The impact of attitude, subjective norm, and motivation on the intention of young female hosts to marry with a Middle Eastern tourist: A projective technique relating to Halal sex tourism in Indonesia

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ABSTRACT: Halal sex tourism refers to a paid sexual activity between a male tourist and a female host under an Islamic contract marriage for a certain period of time to avoid adultery. One of the examples occurred between Middle Eastern male tourists and young female hosts in Indonesia. The objective of this study is to examine the impact of attitude, subjective norm, and motivation on intention of young female host to marry with a Middle Eastern male tourist. In this study, motivation is treated as two different variables—Taking/Receiving and Giving (TRG) and attitude towards Middle Eastern tourists are considered two variables too: favorable and unfavorable. A projective technique was applied to collect data and it attracted 199 participants. Findings indicate that subjective norm significantly influences intention and taking/receiving motivation significantly influences giving motivation.

Keywords: Halal sex tourism, projective technique, favorable and unfavorable attitude, Taking/Receiving and Giving motivation (TRG), Middle Eastern tourists, confirmatory factor analysis

1 INTRODUCTION

A wave of Middle Eastern tourists visiting to Indonesia occurred in 1989 (Filali, 2011) after a criminal event called ‘blue diamond affair’ which involved a Thai laborer who worked in Saudi Arabia and causing a ban of Saudi Arabia tourists visiting Thailand (McClincy, 2012). Since then, the Saudi Arabian tourists along with other tourists from other Middle Eastern countries looked for another destination but similar to Thailand.

Bajunid (1999) revealed that one of the motivations of Middle Eastern tourists visiting Thailand was for sex. Further, one of their motivations for visiting Indonesia was for sex too (Sufo, 2010). In Indonesia, they chose Muslim sex workers or ordinary local women to be married before they obtain their ‘service’ (Shafa, 2010). The primary authors consider it as halal sex tourism.

The term of halal sex tourism or halal ‘meat’ is often used by bloggers or journalists rather than researchers. In the current and previous works, the authors started adopting this term into scientific literature (Suhud & Sya’bani, 2014). Halal sex tourism refers to a paid sexual activity between a tourists and a resident under an Islamic contract marriage for.

Halal sex tourism refers to a paid sexual activity between a male tourist and a female host under an Islamic contract marriage for certain period, days, weeks, or months, under a contract to avoid adultery. Therefore, both of the actors must be Muslims. Contract marriage becomes a controversial as it is obviously forbidden. However, Shia (a branch of Islam) community practices contract marriage.

Halal sex tourism in Indonesia, particularly in Bogor, West Java province, attracts not only sex workers but also ordinary women and even school-aged residents who are interested in gaining proper fee from the tourists. For men who are involved, contract marriage is used to seek sexually satisfaction whereas for women it is for obtaining money. Contract marriage for a woman is like leasing genitals that can plunge her into prostitution (Wahyulianiarmy, 2007) and leads to trafficking (Augustia, 2007).

The objective of this study is to examine the impact of attitude, subjective norm, and motivation on intention to marry with a foreign tourist and the impact of intention along with taking/receiving motivation on giving motivation. In this study, motivation to marry with a foreign tourist is treated as two different variables—taking/receiving motivation and giving motivation.
So far, contract marriage has been gleaned by prior researchers in different perspectives, such as religion, economic, legal, psychology, social, and culture (Afifi, 2014; Augustia, 2007; Haryono, 2011; Hasanah-Nim, 2010; Safitri, 2013; Syahbana, 2015; Tektona, 2013; Wahyuningsih, 2005). Most previous studies were conducted using a qualitative approach. Differently, this current work contributes in the literature and research methods in the tourism field. Besides, there is lack of study on halal sex tourism, using a mixed-methods approach and projective technique, and predicting behavioral intention.

2 REVIEW OF LITERATURE

2.1 The proposed research model
This study is addressed to test the proposed research model below. This model consists of favorable/unfavorable attitude, subjective norm, taking/receiving motivation, and giving motivation, and intention to marry with a Middle Eastern male tourist.

2.2 Theoretical background
2.2.1 Theory of reasoned action
Theory of Reasoned Action (TRA) was introduced by Fishbein and Ajzen (1975) in the field of social psychology. This theory was designed to predict one’s behavioral intention. It consists of determinant factors including belief, attitude, subjective norm, intention, and behavior. Since then, TRA and the extension of TRA are applied by scholars in various setting of study fields. However, there is paucity of study employing TRA in predicting one’s intention to marry with a foreign tourist, be involved in contract marriage or any type of marriages. However, as sex tourism or halal sex tourism relates to a sexual activity, the authors found studies focusing on behavioral intention to use condoms, for example, Jemmott and Jemmott III (1991), Kishina, Gaulois, and McCamish (1993), and Bosompra (2001). These three studies demonstrated that attitude and subjective norm were important variables to predict condom use intention.

In the field of tourism study, TRA or variables such as attitude and subjective norm has been used widely for example by Ryu and Jang (2006) to predict tourists’ intention to experience local food and (Suhud, 2014) to predict volunteer tourists and potential volunteer tourists’ intention to be involved (again) in a volunteer tourism project. While all studies mentioned above treated attitude as a single variable, particularly in this study, attitude is separated into two different variables: favorable and unfavorable attitude (Ajzen, 2006).

According to Suhud and Willson (2016a) favorable attitude of young female hosts toward Middle Eastern male tourists consists of two dimensions: tourists as a common tourist and tourists as an income contributor. Furthermore, unfavorable attitude towards Middle Eastern male tourists consists of two dimensions too: tourists as a villain and tourists as a lust seeker. So far, these two variables have never been tested to predict behavioral intention relating to sex tourism. Therefore, in this study, favorable and unfavorable variables are tested to see their impacts on behavioral intention. Besides, these two variables are sequentially installed in the theoretical framework in purpose to understand potential different results.

2.2.2 Motivation on intention
In her study, Safitri (2013) interviewed three women to explore motivating aspects why they were engaged in contract marriage with expatriates. According to her, this motivation consists of two dimensions: first, intrinsic factors include psychological, physiological (biological), financial, security, pride, contract marriage is common in society (socially and culturally), and less of religious value. Second, extrinsic factors include the easiness to practice contract marriage. A study conducted by Moon, Ryu, and Lee (2012) included intrinsic motivation as one of variables to predict intention, particularly subjective norm. Another study done by (Hagger & Armitage, 2004) also employed intrinsic motivation to predict intention. As a result, both of these studies demonstrated a significant impact of intrinsic motivation on subjective norm.

![Figure 1. The proposed research model.](image-url)
The authors adopt the idea of separating motivation into two different variables: taking/receiving motivation and giving motivation which own two opposite meaning, philosophy, and direction from Suhud (2013). In his study, Suhud identified dimensions of motivation in volunteer tourism into taking/receiving motivation (physiological and social interaction) and giving motivation (public service and environmental). The taking/receiving motivation refers to egoism and self-interest motivation whereas giving motivation tends to be altruism.

Purwana, Suhud, and Arafat (2014) assessed the idea of taking/receiving and giving motivation in entrepreneurship field and found that this idea is adaptable. Furthermore, Suhud and Sya’bani (2014) tested this within a halal sex tourism setting and documented that it is also suitable. While other scholars have not paid attention yet on this motivation separation, Suhud (2013), and Suhud and Willson (2016c) made some attempts in their studies and found that taking motivation significantly has an impact on giving motivation.

2.3 Hypotheses

Based on the literature review and proposed research model above, here are the hypotheses to be tested in this study:

H_1—There is a significant impact of favorable/unfavorable attitude towards Middle Eastern male tourists on intention to marry with a Middle Eastern male tourist

H_2—There is a significant impact of subjective norm on intention to marry with a Middle Eastern male tourist

H_3—There is a significant impact of taking motivation on intention to marry with a Middle Eastern male tourist

H_4—There is a significant impact of taking/receiving motivation on giving motivation to marry with a Middle Eastern male tourist

H_5—There is a significant impact of taking/receiving motivation on intention to marry with a foreign tourist.

3 METHODS

3.1 Participants and sampling selection method

A projective technique was used to select participants for this study. Projective technique is a way to collect data by asking respondents about other persons (Klopfen, 1973; Steinman, 2008). This technique was applied for two main reasons: (a) Sex tourism is a sensitive issue and the authors found difficulty to approach potential participants; (b) For this quantitative study, the authors need a big number of participants while it was challenging to find participants who experienced in contract marriage.

Two hundred thirty-nine young female host participated, but only 199 data were usable. These participants live nearby the villages where cases of contract marriage between tourists and hosts occurred. These villages are situated in Bogor, West Java, about 70 kilometers from Jakarta, the capital of Indonesia. All participants were female and aged between 13–18 years old, predominantly aged 15 (85 participants) and 16 (83 participants) years old.

3.2 Measures

Favorable and unfavorable attitude towards Middle Eastern male tourists were measured by adopting indicators from Suhud and Willson (2016a). In addition, to measure subjective norm, the authors adapted indicators used by Ajzen (2002), and indicators from Zikmund and Babin (2006) to measure behavioral intention. To measure motivation variable, the authors applied 20 of 24 indicators validated by Suhud and Sya’bani (2014). The scale used for all variables was a seven-point Likert’s scale from 1 for extremely disagree to 7 for extremely agree. The instrument was delivered in Bahasa Indonesia.

4 DATA ANALYSIS AND FINDINGS

Data was analyzed in two sequential steps: the first step was to conduct exploratory factor analysis to validate data, developing dimensions of each variable if any, and retaining indicators of each dimension and/or variable (Allen & Bennett, 2010). For this purpose, the authors used SPSS version 22. After validating the data, a reliability test for each dimension/variable was conducted. A dimension or variable construct is considered reliable if it has a Cronbach’s alpha score of 0.7 and greater (Hair Jr., Black, Babin, Anderson, & Tatham, 2006).

The second step was to conduct confirmatory factor analysis to examine the proposed model. For this purpose, the authors employed AMOS version 22. To attain a fitted model, some criteria were selected including probability (p) (>0.05), CMIN/DF (≤2.00), CFI (>0.97), and RMSEA (<0.05) (Bentler, 1990; Browne & Cudeck, 1992; Schermelleh-Engel, Moosbrugger, & Müller, 2003; Tabachnick & Fidell, 2007).

4.1 Exploratory factor analysis

Here are results of exploratory factor analysis of variables with adapted indicators: subjective norm intention.
4.1.1 Subjective norm
Six indicators of subjective norm retained with factor loadings ranging from 0.922 to 0.962. This variable had a Cronbach’s alpha score of 0.973 and it was considered reliable.

4.1.2 Intention to marry with a tourist
All six indicators of subjective norm survived with factor loadings ranging from 0.888 to 0.960 and a Cronbach’s alpha score of 0.971.

4.2 Confirmatory factor analysis
As mentioned earlier, there would be two theoretical frameworks to be tested: first, with favorable attitude and second, with unfavorable attitude. The proposed model with unfavorable attitude achieves a fitted model with probability, CMIN/DF, CFI, and RMSEA scores of 0.115, 1.1255, 0.993, and 0.036 respectively (please see the figure below). Within this model, two hypotheses are accepted. First, subjective norm significantly influences intention with a Cronbach’s alpha of 5.401. Therefore, S1 is accepted. This finding supports prior studies conducted by Kim, Ham, Yang, and Choi (2013), Aziz, Friedman, and Ilhan (2015), and Chen and Tung (2014). The finding indicates that the higher subjective norm, the higher the young female hosts’ intention to marry with a foreign tourist. In this case, family, parents, and community apparently encouraged young female hosts to marry with a Middle Eastern tour. Second, taking/receiving motivation has a significant impact on giving motivation with a Cronbach’s alpha of 0.897.

Table 1. Factor analysis result of subjective norm variable.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sub5: My relatives would allow me to be involved in contract marriage with a foreign tourist</td>
<td>0.962</td>
</tr>
<tr>
<td>Sub4: My teachers at school would allow me to be involved in contract marriage with a foreign tourist</td>
<td>0.958</td>
</tr>
<tr>
<td>Sub2: My father would allow me to be involved in contract marriage with a foreign tourist</td>
<td>0.939</td>
</tr>
<tr>
<td>Sub1: My mother would allow me to be involved in contract marriage with a foreign tourist</td>
<td>0.931</td>
</tr>
<tr>
<td>Sub3: My neighbors would allow me to be involved in contract marriage with a foreign tourist</td>
<td>0.929</td>
</tr>
<tr>
<td>Sub6: My friends would allow me to be involved in contract marriage with a foreign tourist</td>
<td>0.922</td>
</tr>
</tbody>
</table>

![Figure 2. Result of confirmatory factor analysis with unfavorable attitude.](image)

Table 2. Exploratory factor analysis result of subjective norm.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Cronbach’s alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>In3: I must be involved in contract marriage with a foreign tourist</td>
<td>0.960</td>
</tr>
<tr>
<td>In5: I should be involved in contract marriage with a foreign tourist</td>
<td>0.957</td>
</tr>
<tr>
<td>In6: I would be involved in contract marriage with a foreign tourist</td>
<td>0.953</td>
</tr>
<tr>
<td>In2: I certainly would be involved in contract marriage with a foreign tourist</td>
<td>0.952</td>
</tr>
<tr>
<td>In4: If I have a chance, I would be involved in contract marriage with a foreign tourist</td>
<td>0.900</td>
</tr>
<tr>
<td>In1: I probably would be involved in contract marriage with a foreign tourist</td>
<td>0.888</td>
</tr>
</tbody>
</table>

![Table 3. Summary of hypotheses testing with unfavorable attitude.](image)

Table 3. Summary of hypotheses testing with unfavorable attitude.

<table>
<thead>
<tr>
<th>Paths</th>
<th>C.R.</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: Unfavorable attitude → Intention</td>
<td>0.248</td>
<td>Rejected</td>
</tr>
<tr>
<td>H2: Subjective norm → Intention</td>
<td>5.401</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3: Taking → Giving</td>
<td>6.781</td>
<td>Accepted</td>
</tr>
<tr>
<td>H4: Taking → Intention</td>
<td>-0.495</td>
<td>Rejected</td>
</tr>
<tr>
<td>H5: Giving → Intention</td>
<td>1.083</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

![Table 4. Summary of hypotheses testing with favorable attitude.](image)

Table 4. Summary of hypotheses testing with favorable attitude.

<table>
<thead>
<tr>
<th>Paths</th>
<th>C.R.</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H6: Favorable attitude → Intention</td>
<td>0.771</td>
<td>Rejected</td>
</tr>
<tr>
<td>H7: Subjective norm → Intention</td>
<td>18.710</td>
<td>Accepted</td>
</tr>
<tr>
<td>H8: Taking → Giving</td>
<td>6.027</td>
<td>Accepted</td>
</tr>
<tr>
<td>H9: Taking → Intention</td>
<td>-1.301</td>
<td>Rejected</td>
</tr>
<tr>
<td>H10: Giving → Intention</td>
<td>1.203</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

5 Conclusion
The results of the study indicate that the impact of factors regarding the intention of young female tourists from the Middle East and North Africa to marry with a foreign male tourist was significant. The findings from the exploratory factor analysis were used to test the hypotheses relating to the impact of various factors on the intention of young female tourists from the Middle East and North Africa to marry with a foreign male tourist.

Appendix
A summary of the hypotheses testing with favorable and unfavorable attitude is provided in Table 3 and Table 4. The results indicate that the hypotheses relating to the impact of subjective norm, taking/receiving motivation, and giving motivation on the intention of young female tourists from the Middle East and North Africa to marry with a foreign male tourist were supported. Furthermore, the results suggest that the impact of family, parents, and community encouragement on the intention of young female tourists from the Middle East and North Africa to marry with a foreign male tourist was significant. The findings from this study highlight the importance of considering cultural and social factors in the decision-making process of young female tourists from the Middle East and North Africa when considering marriage with a foreign male tourist.
6.781. Therefore, $H_1$ is accepted. This finding is significant with prior studies (Suhud, 2014; Suhud & Willson, 2016b). Another three hypotheses were rejected due to insignificance.

The second model with favorable attitude achieves a fitted model with a CMIN/DF score of 1.402, CFI score of 0.986, and RMSEA score of 0.045. This second framework also produced only two hypotheses are accepted with similar results. The impact of taking/receiving motivation on giving motivation with a C.R. value of 6.781 and the impact of subjective norm on intention with a C.R. value of 5.401.

5 CONCLUSION

The objective of this study was to examine the impact of favorable/unfavorable attitude, subjective norm, and taking/receiving and giving motivation on intention to marry with a Middle Eastern male tourist. This study was conducted in Bogor, West Java Province where many cases occurred— young female hosts married with Middle Eastern male tourists.

As a result, from the two research frameworks tested, favorable and unfavorable attitude are insignificant in influencing intention of female hosts to marry with a Middle Eastern tourist. If in some cases they were involved in a (contract) marriage, that was caused by the support of family and parents. In addition, their willingness to take benefit from the marriage was motivated to give to their family, although it was not an indicator that they intend to marry the tourists. Social marketers, government, and religious and opinion leaders must see these findings to commence targeting family members, parents, and community not to encourage, push, and approach their daughters in contract marriage.

This study has some limitations: as data was collected only in one certain area while the practice of contract marriage between hosts and tourists occurred in many areas, the findings cannot be generalized to represent all areas. Besides, there is limited study applying the same research methods so that the authors faced a difficulty to find references in the same field of study.

Future study may examine the tested model by involving older female hosts as participants to see different results and/or adding other variables, such as religious commitment.

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