansi & Han, 2019). Evaluations based on knowledge are called cognitive, while the affective aspect is related to the tourist's feelings towards the destination (Seo & Yun, 2010). Meanwhile, the behavioral aspect shows the intention of tourists to visit the destination in the future (Wang, 2017); (Guler et al., 2018). With the growing e-WOM and the influence of social media, tourists' attitudes towards destinations can be shaped by various information that is widely spread in the digital world.

2. Research Method

This study employed a quantitative approach with an explanatory research design to examine the relationship between e-WOM and Islamic travel motivation among Muslim millennials. The target population consisted of Indonesian Muslim millennials whose exact number is unknown or considered infinite, as the researcher could not determine the total number of potential visitors to Lombok Island. The inclusion criteria were individuals born between 1980 and 2000, who had never visited Lombok, were active internet users, maintained at least one social media account (e.g., Instagram, Twitter, Facebook), and were employed or had a personal source of income. The study utilized a non-probability purposive sampling technique to select respondents based on specific characteristics aligned with the research objectives (Hardani et al., 2020). The sample was expected to represent individuals likely to engage in travel decision-making influenced by digital information, particularly electronic word of mouth (e-WOM). An online questionnaire was distributed to respondents who met the predetermined criteria.

Data collection for this study was conducted in early 2022, during the final phase of the COVID-19 pandemic. At the time, travel behavior and decision-making processes were still notably influenced by pandemic-related concerns, including health risks, mobility restrictions, and social distancing protocols. Therefore, the inclusion of the variable pandemic risk perception is considered both relevant and justified, as residual anxiety and behavioral adaptations continued to shape the intentions of prospective travelers, despite the gradual easing of global restrictions. The timing of

data collection ensures that this variable captures the transitional dynamics between pandemic and post-pandemic travel behavior.

The study applied Partial Least Squares (PLS) path modeling using SmartPLS software. PLS is a variance-based structural equation modeling (SEM) technique that enables the use of latent variables measured by manifest indicators (Cepeda-Carrion et al., 2019). The data analysis process consisted of two primary stages: (1) evaluation of the measurement model (outer model) and (2) evaluation of the structural model (inner model). The measurement model was assessed through tests of convergent validity, discriminant validity, composite reliability, and average variance extracted (AVE). Reliability and validity analyses were conducted to determine the strength and consistency of the indicators in representing the latent constructs (Hair & Christian, 2015). The structural model was then analyzed to evaluate the significance and robustness of the hypothesized relationships.

Hypotheses

The Effect of Electronic Word of Mouth on Islamic Travel Motivation

Recent studies have highlighted the significant role of electronic word of mouth (e-WOM) in influencing tourist behavior, particularly in the context of destination selection and travel intentions. (González-Rodríguez et al., 2022) demonstrated that e-WOM effectively reduces perceived risks associated with visiting destinations, thereby enhancing user engagement and increasing tourists' intentions to travel. Similarly, (Andreas, 2025) found that e-WOM not only shapes destination image but also strengthens the relationship between travel motivation and behavioral intention, especially among millennial and digital-native travelers. Furthermore, (Al-Ansi & Han, 2019) emphasized that when e-WOM aligns with religious and cultural values, it significantly increases Muslim tourists' trust and their intention to visit halal-friendly destinations. Despite these advancements, research explicitly linking e-WOM to Islamic travel motivation remains limited. Previous studies by (Wardi et al., 2018) and (Abror et al., 2020) found that positive perceptions of halal tourism attributes encourage tourists to engage in e-WOM, which in turn influences their perceptions and decisions about travel destinations. These findings suggest that e-WOM has the potential to shape not only destination image but also the underlying motivation for Islamic travel.
H1: Electronic word of mouth has a positive and significant effect on Islamic travel motivation.

The Effect of Electronic Word of Mouth on Perceived Pandemic Risk

In the digitalization era, electronic word of mouth (e-WOM) has become increasingly important, especially amid the COVID-19 pandemic. Research (Toubes et al., 2021) The pandemic has driven a surge in the use and demand for online transaction services, such as shopping through marketplaces and e-commerce, and ordering food and beverages through delivery apps. A number of descriptive studies discuss the short-term impact of the pandemic on changes in tourist consumption patterns and society in general (Gössling et al., 2021). In particular, there has been a significant increase in internet use in the purchase process, from information search to online transactions. (Hasanat et al., 2020). The exchange of information and recommendations among users through e-WOM has a huge influence on online purchasing behavior, especially through reviews on shopping platforms, social media, vlogs, and blogs (Khwaja & Zaman, 2020).

During the COVID-19 pandemic, e-WOM became one of the most reliable sources of information (Praptiningsih, 2021). The impact is getting bigger because people rely more on online information as a reference before making transactions. The pandemic has led to a drastic change in consumption patterns, where demand for services that require face-to-face contact, such as dining out and entertainment, has declined sharply, while the consumption of online goods and services, including e-commerce, has increased rapidly (Watanabe & Omori, 2020). Social media plays an important role in raising individuals' awareness of the symptoms of COVID-19 and its prevention measures. When travel risks increase, travelers tend to rely on social media and user-generated content in their decision-making (Amatulli et al., 2019). Social media also plays a role in

disseminating information about the spread of the virus, including through various online channels. In the context of tourism, travelers rely heavily on e-WOM to reduce risk and uncertainty, which ultimately influences their travel booking intentions and decisions (Tham et al., 2013). e-WOM is becoming increasingly significant as travelers narrow down their choice of destinations. The information obtained through e-WOM helps to increase their awareness and confidence before making a final decision regarding travel (Shome, 2020). Based on theory and empirical research results, the following hypotheses can be made:

H2: Electronic word of mouth positive and significantly affects perceived pandemic risk.

The Effect of Electronic Word of Mouth on Attitude Towards Destination and Intention to Travel

Through the Internet, individuals can make their ideas and opinions more accessible to other internet users (Dellarocas, 2016). User-generated online reviews of tourist destinations, hotels, and tourism services are an important source of information for travelers (Park et al., 2019). Word of mouth has traditionally been recognized to play a considerable role in influencing and shaping consumer attitudes and behavioral intentions (Chevalier & Mayzlin, 2006). Research results (Castañeda et al., 2009) show the importance of attitudes towards websites and attitudes towards the internet in explaining attitudes towards brands and consumer behavior. Previous research has shown that eWOM significantly impacts attitudes (Soderlund & Rosengren, 2007) and intentions (Ying & Chung, 2007). Then, Reza et al. (2012) conclude that information through e-WOM has a positive and significant effect on tourists' attitudes and intentions towards visiting a specific destination. The same results are also proven by (Litvin et al., 2008), (Albarq, 2014), and (Gretzel, 2008). Based on theory and empirical research results, the following hypotheses can be made:

H3: Electronic word of mouth positively and significantly affects attitude towards the destination.

H4: Electronic word of mouth has a positive and significant effect on intention to visit.

The Effect of Islamic Travel Motivation on Attitude Towards Destination and Intention to Visit

Some studies have linked travel motivations to religious motives (Vukonic, 1996), (Collins & Tisdell, 2002), (Weidenfeld, 2006), (Jafari & Scott, 2014). For example, in the study (Vukonic, 1996) Emphasizes the importance of motives that encourage people to travel on religious grounds to find spiritual value and get in touch with customs. The act of traveling in Islam is a "purposeful" activity, which emphasizes the motivation of Muslims in traveling to achieve many goals, including physical, social, and spiritual (Din, 1988) Including health (relaxation), education (learning, teaching). Information sharing, cultural realization, and other businesses. According to Eickelman and Piscatori (1990), Muslims travel to visit friends and relatives, appreciate the beauty of God's creation, and foster unity among Muslim communities. Good (Duman, 2011) and (Battour et al., 2011) Posits that religion influences attitudes and reasons for traveling and making decisions. Tourist motivation is essential to understanding tourist behavior. (Maghrifani, 2018). Motivation refers to needs, goals, and arguments to influence preferences (S. Jiang et al., 2015). Research directly examining the relationship between Islamic travel motivation and tourist attitudes is minimal. However, many studies have analyzed the relationship between travel motivation and attitude towards a destination. Such as findings (S. S. Huang & Hsu, 2009) The attitude of tourists towards a destination is determined by their behavioral beliefs about motivation and the motivation to travel. Based on theory and empirical research results, the following hypotheses can be made:

H5: Islamic Travel Motivation positively and significantly affects attitude towards the destination.

H6: Islamic Travel Motivation positively and significantly affects intention to visit.

The Effect Of Perceived Pandemic Risk on Attitude Towards Destination and Intention to Visit

In tourism, perceived risk characterizes a situation that predicts the decision to avoid traveling to a particular destination; for example, due to terrorism, political instability, or health risks (Sonmez

& Graefe, 1998). Similar studies were conducted by Bruwer and Cohen (2018), which discuss risk perception in the restaurant business, focusing on food safety. Another study examined the impact of trip cancellations after 9/11, fear of illness, and lack of health care (Lepp & Gibson, 2003). Tourists' attitudes towards health and hygiene conditions are considered an important factor in increasing the competitiveness of destinations and attracting tourists. In a recent study by H. Park and Almanza, nearly one-third of respondents reported taking active measures during air travel to prevent themselves from getting sick. Thus, it seems clear that the perception of risk is a central element in the decision-making process of the traveler or tourist (Kozak et al., 2007), As the level of potential losses felt by an individual, which comes from the loss of travel results due to the global pandemic situation caused by COVID-19 (Dillette et al., 2020), (Bhati et al., 2020) Examining tourists' attitudes as they are affected by the perception of risk and fear of tourism destinations during the COVID-19 pandemic. Findings of the same study (Sánchez-cañizares et al., 2020) the higher the perception of risk from COVID-19, the more negative attitudes towards traveling during the pandemic. Based on theory and empirical research results, the following hypotheses can be made:

H7: Perceived pandemic risk has a positive and significant effect on attitude towards the destination
H8: Perceived pandemic risk positively and significantly affects intention to travel.

Based on the explanation of the relationship between the above variables, this study has the following conceptual framework:
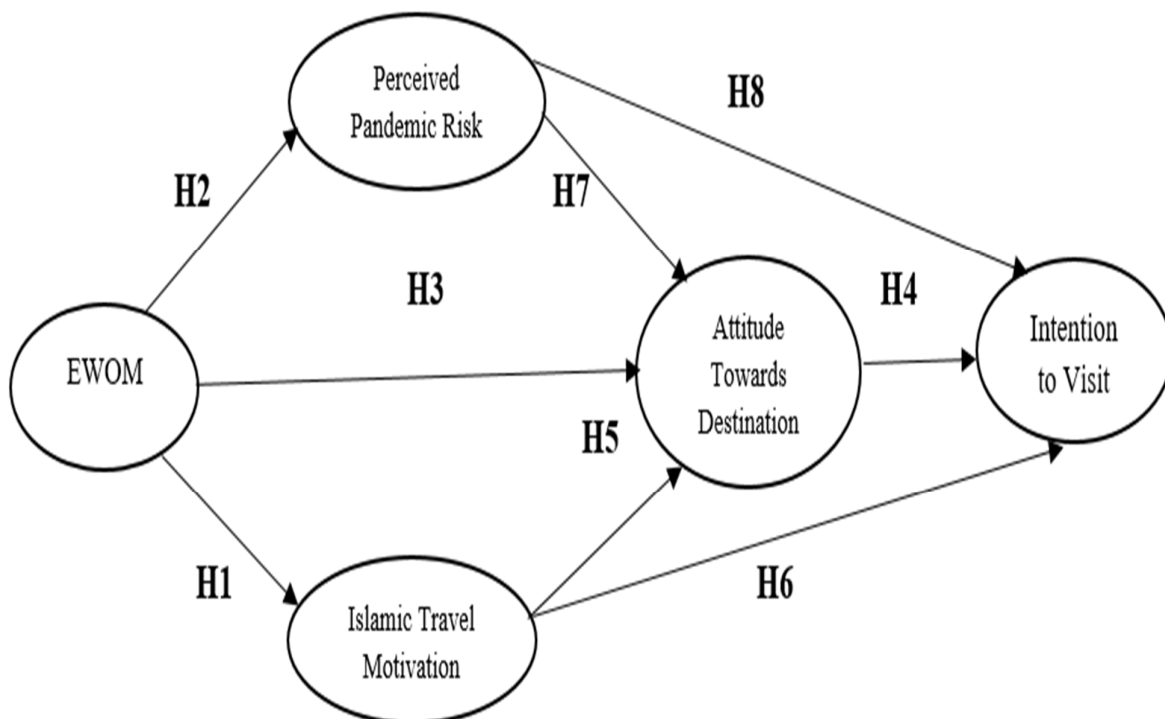

Figure 1. Research Framework

3. Results and Discussions

The study involved 210 millennial Muslims. Most respondents were 22–25 (96 people or 46%), followed by the 26–30 age group (85 people or 40%). The fewest respondents were in the 36–42 age range. Regarding income, 109 respondents (52%) had a monthly income of IDR 3,000,000 or less, followed by the group with IDR 3,000,000–IDR 5,000,000, with as many as 58 people (28%). Respondents with an income of more than IDR 10,000,000 were the least, namely eight people (4%). Based on occupation, most respondents were college students (70 or 33%), followed by private

employees (60 or 29%). Other respondents consisted of ASN/TNI/POLRI (32 people or 15%), the self-employed (21 people or 10%), teaching staff (12 people or 6%), and researchers (3 people or 1%). All respondents were daily internet users. Most have Instagram social media accounts (79 people or 38%), followed by Instagram, Twitter, and Facebook users (52 people or 25%), and Instagram and Twitter users (20 people or 9%).
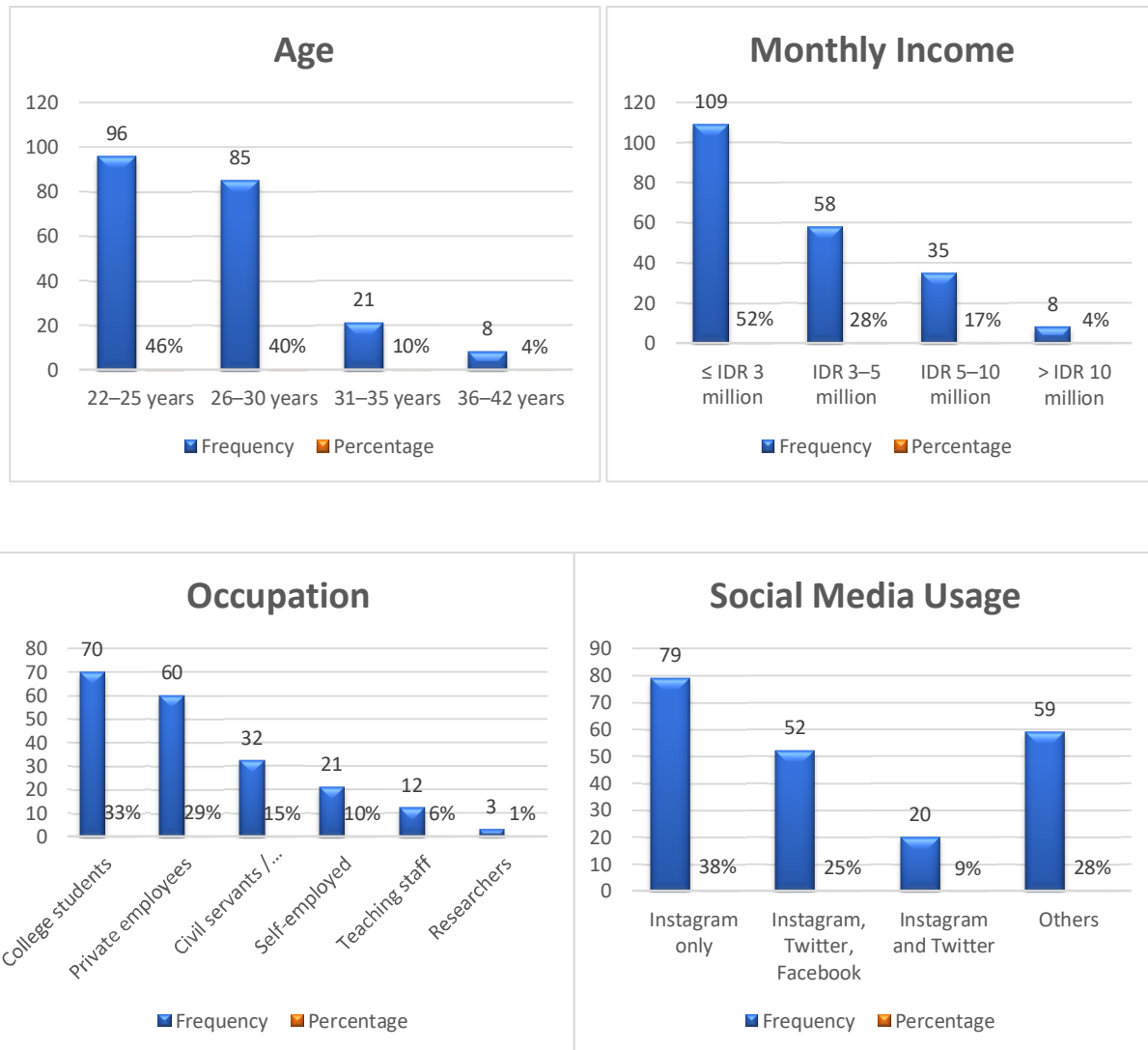

Figure 2. Respondent Characteristics

Evaluation of Measurement Model Testing (Outer Model)

Based on Table 1, it can be seen that each indicator of the research variable has a loading. Factor value> 0.5. Based on the results of the loading factor, it can be concluded that the construction of the relationship or correlation between the indicator and the latent variable is considered good (Ghozali, 2021); (F. J. Hair & Christian, 2015). Next, the Average Variance Extracted value is observed by measuring the convergent validity, whose magnitude must be above 0.5 to achieve good convergent validity (J. F. J. Hair et al., 2014)Table 1 shows that the AVE value of each construct or variable used in the study is greater than 0.5. Thus, the convergent validity of the measurement model in this study can be said to be valid. The Test results, composite reliability, and Cronbach's alpha show that all constructs have a value greater than 0.7, so the constructs in this study have a high level of reliability.

Tabel 1. Measurement Model Indicator

No	Item	Loading	Cronbach's Alpha	Composite Reliability	AVE
Electronic word of mouth			0.857	0.889	0.502
1	I often read other travelers' travel reviews on the internet to find out what destinations are interesting	0.747			
2	I often read other travelers' travel reviews on the internet to find out which tourist destinations make a good impression on others	0.813			
3	I believe every online review someone else submits about a destination.	0.650			
4	Tourist travel reviews through the internet make me feel confident when visiting a tourist destination	0.709			
5	Other travelers' reviews on the internet influenced my decision to visit a tourist destination	0.697			
6	The internet has given me many benefits to determine the best tourist destinations	0.692			
7	I follow the social media accounts of tourist destinations	0.619			
8	I love visiting the social media accounts of a tourist destination	0.727			
Islamic Travel Motivation			0.787	0.852	0.537
1	I travel to take solace from physical tension	0.724			
2	I travel because I want to relax and calm myself	0.839			
3	I travel to improve my social psyche (with family, friends, and relatives)	0.730			
4	Adequate prayer facilities are one of my reasons in choosing tourist destinations	0.661			
5	The availability of halal food and drinks is one of the reasons for me to choose a tourist destination	0.697			
Perceived Pandemic Risk			0.882	0.911	0.633
1	I avoid interacting with people who have covid-19 symptoms	0.752			
2	I stayed away from crowds when many people were exposed to the covid-19 virus	0.816			
3	I am worried about contracting the covid-19 virus when traveling	0.624			
4	I am aware and careful about the cleanliness of food, beverages and the environment of a tourist destination during the covid 19 pandemic	0.891			

5	I am aware and cautious about the safety of a tourist destination during the covid-19 pandemic	0.885			
6	When traveling, I follow the health protocols recommended by the government as a prevention of the covid-19 virus	0.776			
Attitude Towards Destination			0.787	0.852	0.711
1	Traveling will be fun for me	0.888			
2	Traveling is a positive thing that I feel	0.874			
3	Traveling is a precious thing for me	0.855			
4	I gained a lot of benefits after traveling	0.742			
5	Traveling has always been an interesting thing for me	0.850			
Intention to Visit			0.900	0.926	0.714
1	I am interested in finding information on tourist destinations in Lombok	0.892			
2	I gathered all the information before visiting tourist destinations in Lombok	0.821			
3	I have the intention to visit tourist destinations in Lombok	0.831			
4	I feel that choosing Lombok as a tourist destination is the right thing	0.852			
5	I would recommend Lombok as the right tourist destination to others	0.828			

Source: Data processed by SmartPLS, 2025

Hpotency Testing

The results of the Q-square test in Table 4.26 show that all endogenous variables in this study have a value of more than 0.00, which indicates that the prediction model proposed in this study is good because it meets the requirements for model fit.

Table 2. T-Statistic Value

Hipotesis	Variable Relationships	Origin Sample (O)	T Statistic (|O/STDEV|)	P Values	Information
H1	EWOM -> ITM	0.568	12.548	0.000	Significant Positives
H2	EWOM -> PPR	0.424	5.271	0.000	Significant Positives
H3	EWOM -> ATD	0.331	4.817	0.000	Significant Positives
H4	EWOM -> ITV	0.375	7.785	0.000	Significant Positives
H5	ITM->ATD	0.418	5.375	0.000	Significant Positives
H6	ITM->ITV	0.201	2.464	0.014	Significant Positives
H7	PPR->ATD	-0.003	0.056	0.057	Insignificant Negatives
H8	PPR->ITV	-0.001	0.055	0.957	Insignificant Negatives
Indirect Effect					
EWOM -> ITM -> ITV		0.114	2.317	0.021	Significant Positives
EWOM -> ATD -ITV >		0.112	3.038	0.003	Significant Positives
EWOM -> PPR -> ITV		0.070	1651	0.099	Insignificant Positives

Source: Data processed by SmartPLS, 2025

The Influence of Electronic Word of Mouth on Islamic Travel Motivation

Variable electronic word of mouth positively and significantly affects Islamic travel motivation. This can be seen from the path coefficient value of 0.568, which shows that the more tourist reviews on the internet or social media, the higher the motivation to travel for millennial Muslims. In addition, the t-statistic 12,548 (>1.96) and p-value 0.000 (<0.05) indicate a significant influence, so hypothesis 1 is accepted. These results align with research (Aldao & Mihalic, 2020), which shows that social media positively impacts the travel motivation of tourists to Longyearbyen, High Arctic. The rapid development of the internet and social media has made it easier for prospective tourists to access information at any time, thus influencing decisions in choosing tourist destinations (Oliveira et al., 2020). Social media also makes travel planning easier by providing information about popular destinations, services, and tourist attractions (Sotiriadis, 2017). Moreover, social media influencers influence the behavior and motivation of tourists (Cholprasertsuk et al., 2020).

Two main factors generally influence the motivation to share travel experiences on social media. First is the intrinsic factor, the drive from within that inspires others. Second, extrinsic factors, namely the need for social recognition and increased self-esteem through travel achievement (Mariani et al., 2019) (Mariani et al., 2019). In this study, travel motivation was not only influenced by intrinsic and extrinsic factors, but also by spiritual needs. Religion is an inseparable part of Muslim life, including when traveling (Bogan & Sariisik, 2018). This research proves that traveler reviews on the internet and social media influence millennial Muslim travel motivation internally and externally. The more positive the reviews received, the higher their motivation to travel. This motivation includes self-fulfillment, new experiences, strengthening social relationships, and spiritual needs that increase faith. By researching the internet and social media before traveling, millennial Muslims can avoid bad experiences.

The Influence of Electronic Word of Mouth on Perceived Pandemic Risk

Based on the hypothesis test results, electronic word of mouth (e-WOM) positively and significantly affects perceived pandemic risk, with a path coefficient value of 0.568. This indicates that the higher the exposure to tourist reviews on digital platforms and social media, the higher the level of pandemic-related risk perceived by potential travelers. The t-statistic value of 12.548 (>1.96) and the p-value of 0.000 (<0.05) further confirm the statistical significance of this relationship. Thus, the second hypothesis is accepted. This finding contradicts the initial expectation that e-WOM would reduce perceived risk by providing reassuring peer information. Instead, it reveals that increased engagement with e-WOM actually amplifies individuals' awareness of potential health threats. A plausible explanation lies in the dual nature of e-WOM content. While it can provide positive recommendations, during a global health crisis, e-WOM often contains real-time updates, precautionary advice, and anecdotal experiences related to safety, cancellations, and changing regulations. Such content may elevate the perceived vulnerability of tourists, particularly in the context of an infectious disease outbreak.

This outcome supports the findings of (Nilashi et al., 2022) who argue that e-WOM plays a central role in shaping risk perception during pandemics. Similarly, Jiang et al. (2022) highlight that user-generated content significantly influences the entire travel planning process, especially by reinforcing concerns over uncertainty and health safety. (Amatulli et al., 2019) also emphasize that travelers increasingly depend on social media content to evaluate travel risks when uncertainty is high. From a theoretical perspective, this result can be explained through the lens of the Social Amplification of Risk Framework (Kasperson et al., 1988), which posits that media including digital and social media—can amplify or attenuate public perceptions of risk. In this study, e-WOM acts as a medium that amplifies concern about COVID-19 due to the constant circulation of health warnings, precautionary behavior, and community sentiment regarding safety. Since the beginning of 2020, the COVID-19 pandemic has triggered global social restrictions and significantly reduced physical travel (UNWTO, 2022). Consequently, individuals—especially digital-native millennial Muslims—have turned to online sources to assess travel feasibility and safety. In this context, e-WOM emerges as a

crucial tool not only for gathering information but also for constructing one's perception of potential risk. Reviews and discussions posted on platforms such as Instagram, travel blogs, and online forums become reference points that shape how travelers evaluate the danger and readiness of a destination. Therefore, the positive and significant influence of e-WOM on pandemic risk perception in this study is not only empirically valid but also theoretically grounded. It illustrates that in times of global crisis, e-WOM does not necessarily function to reduce uncertainty—instead, it can heighten individuals' sense of caution and risk awareness, especially in health-sensitive decision-making contexts such as tourism.

The Influence Electronic Word of Mouth on the Attitude Towards the Destination

The electronic word of mouth (e-WOM) variable positively and significantly affects attitude towards the destination. This can be seen from the path coefficient value of 0.331, which shows that the more reviews tourists get through the internet or social media, the more positive an individual's attitude towards a destination. The t-statistic value of 4.817 (>1.96) and the p-value of 0.000 (<0.05) indicate that e-WOM also has a significant effect on Islamic travel motivation, so the third hypothesis is acceptable. This result is in line with previous findings that e-WOM has a positive impact on attitudes towards tourist destinations (Albarq, 2014); (Doosti et al., 2016); (Jalilvand & Samiei, 2012c). (C. M. K. Cheung & Thadani, 2012). Added that the power of information from electronic media is greater than information from direct communication. The internet makes it easy for individuals to create and access reviews, which become an important source of information about destinations, hotels, and other tourism services. Researchers argue that the high internet and social media use among millennial Muslims makes it easier for them to access and share information about tourist destinations. If travelers have a positive experience with the services, products, or amenities a destination offers, they are likelier to return and share the experience online with other potential travelers. Online reviews provide easy and cost-effective access to information, helping potential tourists form attitudes towards a destination. If the destination provides a pleasant experience and quality service, it will encourage travelers to share positive reviews altruistically. Therefore, destination managers must ensure a pleasant travel experience so that the reviews on social media are also positive.

The Influence of Electronic Word of Mouth on Intention to Travel

Based on the hypothesis test results, the electronic word of mouth (e-WOM) variable positively and significantly affected intention to travel. The path coefficient value of 0.375 shows that the higher the destination reviews through the internet and social media, the greater the intention of millennial Muslims to visit Lombok as a Muslim-friendly destination. The t-statistical value of 7.785 (>1.96) and the p-value of 0.000 (<0.05) support the acceptance of the fourth hypothesis.

These findings are in line with previous research (M. Y. Cheung et al., 2009); (Bronner and Hoog, 2011); (Teng et al., 2014); (Ying & Chung, 2007); (Jalilvand & Samiei, 2012b). This states that e-WOM is an important source of information that influences travelers' travel decisions. Compared to traditional WOMs, e-WOM is easier to observe and manage as tourists can freely share their experiences online. The acceptance of the e-WOM variable as a factor influencing the intention of millennial Muslims to visit Muslim-friendly destinations in Lombok is supported by the ease of access to information via the internet. Millennials are familiar with digital technology, which allows them to access information, communicate, and order services only through smart devices. This dependence makes the internet and social media the primary sources of information for determining tourist destinations. The findings confirm the importance of the internet and social media in disseminating tourism information through online reviews. Therefore, tourist destinations must provide a dedicated platform for sharing trustworthy information. Through this platform, travelers can provide insights, feedback, and criticism, which destination managers can use to improve the quality of services.

The Influence of Islamic Travel Motivation on Attitude Towards Destination

Based on the results of the hypothesis test, Islamic travel motivation had a positive and significant effect on attitude towards destination, with a coefficient value of 0.418, t-statistic value of 5.375 (>1.96), and p-value of 0.000 (<0.05). This means that the higher the motivation for travel, the more positive the attitude of millennial Muslims towards tourist destinations. These findings are in line with (Pereira et al., 2019) which states that motivation directly affects tourists' attitudes towards destinations. Motivation is important because it forms attitudes based on personal needs and values. According to Katz (1960), motivation changes will also affect individual attitudes. In this context, the motivation of Muslim travel is influenced by intrinsic, extrinsic, and spiritual factors (Bogan & Sariisik, 2018). This study shows that positive reviews on the internet and social media can increase travel motivation, both in terms of experience, social relations, self-actualization, and spirituality. The acceptance of the Islamic travel motivation variable indicates the importance of physical, psychological, and spiritual needs in forming a positive attitude towards Muslim-friendly destinations such as Lombok. Empirically, these results reinforce that Islamic attributes such as worship facilities and halal food, can increase positive attitudes towards destinations. Per the Theory of Planned Behavior (Ajzen, 1991) A positive attitude will encourage the intention to visit and contribute to increasing Muslim tourists.

The Influence of Islamic Travel Motivation on Intention to Visit

The results of the hypothesis test showed that Islamic Travel Motivation had a significant effect on Intention to Travel to Lombok, with a positive path coefficient of 0.201, t-statistic of 2.464 (>1.96), and p-value of 0.014 (<0.05). This indicates that the higher the motivation that millennial Muslims have, the greater their intention to visit Muslim-friendly destinations. This study aligns with previous findings that confirm the relationship between travel motivation and visiting intention (Wu & Hu, 2019). Travel motivation includes psychological needs, interests, and cultural and religious values influencing travelers' behavior (Yoon & Uysal, 2005). Research (Shakona et al., 2015) also shows that a Muslim's level of religious commitment affects the perception of risk towards non-Islamic countries, while (Hassani, 2020) found that religiosity mediated Muslim tourist preferences. In addition to considering general aspects of travel such as destination, duration, and previous experience, millennial Muslims also pay attention to halal attributes, including food, certification, and worship facilities (Adel et al., 2021) as affirmed in Q.S. Al-Baqarah verse 168. This study reveals that millennial Muslims' motivations for traveling include pleasure, relaxation, escape from routine, and fulfilling spiritual needs. The availability of halal facilities, such as food, entertainment, and places of worship, is the main factor driving their intention to visit Muslim-friendly tourist destinations such as Lombok.

The Effect of Perceived Pandemic Risk on Attitude Towards Destination

The results of the hypothesis test showed that perceived pandemic risk had no significant effect on attitude towards destination, with a coefficient value of -0.003, t-statistic value of 0.055 (<1.96), and p-value of 0.957 (>0.05). This means that the higher the risk of the pandemic is felt, the more it does not significantly reduce the attitude of millennial Muslims towards tourist destinations. Thus, the seventh hypothesis is rejected. This finding is different from (Sánchez-Cañizares et al., 2020) Which states that the risk of travel during the pandemic hurts tourists' attitudes. In the context of this study, Muslim millennials appear to have a lower perception of risk due to the support of external factors such as the acceleration of vaccination, the easing of travel rules, the CHSE program, and the open border policy without quarantine. Furthermore, the emergence of revenge tourism became the main driving factor. After a long period of restrictions due to COVID-19, many tourists feel compelled to travel immediately as a form of "revenge" for lost time (Woosnam et al., 2022). A similar phenomenon was also recorded in Thailand (Khamung & Hsu, 2021) India and the US (Joshi & Sadhale, 2022). The formation of millennial Muslim attitudes is more influenced by external factors such as information from social media and recreational needs. Easily accessible tourist

information and increased personal motivation make the perception of pandemic risk not a significant obstacle in shaping attitudes towards destinations.

The Effect of Perceived Pandemic Risk on Intention to Visit
The results of the hypothesis test showed that perceived pandemic risk did not have a significant effect on intention to travel. The coefficient value of -0.001 with a t-statistic of 0.055 (<1.96) and a p-value of 0.957 (>0.05) indicates that the perception of pandemic risk does not significantly reduce the intention of millennial Muslims to visit Lombok. Therefore, the eighth hypothesis is rejected. These findings are different from the results of the study (Meng et al., 2021) A significant relationship between risk perception and travel intention was found. (Yin et al., 2014) It also states that the perception of health risks is important in travelers' decision-making. However, other studies use the Theory of Planned Behavior (TPB) such as (Lee et al., 2012) Shows that the perception of the H1N1 pandemic does not significantly affect tourism intentions. This shows that the impact of pandemic risk is highly dependent on individual perceptions. In this context, millennial Muslims feel able to control risks during the trip through compliance with health protocols and the availability of COVID-19 vaccines. These results are supported by (X. Jiang et al., 2022) This states that risk perception can be suppressed if tourists feel safe. In addition, the ease of travel regulations, such as not mandating RT-PCR or antigen tests, strengthens the positive attitude of millennial Muslims toward returning to travel. The government's response also helped encourage tourism recovery. The Ministry of Tourism and Creative Economy implements the CHSE program and provides incentives such as tourism discounts. (Kemenparekraf/Baparekraf, 2021) while the NTB Dispar revitalizes destinations and vaccinates tourism workers (Dispar, 2020). This support shows Lombok's readiness as a safe and tourist-friendly destination. In addition to security, millennial Muslim travel intentions are influenced by Lombok's natural and cultural attractions. A tourist village with a wealth of art, culinary, and traditional attractions is a magnet (Kemenparekraf/Baparekraf, 2022).

Indirect Influence Electronic Word of Mouth Affects Intention to Visit Through Perceived Pandemic Risk, Islamic Travel Motivation and Attitude Towards Destination
This study not only analyzes the direct influence of electronic word of mouth (e-WOM) on intention to travel, but also through the mediation of Islamic travel motivation, attitude towards destination, and perceived pandemic risk. The results showed that e-WOM positively and significantly affected the intention to visit through attitudes towards destinations, with a path coefficient value of 0.112 and a p-value of 0.003 (<0.05). In the Theory of Planned Behavior (TPB), attitude is an important construct affecting a person's intentions. A positive attitude towards a behavior will strengthen the intention to do so (Fishbein & Ajzen, 2005; Kraus, 1995). So, the more positive the attitude of tourists towards the destination, the higher their intention to visit. In addition to attitudes, e-WOM influences the intention to visit through Islamic travel motivation. The analysis results showed a path coefficient of 0.114 and a p-value of 0.021 (<0.05), indicating a positive and significant influence. Millennial Muslims feel that information from the internet and social media can increase motivation to travel in Islam, especially to halal destinations such as Lombok. This is because halal tourism is part of their spiritual needs. However, mediation through perceived pandemic risk showed different results. The path coefficient value of 0.070 and the p-value of 0.099 (>0.05) showed a positive but insignificant effect. This means that the perception of pandemic risk does not powerfully shape millennial Muslims' intention to travel. Although the COVID-19 pandemic has not completely subsided, they feel that they can take precautions, so that risk is no longer the main factor in the decision to visit Muslim-friendly destinations like Lombok.

4. Conclusion
Based on the results of descriptive analysis and hypothesis testing, it was concluded that there was a positive and significant influence on electronic word of mouth, Islamic travel motivation, and

attitude towards destination on travel intention in Lombok. However, the perceived pandemic risk variable does not affect tourism intention. The implications of the results of this research are expected to contribute to various parties. This research is expected to provide a comprehensive overview of factors determining the intention to visit Muslim-friendly destinations, so millennial Muslims are more enthusiastic to visit Lombok as a halal tourist destination. The participation of millennial Muslims visiting Lombok will encourage the improvement of the tourism sector, as it is believed that the share of Muslim travel has great potential and can advance the halal industry in Indonesia. The findings of this study show that electronic word of mouth can influence the intention of millennial Muslims to travel. Through social media platforms and the internet, millennial Muslims can access various recommendations for the best tourist destinations, so that business people in the tourism sector can provide tourist travel information, such as attractions, accommodation, and the services offered. The ease of access to information will increase the number of visitors to Lombok tourism. Regarding the risk of the pandemic felt by millennial Muslims, it does not affect the intention of millennial Muslims to travel. This is because millennial Muslims have higher intentions and have knowledge of prevention from the COVID-19 virus, so that they can minimize the existing risks. However, it is hoped that business people can maintain order and strict health protocols, considering the COVID-19 virus has not entirely ended. In this case, it is hoped that the government will provide policies to prepare for scenarios that prevent spikes in revenge tourism trends. The government can appeal for the strict use of health protocols and increased vaccination.

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