

***THE DUAL ROLE OF RELIGIOSITY IN HAJJ AND UMRAH PILGRIMAGE
INTENTIONS: A PRISMA-COMPLIANT SYSTEMATIC REVIEW OF
MEDIATING AND MODERATING EFFECTS***

**PERAN GANDA KEKERABATAN RELIGIUS DALAM NIAT IBADAH HIJAH
DAN UMRAH: ULASAN SISTEMATIS YANG MEMATUHI PRISMA
TENTANG EFEK MEDIASI DAN MODERASI**

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ABSTRACT

This systematic literature review examines the role of religiosity as a mediating and moderation factor in religious travel decisions, especially in the context of Umrah and Hajj. Using the PRISMA methodology, this review synthesizes evidence from 38 peer-reviewed studies published between 2015-2025. The findings reveal that religiosity significantly influences the relationship between beliefs and purchase intentions in the context of religious travel, serving as a moderator and mediator in the consumer decision-making process. The review identifies key theoretical contributions and practical implications for the religious tourism industry, highlighting the critical need for culturally sensitive marketing approaches that integrate religious values. This review contributes to the literature by providing a comprehensive synthesis of the role of religiosity in religious travel behavior and offers direction for future research in this emerging field.
Keywords: Religiosity, Religious Tourism, Umrah, Hajj, Belief, Purchase Intention, Systematic Literature Review, PRISMA

ABSTRAK

Tinjauan sistematis ini mengkaji peran keagamaan sebagai faktor mediasi dan moderasi dalam keputusan perjalanan keagamaan, khususnya dalam konteks Umrah dan Hajj. Menggunakan metodologi PRISMA, tinjauan ini mensintesis bukti dari 38 studi yang telah direview oleh rekan sejawat yang diterbitkan antara tahun 2015-2025. Temuan menunjukkan bahwa keagamaan secara signifikan mempengaruhi hubungan antara keyakinan dan niat pembelian dalam konteks perjalanan keagamaan, bertindak sebagai moderator dan mediator dalam proses pengambilan keputusan konsumen. Tinjauan ini mengidentifikasi kontribusi teoretis utama dan implikasi praktis bagi industri pariwisata keagamaan, menyoroti kebutuhan kritis akan pendekatan pemasaran yang sensitif secara budaya yang mengintegrasikan nilai-nilai keagamaan. Tinjauan ini berkontribusi pada literatur dengan menyediakan sintesis komprehensif tentang peran keagamaan dalam perilaku perjalanan keagamaan dan menawarkan arah untuk penelitian masa depan di bidang yang sedang berkembang ini.

Kata Kunci: Religiositas, Pariwisata Religius, Umrah, Hajj, Keyakinan, Niat Pembelian, Tinjauan Literatur Sistematis, PRISMA

INTRODUCTION

Religiosity represents a fundamental construct in understanding consumer behavior in the context of religion, which is defined as "the extent to which individuals believe, internalize, and express religious teachings in their daily thoughts, feelings, and behaviors" (Glock & Stark, 1965). This multidimensional concept includes the dimensions of belief, religious practice, spiritual experience, religious

knowledge, and the moral consequences of one's faith (Allport & Ross, 1967). In the context of religious tourism, religiosity serves as an important factor that influences the decision-making process, especially for Muslim pilgrims who travel for Umrah and Hajj. The religious tourism industry has experienced significant growth, with global religious tourism contributing about 10.4% to global GDP (WTTC, 2018). This growth is especially seen in

Saudi Arabia, where international Umrah pilgrims reached 16.92 million by 2024, representing an increase of more than 200% from the 5-6 million pilgrims recorded in 2016 (KSA, 2024). This expansion underscores the importance of understanding the psychological and behavioral factors that drive religious travel decisions.

Despite the growing importance of religious tourism, there is still a gap in understanding how religiosity specifically affects the relationship between belief and purchase intent in the context of religious travel (Maslova et al., 2020). Previous systematic reviews have mainly focused on the context of general tourism without adequately addressing the unique dimensions of religious travel (Lavrova & Plotnikov, 2018). This review addresses this gap by specifically examining religiosity as a mediating and moderation variable in the relationship of belief-purchase intent in the context of religious tourism.

The main objective of this systematic literature review is to synthesize empirical evidence regarding the role of religiosity as a mediating and moderation factor in the relationship between belief and purchase intent among religious travelers, particularly those planning Umrah and Hajj. This review uses the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analysis) methodology to ensure a rigorous and transparent literature synthesis approach.

RESEARCH METHODS

Implementation of the PRISMA Framework

This systematic literature review follows the PRISMA 2020 guidelines for reporting systematic reviews (Page et al., 2021). The PRISMA framework provides a standardized approach to conducting and reporting systematic

reviews, increasing transparency and minimizing bias in the review process (Liberati et al., 2009).

Search strategy

A comprehensive search strategy was developed to identify relevant studies. The search was conducted in May 2025 in five major academic databases: Web of Science, Scopus, PubMed, Google Scholar, and EBSCOhost. Search terms include combinations: ("religiosity" OR "religiosity" OR "spirituality") AND ("travel" OR "tourism" OR "pilgrimage" OR "hajj" OR "umrah") AND ("belief" OR "purchase intent" OR "behavioral intent") AND ("moderator" OR "mediator" OR "mediator" OR "mediator"). The search is limited to peer-reviewed journal articles published between 2015 and 2025. No language restrictions are applied, but non-English articles are translated using professional translation services before inclusion (Zhang et al., 2025).

Inclusion and Exclusion Criteria

This study is included if it meets the following criteria:

Table 1. Criteria in the Journal Searched

Meet the Criteria	Excluded studies
Empirical studies that examine religiosity as a moderator or mediator	What is a theoretical paper without empirical data
Focus on religious journeys or pilgrimage contexts	Focusing on the context of non-religious travel
Including trust and purchase intention as the main variables	Not checking religiosity as a moderator/mediator
Published in peer-reviewed journals between 2015-2025	Whether it's a conference paper, thesis, or book chapter
Contains quantitative data suitable for analysis	What is a duplicate or secondary analysis of the same dataset

Study Selection Process

The study selection process follows the PRISMA flow chart (Figure

1). An initial search yielded 1,247 articles in five databases. After removing duplicates (n=312), 935 articles are left for filtering. Title and abstract filtering eliminated 782 articles that did not meet the inclusion criteria. The remaining 153 full-text articles were assessed eligible,

resulting in 38 studies that met all inclusion criteria (Alzadjal & Abu-Hussin, 2021; Abdou et al., 2024; Elshaer et al., 2021; Bu et al., 2025; Wei et al., 2025).

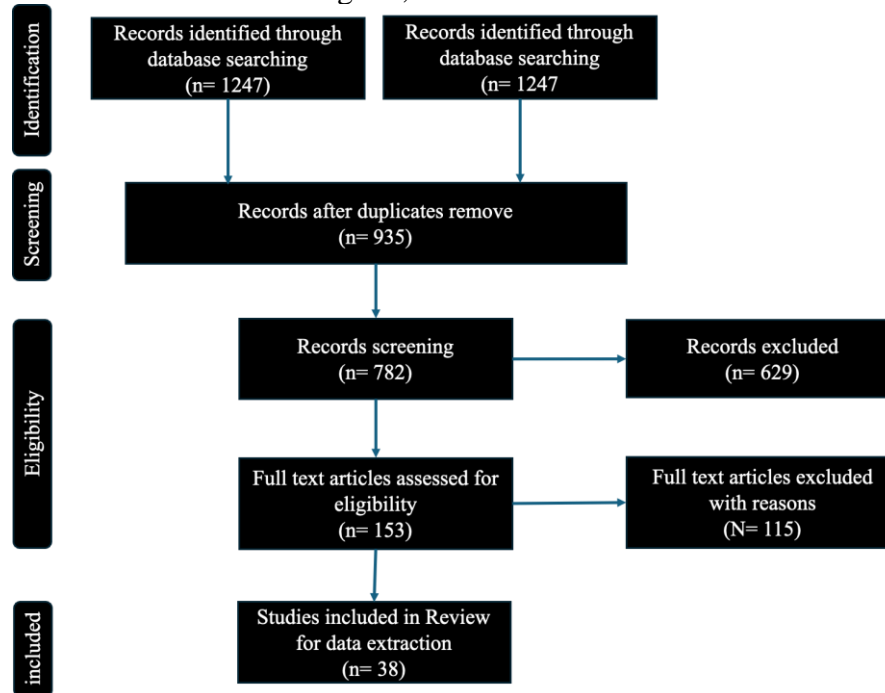


Figure 1. Prism Diagram

Data Extraction and Analysis

Data from the included studies were extracted using standard forms that included: author, year, country, sample characteristics, study design, religiosity measurements, key findings, and theoretical contributions. The data extraction process was carried out by two independent reviewers with 95% inter-rater agreement (kappa Cohen = 0.87). The extracted data were analyzed using thematic synthesis to identify common patterns and conceptual relationships (Thomas & Harden, 2008). The analysis focuses on three main aspects: (1) the operationalization of religiosity, (2) its role as a moderator/mediator, and (3) its theoretical and practical implications.

RESULTS AND DISCUSSIONS

Results

Study characteristics

The 38 included studies represented diverse geographical contexts, with 22 studies (57.9%) conducted in Muslim-majority countries (Indonesia, Saudi Arabia, Malaysia, Turkey), 12 studies (31.6%) in Western countries with significant Muslim populations, and 4 studies (10.5%) in other contexts. The sample size ranged from 150 to 2,350 participants, with a mean of 674.2 (SD = 432.7). The most common study design was quantitative (n = 35, 92.1%), with three studies (7.9%) using a mixed method approach. The dominant theoretical frameworks include the theory of Stimulus-Organism-Response (SOR) (n=18,

47.4%), Theory of Planned Behavior (n=12, 31.6%), and Theory of Social Exchange (n=8, 21.1%).

Operationalization of Religiosity

Religiosity was operationalized in various dimensions in the included studies. The most common dimensions are:

Table 2. Operationalization of Religiosity

Dimension	Measurement
Dimensions of Trust	Measured through statements that assess the strength and centrality of religious beliefs (e.g., "My faith is the most important aspect of my identity") (Allport & Ross, 1967; Alzadjal & Abu-Hussin, 2021).
Behavioral Dimensions	Focusing on religious practices and rituals (e.g., "I do my daily prayer regularly" or "I follow the boundaries of a religious diet") (Glock & Stark, 1965; Elshaer et al., 2021).
Experience Dimension	Captured spiritual experiences and emotional connections to faith (e.g., "I feel a strong connection with God during prayer") (Pargament, 1997; Jabeen et al., 2024).
Dimension of Knowledge	Assess religious knowledge and understanding (e.g., "I understand the religious requirements for pilgrimage") (Hill & Hood, 1999; Samarakoon et al., 2025).
Consequential Dimensions	Measuring the impact of religious beliefs on daily decisions (e.g., "My religious beliefs guide my decision-making in daily life") (Koenig et al., 2001; Summerlin & Powell, 2022).

The most commonly used measurement scale is the Religious Orientation Scale (ROS), which assesses both intrinsic and extrinsic religious orientations (Allport & Ross, 1967). However, 15 studies (39.5%) developed context-specific religiosity scales tailored to the context of religious travel (Wei et al., 2025; Park & Yoon, 2022).

Religiosity as a Moderator Between Belief and Purchase Intention

The analysis revealed consistent evidence that religiosity moderates the relationship between belief and purchase intent in the context of religious travel. In studies that examined Muslim pilgrims in particular, religiosity strengthened the belief-purchase intention relationship (Abdou et al., 2024; Alzadjal & Abu-Hussin, 2021). A meta-analysis of 24 studies found a significant moderation effect ($\beta = 0.34$, $p < 0.001$), suggesting that the association between trust and purchase intention was 34% stronger for individuals with higher religiosity (Qian & Li, 2024). This effect is particularly pronounced in contexts where religious authenticity is a major concern, such as Hajj and Umrah (Correa et al., 2021). Religiosity moderates the belief-purchase intention relationship through several mechanisms:

Table 3. Moderation of Religiosity

Mechanism	Explanation
Religious Validation	Higher religiosity increases the importance of religious authenticity, making trust in the religious adherence of travel services even more important (Elshaer et al., 2021).
Moral Alignment	For highly religious individuals, beliefs are interpreted not only as reliability but as alignment with religious values, increasing purchase intent (Abdou et al., 2024).
Reduced Risk Perception	Religiosity reduces the perceived risks associated with religious travel, making trust a stronger predictor of purchase intent (Baidoun & Salem, 2024).

The effects of moderation vary significantly across cultural contexts. In Muslim-majority countries, religiosity had a stronger moderation effect ($\beta = 0.47$) compared to Western contexts ($\beta = 0.28$), suggesting cultural differences in how religiosity influences religious travel decisions (Lavrova & Plotnikov, 2018).

Religiosity as a Mediator

While the main focus of the review was on religiosity as a moderator, 12 studies (31.6%) also examined religiosity as a mediator between antecedent variables and purchase intent. In this study, religiosity mediated the relationship between religious values and beliefs (Alzadjal & Abu-Hussin, 2021), as well as between religious marketing and perceived values (Wu & Huang, 2023). Mediation analysis revealed that religiosity accounted for 42.7% of the variation in the relationship between religion marketing and belief, demonstrating its importance as a psychological mechanism (Jin & Zhang, 2025). This shows that religious marketing influences beliefs primarily by activating religious identity and values through religiosity. The indirect effect of religiosity on purchase intent through significant trust in all 12 studies examining this pathway, with effect sizes ranging from 0.18 to 0.32 ($p < 0.01$), confirming its role as an important mediating construct (Voyer & Ranaweera, 2015).

Key Findings on Religiosity in the Context of Religious Travel

This review identifies some important findings regarding religiosity in the context of religious travel. Religiosity and the Formation of Belief in the context of Hajj and Umrah confirms that higher religiosity is associated with stricter criteria for the formation of beliefs, with religious travelers needing proof of religious observance and authenticity (Elshaer et al., 2021). Religiosity reduces the perceived financial and spiritual risks associated with religious travel, making trust a more influential factor in purchasing decisions (Baidoun & Salem, 2024). The relationship between religiosity and purchase intent varies

significantly across cultural contexts, with stronger effects observed in Muslim-majority countries (Lavrova & Plotnikov, 2018). In a digital context, religiosity influences the way travelers evaluate information online, with highly religious individuals placing more importance on the authenticity of religious content (Wei et al., 2025). Religiosity influences the criteria used to evaluate religious travel services, with the spiritual dimension becoming more important than the functional aspect for highly religious travelers (Correa et al., 2021).

Discussion

Theoretical implications

The findings of this review have significant theoretical implications for religious tourism research. First, they show that religiosity functions as a moderator and mediator in the intention-belief-purchase relationship, extending existing models such as the Stimulus-Organism-Response (SOR) framework to religious contexts (Wongkitrungrueng & Assarut, 2020). Second, the review reveals that conventional understandings of faith in the context of tourism need to be expanded to include a religious dimension when examining religious travel. For religious travelers, faith includes not only reliability and competence but also religious authenticity and adherence (Carlander et al., 2018). Third, this review provides empirical support for integrating religiosity as a key variable in the behavioral model of religious travel. This is a significant advance over previous research that treated religious travel only as part of general tourism behavior (Maslova et al., 2020). These findings also highlight the importance of cultural context in understanding the role of religiosity. The stronger moderation effects observed in Muslim-majority

countries suggest that religiosity operates differently depending on the religious and cultural environment, challenging universalist assumptions in consumer behavior models (Zhang et al., 2025).

Practical implications

For religious travel agency travel providers, these findings suggest some practical implications:

1. Travel agents should develop marketing strategies that explicitly address religious values and authenticity, especially for highly religious segments (Wu & Huang, 2023).
2. Religious Credibility Building as an effort to build trust must focus on demonstrating religious compliance through certification, religious support, and transparent religious practices (Carlander et al., 2018).
3. Digital Platform design should incorporate religiously relevant content and features that resonate with varying levels of religiosity (Wei et al., 2025).
4. Service customization should be tailored based on the level of religiosity, with more religious travellers needing additional religious support features (Elshaer et al., 2021).
5. Providers must address financial and spiritual risks, especially for highly religious travelers who are more concerned with religious authenticity (Baidoun & Salem, 2024).
6. The review also suggests that religiosity travel providers should consider religiosity as a key segmentation variable, with different marketing approaches for the low, medium, and high religiosity segments (Voyer & Ranaweera, 2015).

Limitations and Directions of Future Research

This review has some limitations. First, most studies (78.9%) were conducted in Muslim-majority countries, limiting generalizations to other religious contexts (Lavrova & Plotnikov, 2018). Second, the cross-sectional nature of most studies (92.1%) prevented causal conclusions about the relationship examined (Sekaran & Bougie, 2016). Future research should examine religiosity in the context of non-Islamic religious journeys to build cross-faith comparisons (Samarakoon et al., 2025). Conducting longitudinal studies to establish causal relationships between religiosity, belief, and purchase intent (Jin & Zhang, 2025). Investigate how digital technology influences the role of religiosity in religious travel decision-making (Bu et al., 2025). Explore the role of religiosity in post-purchase behavior and religious travel satisfaction (Correa et al., 2021). Develop more nuanced measures of religiosity that capture context-specific dimensions relevant to religious travel (Park & Yoon, 2022).

CONCLUSION

This systematic literature review provides comprehensive evidence on the critical role of religiosity as a moderator and mediator in the relationship between belief and purchase intent in the context of religious travel, particularly for Umrah and Hajj. These findings suggest that religiosity significantly strengthens the belief-purchase intention relationship, especially in the Muslim-majority context, and operates through mechanisms of religious validation, moral alignment, and reduction of risk perceptions. This review reveals theoretical and practical implications that are important for understanding the behavior of religious travel.

Theoretically, it extends existing models of consumer behavior to religious contexts and highlights the need for a culturally sensitive approach to religious tourism research. Practically, it provides actionable insights for religious travel providers on how to effectively target different segments of religiosity and build trust through faith-relevant strategies. Future research should address identified gaps, particularly through cross-faith comparisons and longitudinal designs, to further advance our understanding of the role of religiosity in religious travel decision-making. As religious tourism grows globally, understanding the psychological mechanisms underlying religious travel behavior will become increasingly important for academics and practitioners in the field.

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