Social media experience, attitude and behavioral intention towards umrah package among generation X and Y

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CHRONICLE	ABSTRACT
	The development of Islamic tourism such as Umrah does not get much attention in the literature though there are 6 million people all around the world performing Umrah every year. Nowadays, social media has been recognized as an important tool in building and maintaining the image of tourist destination especially in the Umrah context. Thus, the purpose of this study was to examine the effect of social media experiences (interactions and sharing of contents) on attitudes and behavioral intentions towards Umrah package (booking decisions and electronic Word of Mouth) among generation X and Y. Sums of three hundred eighty-four respondents were engaged as the respondents. The population of this study was among Malaysian Muslim citizens who had social media experiences in seeking online information and knowledge about Umrah and already performed Umrah. The data then was analyzed using the Statistical Package for Social Science (SPSS) and Partial Least Squares (PLS) software. The findings of this study confirmed that sharing of contents of social media experiences has significant and positive relationship on behavioral intentions (booking decisions and electronic Word of Mouth). © 2020 by the authors; licensee Growing Science, Canada

1. Introduction

Religious travel is experiencing a positive development and consistent with the growth of tourism industry around the world. However, the development of some religious-based tourism especially pilgrimage tourism such as Umrah does not get much attention even though there are 6 million people performing Umrah every year (Othman et al. 2019). Srinivasan et al. (2016) in their studies suggested to marketers to use social media as a compliment to other online marketing strategies. However, it is unclear how effective the use of social networks among Muslim tourists in order to make relevant travel decisions (Othman et al., 2019; Cao et al., 2013; McCann, 2008). Tan et al. (2012) stated that different generations have various assumptions. Generation X is experiencing growth that is in line with continuous changes of technology. Most of these generations are proficient and quickly adapt with the changes that happened in technology. Generation Y is experiencing growth with the internet and prompt messaging (Mchenry & Ash, 2013). A study conducted by Molinillo et al. (2016) stated that social media such as TripAdvisor, Expedia and Yelp give a huge impact on visitors' decisions with a great potential. Research conducted

by Molinillo et al. (2016) shows that customers have the potential to believe the comments posted online by other customers rather than the most recent suggestions on the hotel's website. The role of knowledge technology in travel is important, but yet there is an absence of study to expose how social media promote knowledge sharing developments (Nezakati et al., 2015). This study examined the effect of interactions and sharing of contents through social media experiences on attitudes and behavioral intentions in booking decision and intention of electronic Word of Mouth (Zainal et al., 2017; Zarrad & Debabi, 2015) towards Umrah package from the customer perspectives among Generation X and Generation Y.

2. Literature Review and Hypothesis Development

2.1 Behavioral Intention

Behavioral intention has been defined by Ajzen (2002) in his research as an indication of individual readiness to conduct the given behavior. According to Saha and Nath (2017), behavioral intentions can be referred as the desired behavior and expectations of visitors in the future. Based on a study conducted by Baker and Crompton (2000), the intention of behavior is the indication of whether visitors will attend a program and have the possibility to return again. Referring to marketing and tourism literature, the intention of behavior and loyalty is often used alternatively (Erdoğmuş & Ergun, 2016). According to Othman (2013) , in many studies, positive word of mouth, willingness to recommend and repurchase intentions were used to measure behavioral intentions. This study conceptualized behavioral intention as multidimensional consists of two dimensions namely booking decisions and intentions of electronic Word of Mouth.

2.1.1   Booking Decision

Booking or reservation has been defined by performance of keeping something: such as performance or the fact that a grantor's keeping some newly made thing out of the thing granted (Merriam-Webster, 1983; Duncan, 1973). Booking decisions are progressively influenced by buyer's response available on social media sites (Molinillo et al., 2016). According to Crnojevac et al. (2010), information is a vital issue in the preparation, reservation and during the tourism. Thus, travel is one of the businesses in which the fast changes in knowledge over the previous twenty years have had the utmost influence. In addition, word of mouth is important in the decision-making procedure because of the progress of Web 2.0 and Travel 3.0 (Ku et al., 2017). Tourists' use of social media, particularly the response, views, comments, and ratings posted online by hostel clients (e.g. TripAdvisor, Expedia, Yelp) has developed a rising effect on the decision-making procedures of other possible guests (Hsu & Huang, 2010; Stringam, 2013).

2.1.2   Electronic Word of Mouth

Electronic Word of Mouth is a form of marketing that can or is currently becoming a virus, as long as messages and comments are convincing, funny or maintained original. It is considered as one of the oldest marketing methods and focuses on personal relationships, and is piloted through the internet (Fili & Krizaj, 2016). Westbrook (1987) defines electronic Word of Mouth as all forms of unofficial communication directed to the customers based on technologies related to the use or characteristics of certain goods and services. It includes communication between the producers to the users or between users themselves. Both use communication through mass media (Goldsmith & Harowitz, 2006).

2.2 Attitudes

The simpler definition of attitude is the tendency of the mind to act in a certain way based on experience and behavior. The concept and holistic definition of attitude has been defined by Eagly and Chaiken (1993) as a psychological tendency to evaluate certain entities with some support and disagreement. Attitude is one of the important aspects to understand the motivation of tourists and behavior (Gruen et al., 2005). According to Ramadani et al. (2014), attitude is positively related to behavioral intention. A more comprehensive definition by Kurniawati et al. (2017) describes that an attitude is a person's view or

character which affective, cognitive, and behavioral components, and the cognitive constituent is one's beliefs or information about the attitude object. Onur et al. (2000) brief that understanding the relatives between cognitive construction (i.e., beliefs), affect, and attitude has been the emphasis of attitude research. Their study indicates that affect, as a non-cognitive determinant, has a direct effect on attitude and can lead to the discrepancy between attitude and behavior. Communication between a consumer and a tool may become another problem that should be monitored in the process of starting an attitude toward knowledge usage. This might especially factual when investigation on beginner attitudes and beliefs is increased from beginner traits and education situation, to the communication between the beginner and the situation (Compeau et al., 1999; Wesely, 2012; Khan, 2017; Kuruuzum & Koksal, 2010; Lai, 2017).

Inegbedion et al. (2016) predicted that buyers' attitude towards online hostel room booking are absolutely connected to their trade behavior and displays that there are optimistic relationships between consumers' attitude to their buying behavior towards hotel room reservations. From the consistent results occurred between attitudes on online booking decision, this study suggests that:

H_{3a}: There is a positive relationship between attitudes and booking decision

Zarrad and Debabi (2015) presented a research to recognize the theoretic arguments and hypotheses about the interrelationship between electronic word of mouth and tourists' attitudes towards particular purposes and real tourism intentions and indicated that electronic Word of Mouth positively influences tourist attitude and intention to travel. Thus, this study implies:

H_{3b}: There is a positive relationship between attitudes and intention of electronic Word of Mouth

2.3 Social Media Experience

Social media is an internet-based application that brings content such as text, pictures and videos generated normally communicated by relevant experience and shared online with other users (Suanpang, 2013). Based on Ramadani et al. (2014), people are not only interested in discovering the communication they desire over the web, but they also interrelate and donate with their opinions. These stages where people share communication, opinions, pictures, videotapes and other contents are named social media. According to As'ad and Alhadid (2014), social media marketing contains the following aspects; online communities, connections, sharing of content, convenience and credibility. Social media currently has enough difficulty to allow dealers to be inspected independently from diverse viewpoints and currently there are few sources examined the linked between five revealed components such as Kim and Ko (2012) and Babac (2011). Thus, this study conceptualized social media experience as multidimensional variable having two dimensions such as interactions and sharing of contents.

2.3.1 Interactions

An interaction, grossly speaking, is a transaction between two entities, typically a conversation of communication, which can also be a conversation of products or services (Hornbæk, 2006). Communal networking sites permit larger communication with the online society through distribution informed and user pertinent knowledge (Fischer, & Reuber, 2011; Adis et al., 2015). Richter and Koch (2008) mentioned in Kim and Ko (2012) that social media elements are online requests, stages and media which aim to ease interactions, partnerships and the division of contented. According to As'ad and Alhadid (2014), currently there are few literatures have examined the related amid the elements such as Kim and Ko (2012) and Babac (2011). In the research specified that unlike personal social networkers, these elements active usage of the television for promoting and marketing. Mauri and Minazzi (2013) analyzed the influence of hostel appraisals displayed by visitors on client's buying procedure and prospects and specified that the hostel reservation intent of the buyer is different depending on the valence of the review

posted on "non-transactional" tourism websites: it increases in the case of a dominance of positive observes and reduces in the case of rejection comments. Thus, the present study hypothesizes:

H1a: There is a positive relationship between interactions and behavioral intention through social media experiences in booking decision.

Park et al. (2011) examined the effects electronic Word of Mouth in China and confirmed that the effect of using skill of electronic Word of Mouth to electronic Word of Mouth effect exists. Thus,

H1b: There is a positive relationship between interactions and behavioral intention in electronic Word of Mouth through social media experiences.

Aghdaie et al. (2011) conducted a study to investigate issues that influence the formation of trust and their impacts on purchase behavior in decision making process and stated that promotion in websites affects consumer's trust attitudes in online shopping. Thus,

H2a: There is a positive relationship between interactions and attitudes.

2.3.2 Sharing of Contents

Babac (2011) mentioned in As'ad & Alhadid (2014) that the sharing element is about the extent to which a person exchanges, allocates and accepts content in a social media site. One of the most significant compensations of the usage of social media is the online distribution of information and knowledge among another groups of people because the online distribution of knowledge also promotes the upsurge in the contact talents among the people particularly among the students of educational institutions (Baruah, 2012; Sparks et al., 2013). Leung et al. (2015) studied the marketing efficiency of two different social media sites (Facebook and Twitter) in the hostel industry and putative with the provision of the hypothesis which proposes that if a hostel buyer has a favorable attitude toward the motel brand, the buyer is more willing to book this hostel in the future. Therefore,

H1c: There is a positive relationship between sharing of contents through social media experiences on behavioral intention in booking decision.

Choi and Scott (2013) conducted a study to examine the association among the use of social networking sites, consumers' social wealth, information distribution, and electronic Word of Mouth and stated that electronic Word of Mouth was definitely associated with information sharing in social networking sites. Therefore,

H1d: There is a positive relationship between sharing of content and intention of electronic Word of Mouth.

Mir and Rehman (2013) provided a research to measure the effects of amount of posts, opinions and evaluations on perceived credibility and practicality of good gratified, where consumers generate on YouTube and stated that apparent reliability and apparent practicality of consumer generated product content on YouTube had a positive effect on consumer attitudes toward it. Thus, this study implied that:

H2b: There is a positive relationship between sharing of contents and attitudes.
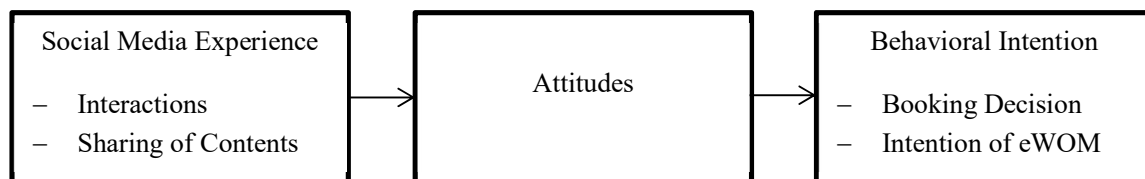
Fig. 1. Research framework

3. Methodology

The population of this study was among Malaysian Muslim citizens who had already experienced in performing Umrah. Among Malaysian Muslim citizens in Malaysia who had already experienced in performing Umrah, Generation X and Generation Y Muslim citizens were chosen as the unit of analysis. Simple random sampling was applied in this study. The data received was viewed as the subset of statistical populations of Muslim citizens where each subset of Muslim citizens shares the same probability if being selected as the respondents. A total of 384 Umrah consumers volunteered to participate in this study. Customers were approached at the Kuala Lumpur International Airport while waiting for their departure to Saudia Arabia to perform Umrah. All the measurements for this study were adopted from previous studies, using a 5-point Likert scale; from '1' which represents 'strongly disagree' till 5 which indicates 'strongly agree.' Table 1 denotes the service quality variable used in the questionnaire.

4. Data Analysis and Findings

4.3 Measurement Model

The research model for this study was tested by using (Smart PLS 3.0) and SPSS Version 23.0 to assess the measurement and structural model of this study. The procedure of showing PLS analysis contains of two steps which are measurement model and structural model. The measurement model contains of convergent validity, discriminant validity, loading and cross loadings. Meanwhile, the second step will present the result of path coefficient and hypothesis testing.

4.3.1 Common Method Variance

Common method variance (CMV) is examined once data were collected complete self-reported surveys and, especially, once both the standard and predictor variables were obtained from the same individual (Podsakoff et al., 2003). CMV refers to variance credited to measurement technique instead of variance clarified by the research's concept. The survival of CMV can be noticed if one main influence counts for the mainstream of the variance explained (Podsakoff & Organ 1986). CMV was first examined to acquire exact experiential proof in this research. An investigative factor analysis was completed by entering all the measurement items, findings exposed that the biggest variance clarified by a separate factor was 42.358% (See Table 1). The results confirmed the results for this study.

Table 1
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	22.873	42.358	42.358	22.873	42.358	42.358
2	8.194	15.174	57.532			
3	2.968	5.496	63.028			
4	1.822	3.374	66.402			
5	1.595	2.954	69.356			

Extraction Method: Principal Component Analysis.

4.3.2 Convergent Validity

As we have seen, the validity represents the ability of a measurement procedure to measure what is to be measured (Chin, 1998; Cheung & Thadani, 2010; Davis et al., 1989). It is possible to distinguish different types of validities. Convergent Validity is determined by comparing and relating the scores obtained with the measure to be validated with those obtained by the measure of another construct, theoretically related to the first. The possibility of verifying the convergent validity therefore depends on the existence of constructs, and related measures, linked with the measured one. During subsequent meetings with the workers using the device, the functionality of the application for control, validation, the sale of travel titles on contactless tickets and the control of titles were designed (Hair et al., 2012; Fornell & Larcker, 1981). The recording of significant reliability only reveals that the tool really measures something but

does not give any information about the nature of what we are measuring. The difficulty arises from the fact that validation can be found within a system of hypothesized relationships between the construct of interest and other constructs; such relationships can be cause, effect or correlation. Empiric measures are used to test these assumptions; empiric support or hypotheses means that the measure is valid. The validity tests involve simultaneous verification of the hypothesis concerning constructs and the instrument. The composite reliability value of all the constructs exceeded the cut-off value of 0.7 and all the values of AVEs are more than the 0.5 threshold.

Table 2
Measurement model (convergent validity)

Construct	Items	Loadings	AVE	CR
Attitude	A1	0.897	0.709	0.960
	A10	0.736		
	A2	0.894		
	A3	0.903		
	A4	0.757		
	A5	0.873		
	A6	0.836		
	A7	0.857		
	A8	0.830		
	A9	0.819		
Booking Decision	BD1	0.913	0.612	0.901
	BD2	0.921		
	BD3	0.916		
	BD6	0.500		
	BD7	0.602		
	BD8	0.736		
Intention of eWOM	EWOM1	0.914	0.851	0.979
	EWOM10	0.901		
	EWOM3	0.914		
	EWOM4	0.899		
	EWOM6	0.942		
	EWOM7	0.947		
	EWOM8	0.944		
	EWOM9	0.921		
Interactions	I1	0.768	0.800	0.973
	I10	0.943		
	I11	0.895		
	I4	0.791		
	I5	0.902		
	I6	0.918		
	I7	0.941		
	I8	0.935		
	I9	0.939		
Sharing of Content	SOC1	0.871	0.733	0.932
	SOC2	0.852		
	SOC3	0.876		
	SOC5	0.839		
	SOC8	0.842		

4.3.3 Discriminant Validity

The mean Discriminant Validity is to speculate on the converging validity; it is high when the measurement to be validation does not correlate with the measurements of other constructs, theoretically distinct from the first. Table 3 shows the results of discriminant validity where the numbers shown on diagonal elements indicate the validity of the components.

Table 3
Discriminant Validity

	Attitude	Booking Decision	Intention of eWOM	Interaction	Sharing of Content
Attitude	**0.842**				
Booking Decision	0.714	**0.803**			
Intention of eWOM	0.825	0.783	**0.923**		
Interactions	0.789	0.612	0.658	**0.895**	
Sharing of Content	0.715	0.647	0.660	0.767	**0.856**

4.3.4 Cross Loadings

Cross loadings are conducted to evaluate the extent to which a construct or a set of constructs is consistent with what it intends to measure (Urbach & Ahlemann, 2010). The cross loadings denote the proportion of construct variance that is explained by latent variable. The acceptable loading value according to Hair et al. (2012) is equal to and greater than 0.5. Table 4 shows the output of the cross loadings of all constructs where the yellow loading of each blocks is higher than the other rows and columns. Cross loadings result confirmed that the second method for discriminant validity is fulfilled.

Table 4
Cross-Loading of the Items

	Attitude	Booking Decision	Intention of eWOM	Interaction	Sharing of Content
A1	**0.897**	0.680	0.759	0.723	0.649
A10	**0.736**	0.520	0.604	0.561	0.575
A2	**0.894**	0.638	0.736	0.717	0.634
A3	**0.903**	0.662	0.753	0.737	0.659
A4	**0.757**	0.445	0.593	0.559	0.530
A5	**0.873**	0.600	0.708	0.687	0.610
A6	**0.836**	0.640	0.687	0.676	0.628
A7	**0.857**	0.651	0.728	0.698	0.610
A8	**0.830**	0.549	0.643	0.655	0.521
A9	**0.819**	0.586	0.707	0.600	0.585
BD1	0.687	**0.913**	0.768	0.581	0.631
BD2	0.688	**0.921**	0.755	0.588	0.619
BD3	0.685	**0.916**	0.791	0.538	0.628
BD6	0.296	**0.500**	0.325	0.268	0.260
BD7	0.354	**0.602**	0.403	0.338	0.306
BD8	0.480	**0.736**	0.544	0.464	0.433
EWOM1	0.757	0.746	**0.914**	0.580	0.619
EWOM10	0.734	0.704	**0.901**	0.598	0.570
EWOM3	0.777	0.734	**0.914**	0.646	0.611
EWOM4	0.753	0.708	**0.899**	0.632	0.611
EWOM6	0.769	0.770	**0.942**	0.610	0.610
EWOM7	0.785	0.773	**0.947**	0.615	0.640
EWOM8	0.778	0.749	**0.944**	0.604	0.615
EWOM9	0.734	0.741	**0.921**	0.571	0.595
I1	0.637	0.509	0.534	**0.768**	0.573
I10	0.742	0.582	0.604	**0.943**	0.711
I11	0.735	0.577	0.617	**0.895**	0.749
I4	0.591	0.437	0.486	**0.791**	0.610
I5	0.683	0.532	0.572	**0.902**	0.681
I6	0.716	0.527	0.614	**0.918**	0.677
I7	0.732	0.576	0.608	**0.941**	0.726
I8	0.737	0.581	0.626	**0.935**	0.711
I9	0.758	0.591	0.618	**0.939**	0.723
SOC1	0.535	0.551	0.506	0.624	**0.871**
SOC2	0.553	0.476	0.498	0.555	**0.852**
SOC3	0.579	0.512	0.517	0.616	**0.876**
SOC5	0.673	0.593	0.620	0.704	**0.839**
SOC8	0.685	0.611	0.650	0.748	**0.842**

4.4 Structural Model

In order to evaluate significance and relevance structural model relationship, a bootstrapping procedure was carried out. A sample of 500 bootstrapping was taken to determine the t-values for significance testing of the structural path (Wong, 2013). Additionally, the bootstrap result approximates the normality data (Wong, 2013).

4.4.1 Coefficient of Determination (R^2)

R^2 indicates the amount of variance in the endogenous variable which could be explained by the exogenous variables (Barclay et al., 1995). The R^2 value generated from Smart PLS is a value that analyzed the amount of variance in dependent variable which is explained by independent variables. Thus, a higher R^2 value explains the predictability ability of structural model to be increased. In this study, R^2 value is

obtained from Smart PLS Algorithms function while t-value is generated from the 500 resample boot-strapping procedure. From Table 5, R^2 of the Booking Decision was found to be 0.549; Intention of eWOM was found to be 0.692 and Attitude was equal to 0.652. Two exogenous variables namely Interactions and Sharing of Content together explained 54.9%, 69.2% and 65.25 of the variance in Booking Decision, Intention of eWOM and Attitude, respectively and the results are significant.

Table 5

Prediction Power of the Model

Endogenous	R Square
Booking Decision	0.549
Intention of eWOM	0.692
Attitude	0.652

4.4.2 Hypothesis Testing

Table 6 shows the hypothesis testing results. The relationships between the exogenous variables Sharing of Content ($\beta = 0.291$, p< 0.01); Attitude ($\beta = 0.528$, p< 0.01), and endogenous of Booking Decision were positively and statistically significant. The relationships between the exogenous variables Sharing of Content ($\beta = 0.177$, p< 0.01); Attitude ($\beta = 0.760$, p< 0.01), and endogenous of Intention of eWOM were positively and statistically significant. Furthermore, it was found the relationships between the exogenous variables Interactions ($\beta = 0.586$, p< 0.01); Sharing of Content ($\beta = 0.265$, p< 0.01), and endogenous of Attitude were positively and statistically significant. Hypotheses H1 and H2 did not find support.

Table 6

Hypothesis testing results

Hypothesis	Path	Std Beta	Std Error	P-value	t-Value	Decision
H1a	Interactions → Booking Decision	-0.027	0.075	0.358	0.365	**Not Supported**
H1b	Interactions → Intention of eWOM	-0.077	0.066	0.121	1.170	**Not Supported**
H1c	Sharing of Content → Booking Decision	0.291	0.071	0.000	4.110	Supported
H1d	Sharing of Content → Intention of eWOM	0.177	0.050	0.000	3.567	Supported
H2a	Interactions → Attitude	0.586	0.071	0.000	8.258	Supported
H2b	Sharing of Content → Attitude	0.265	0.073	0.000	3.634	Supported
H3a	Attitude → Booking Decision	0.528	0.072	0.000	7.382	Supported
H3b	Attitude → Intention of eWOM	0.760	0.056	0.000	13.672	Supported

**p< 0.01, *p< 0.05

5. Discussion

As we can observe from the results of our survey, social media negatively influences on behavioral intentions for Generation Y and Generation X since these nations are not familiar with the new technologies designed by firms, and they are not an important part of their lives. This act may influence on the availability of social networks or the other usage of devices. Social media interaction has helped to transformed passive consumer into active consumer who create the wide quantity of the user content directly on conservation, interaction and behaviors content (Szolnoki & Perc, 2018). Life experience of Generation X increased with their age, making them more cautious with any interactions occurred in respect to new purchasing act. Most of the respondents were from the age 42 to 52 years. Their life experience leads them to be very careful towards the posted and comments coming from unknown person in social media. Most of them have their trust on friends and relatives and they know to get information about Umrah at the first place, and then supported by the social media posts and comments in the second place.

The results indicate clearly that there were positive relationships between sharing of contents through social media experiences on behavioral intentions of booking decisions and intention of electronic Word of Mouth. Social media communication was a decisive factor behind Generation Y and Generation X's choice of Umrah travel agency. When making intention of booking Umrah decision, the respondents

relied on the positive or negative sharing of contents incurred via online medium. According to the present study, the respondents for both generations agreed that social media's pages had a wider range of supporting tools that help them receive better information. Respondents communicate with their friends when they received a good deal and trust recommendations from their friends. Then, the respondents were more likely to have the same decision in the choice of travel agency recommended by friend. Other than that, the respondents were more probably to follow the travel destination after seeing friends trying on it. There was a positively significant relationship between social media experiences (interactions and sharing of contents) on attitude when the level of significance was five percent. The results indicated that there was a positive relationship between interactions and attitude and there was also a positive relationship between sharing of contents and attitude, From the findings, Generation X and Generation Y Muslim citizens respondents agreed that the social media was worthy for them. The respondents liked the idea of Umrah social media marketing. It was because the respondents found a good deal offered by different Umrah travel agencies which also worth for their efforts and time. The social media experiences gained by the respondents perceived usefulness in terms of functional and social benefits when respondents organizing their Umrah trips. Both generations' respondents enjoyed spending their times comparing prices offered by different Umrah travel agencies through social media sites. According to the findings from the profile of respondents, most of the respondents much preferred to look for information about the factors of price when selecting travel agency to performed Umrah, compared with the other factors such as location factor, recommendation of friends, hotel facilities, promotion and personal experiences. Other than that, Generation X and Generation Y Muslim citizens' respondents agreed that searching for Umrah information via online deals was exciting. It was because the respondents were quite happy to be able to find an Umrah travel agency with a lower price than they expected. Another important feedback gained from the study was the respondents were not regretting booking Umrah travel deals through Umrah social sites even though they need to be concerned about not providing the level of quality and services that they might expected (Preacher & Hayes, 2008).

The study identified that there was a significant positive relationship between attitudes on behavioral intentions (booking decisions and electronic Word of Mouth). When Muslim citizens perceive they were capable of using social media to organize for Umrah travelling, the intention to use the social media will increase. This supports the general rule of the TPB Model, which states that when control beliefs were greater, the person's intention to perform behavior becomes stronger. From the findings, Generation X and Generation Y Muslim citizens' respondents agreed that booking Umrah via online was easy to navigate and did not require significant mental effort. Thus, their consideration and willingness to book for Umrah via online was very high. This result is also in line with the rule of TPB Model, which states that the person's intention to perform behavior becomes stronger when the attitude was more favorable. Therefore, it implies that if Muslim citizens have positive attitude towards social media, they will be interested in using them for Umrah trip organizing and will not hesitate to recommend the site to others.

6. Conclusion

The results of the study have confirmed the significant and positive relationships between social media experience (sharing of contents) and behavioral intentions (booking decision and electronic Word of Mouth). There were also significant positive relationships between social media experience (interactions and sharing of contents) and attitudes. Meanwhile, attitudes were found to have significant effect on behavioral intention (booking decision and electronic Word of Mouth). Thus, in order to encourage potential and repeat customers to perform Umrah, sharing of contents and interactions in social media needs to be positively developed which will lead to re-patronage behavioral intention of booking decision and positive electronic Word of Mouth about Umrah travel industry.

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