Digital Halal Literacy And Marketing Strategies With Government Support Toward Banda Neira Destination

Rakotoarisoa Maminiaina Heritiana Sedera[1]; Sabda Aji Kurniawan[2]*; Martha Racwel Patty[3]; Sulthan Misbahul Ghifaari[4]; Cheryl Marlitta Stefia[5]; Eni Munarsih[6]

[1]ISCAM Business School, Madagascar; [2-3]Universitas Pattimura; [4]Universitas PGRI Madiun; [5]Flinders University; [6]Universitas Mahakarya Asia

Abstract – *This study investigates how digital halal literacy and digital marketing strategies influence destination image and destination loyalty, while also assessing the moderating role of government support in Banda Neira as a National Tourism Strategic Area. Using a quantitative research design, data were collected through structured questionnaires, yielding 197 valid responses. The analysis employed Structural Equation Modeling (SEM) with SmartPLS 3.0 to test direct, indirect, and moderating relationships, alongside comprehensive assessments of measurement and structural model validity and reliability.*

The findings reveal that both digital halal literacy and digital marketing strategy exert significant positive effects on destination image, which in turn serves as a strong predictor of destination loyalty. Destination image also operates as a pivotal mediating mechanism, whereas government support strengthens the relationship between destination image and loyalty, thereby contributing to the sustained competitiveness of halal tourism.

These results highlight the importance of integrating digital halal literacy and digital marketing strategies to reinforce destination image and foster visitor loyalty. They further demonstrate that government support plays a critical role in improving competitiveness and promoting the long-term sustainability of halal tourism development. By combining digital halal literacy and digital marketing strategy within a single analytical framework, this study contributes to the halal tourism literature by clarifying the mediating role of destination image and the contingent effect of institutional support. It thus offers both theoretical enrichment and practical guidance for advancing competitiveness and sustainability in emerging halal tourism destinations.

Keywords: Digital Halal Literacy; Digital Marketing Strategy; Destination Image; Destination Loyalty; Government Support

In Press

I. INTRODUCTION

Halal tourism has emerged as a rapidly expanding segment of the global tourism industry, driven by the sustained growth in Muslim travel demand. Hamdy and Eid (2024) reported that the number of Muslim international travelers is projected to reach approximately 230 million by 2028. The same study further estimated that Muslim travel expenditure will rise to around USD 225 billion by 2028, underscoring the increasing economic significance of this market segment. These trends reinforce earlier evidence showing that Muslim travelers constitute one of the fastest-growing segments in global tourism and an increasingly important source of tourism revenue for many destinations (Azali et al., 2023; Moshin et al., 2020). The rapid growth of the halal tourism market has consequently heightened the need for destinations to understand the determinants of Muslim travelers' evaluations and behavioral responses (Hamdy & Eid, 2024; Sodawan & Hsu, 2022). Collectively, these developments reflect a growing emphasis on destinations' capacity to deliver comprehensive halal-friendly experiences.

As the country with the largest Muslim population in the world, Indonesia possesses substantial strategic potential to further advance

its halal tourism sector. The Global Muslim Travel Index (GMTI, 2024) positions Indonesia, together with Malaysia, as the world's leading halal tourism destination. Statistics Indonesia (2024) reports that the country recorded 13.90 million international tourist arrivals, with Muslim travelers accounting for more than 20% of the total (Ministry of Tourism and Creative Economy, 2024). This highlights the strategic urgency of developing halal-friendly destinations, particularly in regions designated as National Tourism Strategic Areas (KSPN).

Within this national framework, Banda Neira in Central Maluku Regency has been designated as a KSPN under Government Regulation of the Republic of Indonesia No. 50 (2011) concerning the National Tourism Development Master Plan 2010–2025. The region is widely recognized for its historical, cultural, and natural heritage, with its cultural landscape deeply rooted in the legacy of the global spice trade and the preservation of local cultural identity (Isnaeni et al., 2025). Despite this considerable potential, halal-supporting infrastructure in Banda Neira remains limited, particularly in terms of halal-certified culinary services and accessible digital information on halal facilities. Previous studies suggest that digital information accessibility and destination communication play a significant role in shaping Muslim travelers' perceptions and evaluations of destinations (Wibawa et al., 2023; Wijaya et al., 2025). This gap points to the need for development strategies that move beyond physical infrastructure to include strengthening destination image through digital halal literacy and digital marketing.

In the digital era, destination image formation is increasingly influenced not only by on-site facilities but also by the digital capabilities of both tourists and tourism stakeholders. Digital halal literacy—defined as individuals' ability to identify, interpret, and critically evaluate halal-related information across digital channels—has been found to shape consumer decision-making and strengthen confidence in halal-oriented services (Abror et al., 2025; Gaffar et al., 2024). At the same time, digital marketing strategies broaden promotional reach, improve communication effectiveness, and enhance tourist trust in destination offerings (Armutcu et al., 2023; Khan et al., 2022). The integration of digital halal literacy and digital marketing initiatives is therefore increasingly viewed as a critical driver in shaping a favorable image of halal tourism destinations.

A favorable destination perception is widely recognized as a crucial driver of destination loyalty, as it influences visitors' intentions to return and to recommend the destination to other potential travelers (Lin, 2024; Qiu et al., 2024). However, research examining moderating factors in this relationship remains limited, particularly with respect to government support. Government interventions—such as regulations, infrastructure development, halal certification facilitation, and official promotional efforts—have been identified as important catalysts in enhancing destination image and strengthening tourist loyalty (Adel et al., 2021; Marlinda et al., 2021; Rahaman et al., 2025). Nevertheless, empirical evidence regarding the moderating role of government support in halal tourism contexts remains scarce.

Although previous studies have explored digital marketing, destination image, and tourist loyalty, comprehensive research integrating digital halal literacy and digital marketing strategies in shaping halal destination image—particularly in strategically important small-island destinations such as Banda Neira—remains limited. Most extant studies have focused on more established destinations such as Mataram, Bali, and Yogyakarta (Halim & Baroroh, 2021; Supiani et al., 2025). Accordingly, this study contributes by developing and empirically testing a conceptual model that positions digital halal literacy and digital marketing strategies as antecedents of destination image, which in turn influences destination loyalty, with government support serving as a moderating variable.

From a practical perspective, the findings of this study provide actionable insights for regional governments, tourism practitioners, and policymakers in strengthening Banda Neira's competitive position as a halal tourism destination. Enhancing digital halal literacy, optimizing digital marketing strategies, and

In Press

reinforcing government support are expected to accelerate Banda Neira's transformation into a reputable halal tourism destination with global competitiveness.

Given the limited understanding of how digital halal literacy, digital marketing strategies, destination image, and government support jointly shape destination loyalty in halal tourism destinations, a comprehensive review of the relevant literature is necessary. The following discussion synthesizes existing theoretical and empirical evidence and develops the hypotheses underpinning the proposed conceptual framework.

The concept of halal literacy refers to an individual's awareness and understanding of what Islamic teachings classify as permissible (halal) and prohibited (haram), particularly in the context of tourism (Gaffar et al., 2024; Khan et al., 2022). In the digital era, halal literacy has become increasingly important as tourists rely on technology to obtain information concerning the halal attributes of destinations. Previous studies indicate that halal literacy contributes to tourists' positive perceptions of destination attributes (Abror et al., 2025; Nurhayati et al., 2025), although research explicitly examining its role in shaping destination image remains limited. Destinations that comply with halal standards, such as by providing prayer facilities and certified halal food, are more likely to be perceived positively, thereby strengthening their image in tourists' minds (Humairah & Alversia, 2021; Rostiani et al., 2024).

A higher level of digital halal literacy enables tourists to more effectively identify, interpret, and evaluate halal-related attributes available at a destination. When tourists possess sufficient knowledge of halal services, facilities, and a destination's compliance with Islamic principles, they are better able to form favorable cognitive and affective evaluations of the destination. According to Abror et al. (2025) and Rostiani et al. (2024), such evaluations contribute to the formation of a positive destination image because tourists perceive the destination as trustworthy, appropriate, and capable of fulfilling their religious needs. Therefore, greater digital halal literacy is expected to strengthen tourists' perceptions of destination image. Based on the preceding arguments, the following hypothesis is proposed:

H1: Digital halal literacy is expected to exert a positive effect on destination image.

Previous tourism studies suggest that destination image is a critical antecedent of tourist loyalty because favorable perceptions encourage revisit intentions and positive word-of-mouth communication (Rostiani et al., 2024; Wang, 2025; Zulfiqar et al., 2024). Digital halal literacy may indirectly influence destination loyalty by first shaping tourists' perceptions of destination image. Tourists with stronger halal-related knowledge are more likely to evaluate halal tourism destinations positively, resulting in greater confidence, satisfaction, and emotional attachment to the destination (Abror et al., 2025; Dewi et al., 2025). These positive perceptions subsequently increase the likelihood of loyalty-related behaviors (Sodawan & Hsu, 2022). Accordingly, destination image may function as a mediating mechanism through which digital halal literacy influences destination loyalty. Based on the evidence discussed, the following hypothesis is proposed:

H2: Destination image is proposed to mediate the association between digital halal literacy and destination loyalty.

Digital marketing strategy refers to the use of various digital platforms—such as social media, websites, travel applications, and search engines—to disseminate information and establish effective communication with tourists (Mwalukasa, 2024). In the tourism context, this strategy is particularly important because it enables destinations to reach wider audiences, increase interactivity, and foster emotional engagement with tourists through relevant, personalized, and preference-based content (Sakas et al., 2022). Evidence from empirical studies highlights the role of digital marketing in shaping positive tourist perceptions, trust, and service evaluations (Armutcu et al., 2023; Khan et al., 2022).

In the tourism literature, destination image is largely formed through the information tourists

In Press

receive prior to visiting a destination (Sodawan & Hsu, 2022). Effective digital marketing strategies enable destinations to communicate their distinctive characteristics, tourism offerings, and halal-related attributes in a consistent and appealing manner (Mursid & Anoraga, 2022). Through social media content, destination websites, and online promotional activities, tourists can develop favorable perceptions of destination quality, authenticity, and value (Khan et al., 2022; Liu et al., 2024). Consequently, well-executed digital marketing strategies are expected to strengthen destination image among potential tourists. Accordingly, the following hypothesis is proposed:

H3: Digital marketing strategies are anticipated to positively shape destination image.

Existing tourism literature consistently demonstrates that destination image plays a significant role in shaping tourists' loyalty-related behaviors, including revisit intentions and destination recommendations (Hu & Xu, 2021; Li & Jiang, 2025). While digital marketing strategies provide information and stimulate tourist interest, their influence on destination loyalty may operate indirectly through the formation of a favorable destination image. Repeated exposure to engaging and credible destination-related content can foster favorable destination perceptions, which in turn strengthen tourists' trust and emotional attachment to the destination (Dewi et al., 2025; Liu et al., 2024). These perceptions subsequently encourage loyalty-related outcomes. Therefore, destination image is expected to mediate the relationship between digital marketing strategies and destination loyalty. Based on the preceding discussion, the following hypothesis is proposed:

H4: Destination image is posited to mediate the linkage between digital marketing strategies and destination loyalty.

Destination image is commonly defined as the collective mental representations, evaluations, and interpretations that individuals associate with a specific destination (Tang et al., 2025). This process can be divided into three distinct phases: priori, in situ, and posteriori (Qian et al., 2022). In addition, tourists co-create experiences through interactions with other travelers, which further enriches collective perceptions of a destination (Sthapit et al., 2023). This construct is critical because a positive image shapes tourist preferences, reinforces trust, and strengthens attachment to destinations. Several studies have confirmed that destination perception significantly influences loyalty, particularly in terms of revisit intentions and the likelihood of generating positive word-of-mouth (Duan & Wu, 2024; Hung et al., 2021; Marques et al., 2021; Wang, 2025). However, prior studies have largely focused on conventional destinations, leaving halal tourism relatively underexplored. Grounded in this conceptual reasoning, the following hypothesis is articulated:

H5: Destination image is hypothesized to positively affect destination loyalty.

Government support refers to the various forms of intervention and policy implemented to enhance the quality, attractiveness, and sustainability of tourism destinations (Mousavi, 2025; Verduzco et al., 2023). Such support includes regulations, infrastructure provision, standard certification, official promotion, and cross-agency coordination to ensure effective and competitive destination development (Kubickova & Martin, 2020; Ulinnuha et al., 2024; Wight, 2002; Zhang et al., 2024). Beyond providing physical facilities and policy frameworks, government support also plays an important role in building credibility, trust, and positive perceptions among tourists (Detotto et al., 2021; Nunkoo & Smith, 2013).

From a theoretical standpoint, government support has the potential to strengthen the influence of destination image on tourist loyalty. A positive destination image is more likely to translate into loyalty when reinforced by clear regulations, halal certification, and credible promotional campaigns. In other words, government support can amplify the effectiveness of positive perceptions in encouraging revisit intentions and destination recommendations. In line with this theoretical rationale, the following hypothesis is advanced:

In Press

H6: Government support is expected to moderate the relationship between destination image and destination loyalty.

II. METHODS

This study adopts an explanatory research design to examine the effects of digital halal literacy and digital marketing strategies on destination image and destination loyalty, while also considering government support as a moderating variable. The study population comprised active followers of the Instagram account @explorebandaneiraofficial, who were selected because they were regularly exposed to digital information related to Banda Neira and represented potential visitors to the destination. As the study specifically emphasizes the role of digital information disseminated through this account, respondents were recruited exclusively from its follower base. Data were gathered באמצעות an online questionnaire administered through Google Forms. The survey link was distributed individually via direct messages (DMs) to followers of the Instagram account. A purposive sampling technique was employed based on two inclusion criteria: (1) being an active follower of @explorebandaneiraofficial, and (2) having prior experience visiting destinations in Banda Neira. The questionnaire consisted of demographic items (including gender, age, and employment status) as well as items measuring the research constructs, all assessed on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Of the 228 responses collected, 197 met the inclusion criteria and were retained for subsequent analysis, resulting in an effective response rate of 86.4%.

The study incorporates five principal constructs, each operationalized through measurement indicators adapted from well-established scholarly sources to ensure conceptual rigor and contextual relevance. The research indicators and their corresponding measurement items are presented in Table 1. Digital halal literacy is defined as individuals' capability to interpret and utilize halal-related information on digital platforms and was measured using eight indicators adapted from Abror et al. (2025). Digital marketing strategy reflects the use of digital platforms to disseminate information, strengthen communication, and foster emotional engagement with tourists, and was assessed through four indicators adopted from Ali et al. (2025), Kannan and Li (2017), and Sharabati et al. (2024). Destination image is defined as the set of perceptions and evaluative impressions held by tourists toward a particular destination and was measured using five indicators derived from Jeong and Kim (2020) and Zulvianti et al. (2023). Destination loyalty refers to tourists' propensity to revisit a destination and their willingness to recommend it to others. This construct was assessed using three indicators adapted from Chi and Qu (2008) and Hung et al. (2021). Finally, government support encompasses the extent of governmental interventions, regulations, and facilities that enhance destination credibility and attractiveness, and was measured using four indicators derived from Hassan (2017), Jayeola et al. (2022), and Xia and Md Johar (2024).

Tabel 1 Research Indicators

Construct	Research Indicator
Digital Halal Literacy (Abror et al., 2025)	Knowledge
	Digital usage
	Information search
	Interpretation
	Evaluation
	Utilization
	Understanding
	Awareness
Digital Marketing Strategy (Ali et al., 2025; Kannan & Li, 2017; Sharabati et al., 2024)	Digital Promotion
	Digital Content
	Digital Interaction
	Digital Data Utilization
Destination Image (Jeong & Kim, 2020; Zulvianti et al., 2023)	Hospitality
	Accommodation
	Safety and Security
	Natural Beauty
	Cultural Uniqueness
Destination Loyalty (Chi & Qu, 2008; Hung et al., 2021)	Word of Mouth
	Recommendation
	Revisit Intention
Government Support (Hassan, 2017; Jayeola et al., 2022; Xia & Md Johar, 2024)	Service Quality Regulation
	Protection and Security (including halal certification)
	Scope of Local Government Services
	Government Support Efficiency

To examine the hypothesized model, the data were analyzed using SmartPLS 3.0 with the Partial Least Squares Structural Equation

In Press

Modeling (PLS-SEM) approach, which is well suited for evaluating complex frameworks involving latent constructs and moderating relationships. Consistent with the procedures outlined by Sarstedt et al. (2022), the analysis began with an assessment of the measurement model. This stage included evaluating indicator reliability, internal consistency reliability through Cronbach's Alpha and Composite Reliability, and convergent validity through outer loadings and the Average Variance Extracted (AVE). Discriminant validity was subsequently established using the Heterotrait–Monotrait (HTMT) ratio to ensure that the constructs were empirically distinct. After confirming the adequacy of the measurement model, the structural model was assessed by examining path coefficients, calculating the coefficient of determination (R^2), assessing predictive relevance (Q^2), and estimating effect sizes (f^2) to determine the relative contribution of each predictor. In addition, moderation analysis was conducted to test whether government support strengthens the relationship between destination image and destination loyalty. This systematic analytical procedure enhances methodological rigor and reinforces the credibility and generalizability of the study's empirical findings.

III. RESULTS AND DISCUSSION

The demographic profile of the study participants (Table 2) presents an overview of the characteristics of the respondents involved in this research. Of the 197 valid respondents, the gender distribution shows that 102 respondents (51.8%) were female, while 95 respondents (48.2%) were male. In terms of age distribution, respondents were predominantly concentrated in the 25–34 age group, comprising 84 respondents (42.6%), followed by 63 respondents (31.9%) in the 18–24 age category, 28 respondents (14.2%) in the 35–44 group, 12 respondents (6.1%) under the age of 18, and 10 respondents (5.1%) aged over 44 years. With regard to employment background, the sample was largely composed of students, accounting for 73 respondents (37.1%), followed by freelancers with 56 respondents (28.4%), employees with 31 respondents (15.7%), and other occupational categories with 37 respondents (18.8%). Overall, these demographic characteristics indicate a respondent group that is broadly representative of tourists who possess both experience with and interest in Banda Neira.

Table 2 Respondent Demographics (n = 197)

Category	Sub-category	Frequency	Precentage (%)
Gender	Male	95	48.2
	Female	102	51.8
Age (years)	< 18	12	6.1
	18−24	63	31.9
	25−34	84	42.6
	35−44	28	14.2
	>44	10	5.1
Occupation	Student	73	37.1
	Freelancer	56	28.4
	Employee	31	15.7
	Others	37	18.8

Source: Data processed by author (2025)

The measurement model was validated through examinations of construct reliability, convergent validity, and discriminant validity, guided by the procedures suggested by Sarstedt et al. (2022). To determine the reliability of each construct, both Composite Reliability (CR) and Cronbach's Alpha (α) were utilized, demonstrated that all constructs attained CR scores ranging from 0.867 to 0.912 and α coefficients between 0.795 and 0.888 (Table 4), exceeding the recommended thresholds of 0.60 to 0.95, thereby confirming that the measurement instruments demonstrate satisfactory internal consistency.

Convergent validity was evaluated by analyzing the magnitude of the indicator loadings along with the Average Variance Extracted (AVE), guided by the

In Press

recommendations of Hair et al. (2019), Hamadamin and Atan (2019), and Kurniawan et al. (2021). All measurement items exhibited adequate loading values exceeding the 0.60 benchmark (Table 3), with coefficients ranging from 0.639 to 0.874, indicating strong alignment with their respective constructs. The AVE scores, which fell between 0.566 and 0.731 (Table 3), also exceeded the minimum criterion of 0.50, indicating that each latent construct explains a substantial proportion—over fifty percent—of the variance in its corresponding measurement items. Taken together, these findings confirm that the model satisfies the requirements for convergent validity.

Table 3 Assessment of Validity

Construct	Indicator	Loading	AVE
Digital Halal Literacy	DHL1	0.803	0.566
	DHL2	0.792	
	DHL3	0.783	
	DHL4	0.812	
	DHL5	0.809	
	DHL6	0.705	
	DHL7	0.639	
	DHL8	0.649	
Digital Marketing Strategy	DMS1	0.689	0.622
	DMS2	0.822	
	DMS3	0.789	
	DMS4	0.845	
Destination Image	DI1	0.826	0.632
	DI2	0.794	
	DI3	0.822	
	DI4	0.782	
	DI5	0.748	
Destination Loyalty	DL1	0.822	0.731
	DL2	0.867	
	DL3	0.874	
Government Support	GS1	0.831	0.699
	GS2	0.819	
	GS3	0.849	
	GS4	0.844	

Source: Smart-PLS 3.0 Output (2025)

Table 4 Assessment of Reliability

Construct	Composite Reliability	Cronbach's alpha(α)
Digital Halal Literacy	0.912	0.888
Digital Marketing Strategy	0.867	0.795
Destination Image	0.895	0.854
Destination Loyalty	0.891	0.815
Government Support	0.903	0.856

Source: Smart-PLS 3.0 Output (2025)

Furthermore, following the guidance of Sarstedt et al. (2022), discriminant validity was examined using the Heterotrait–Monotrait Ratio (HTMT), which requires inter-construct correlations to remain below the 0.90 benchmark to be deemed satisfactory. The findings showed that all HTMT estimates in this study fell within the acceptable range (Table 5), demonstrating that the constructs are empirically separate and not overlapping. Taken together, these outcomes confirm that the measurement model fulfills the established statistical requirements for both reliability and validity.

Table 5 *Heterotrait-Monotrait* (HTMT) Ratio

	DHL	DI	DL	DMS	GS
DHL					
DI	0.847				
DL	0.671	0.634			
DMS	0.735	0.792	0.770		
GS	0.750	0.671	0.897	0.820	

Note(s): DHL−Digital Literacy Halal, DMS−Digital Marketing Strategy, DI−Destination Image, DL−Destiantion Loyalty, GS−Government Support

Source: Smart-PLS 3.0 Output (2025)

In evaluating the structural model, this study followed the procedural framework proposed by Sarstedt et al. (2022), which comprises five principal stages: assessing multicollinearity using the Variance Inflation Factor (VIF), analyzing path coefficients, measuring R-square, evaluating predictive relevance through PLSpredict, and assessing model fit using the Standardized Root Mean Square Residual (SRMR).

A multicollinearity assessment (Table 6) was conducted to detect potential high correlations among the exogenous variables that could affect the accuracy of the model estimations. According to the criteria established by Sarstedt et al. (2022), VIF values of 5 or below indicate that multicollinearity does not pose a concern. The results showed that the VIF values for Digital Halal Literacy (DHL) and Digital Marketing Strategy (DMS) in relation to Destination Image (DI) and Destination Loyalty (DL) ranged from 1.603 to 1.679 (Table 5), indicating that the relationships among the

In Press

exogenous constructs are relatively independent.

Table 6 Multicollinearity Test

	DI	DL
DHL	1.611	
DMS	1.611	
DI		1.603
GS		1.679

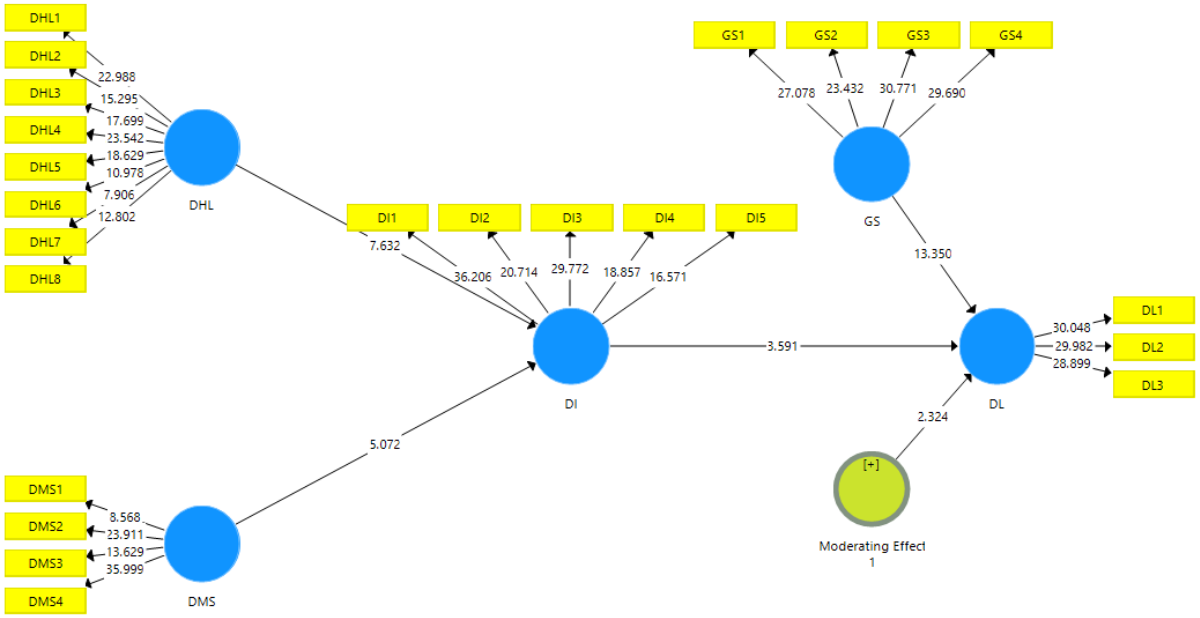
Note(s): DHL−Digital Literacy Halal, DMS−Digital Marketing Strategy, DI−Destination Image, DL−Destiantion Loyalty, GS−Government Support
Source: Smart-PLS 3.0 Output (2025)

The structural model assessment (Table 7 and Figure 1) was conducted by analyzing the path coefficients, which allowed for an evaluation of the strength and direction of the relationships among the constructs. The results indicate that Digital Halal Literacy significantly enhances Destination Image (H1: O = 0.540, T = 7.708, p < 0.001) and, through this construct, indirectly contributes to strengthening Destination Loyalty (H2: O = 0.100, T = 3.370, p = 0.001). Likewise, Digital Marketing Strategy exhibits a significant positive effect on Destination Image (H3: O = 0.326, T = 5.057, p < 0.001) and subsequently fosters Destination Loyalty via the mediating role of Destination Image (H4: O = 0.060, T = 2.733, p = 0.006). Furthermore, the results indicate that Destination Image exerts a significant positive effect on Destination Loyalty (H5: O = 0.185, T = 3.638, p < 0.001). The analysis also confirms that Government Support functions as a moderator, amplifying the relationship between Destination Image and Destination Loyalty (H6: O = 0.071, T = 2.368, p = 0.018).

Table 7 Analysis of Structural Relationships

Hypothesis		Original Sample (O)	T Statistics (|O/STDEV|)	P-Value
H1	Digital Halal Literacy → Destination Image	0.540	7.708	0.000
H2	Digital Halal Literacy → Destination Image → Destination Loyalty	0.100	3.370	0.001
H3	Digital Marketing Strategy → Destination Image	0.326	5.057	0.000
H4	Digital Marketing Strategy → Destination Image → Destination Loyalty	0.060	2.733	0.006
H5	Destination Image → Destination Loyalty	0.185	3.638	0.000
H6	Destination Image*Government Support → Destination Loyalty	0.071	2.368	0.018

Source: Smart-PLS 3.0 Output (2025)



Press

Figure 1. Bootsraping Model
Source: Smart-PLS 3.0 Output (2025)

The coefficient of determination (R^2) was employed to evaluate how effectively the exogenous variables within the structural model explain the variance of the endogenous constructs. The analysis revealed that Destination Image achieved an R^2 value of 0.615 (adjusted R^2 = 0.611), whereas Destination Loyalty obtained an R^2 of 0.594 (adjusted R^2 = 0.588) (Table 8). Referring to the 0.50 threshold suggested by Hair et al. (2019), these values indicate that the model possesses a moderate explanatory capability. This implies that the integrated influence of Digital Halal Literacy, Digital Marketing Strategy, and Government Support meaningfully shapes tourists' evaluations of the destination and their subsequent loyalty.

Table 8 R-Square

	R-Square	R-Square Adjusted
Destination Image	0.615	0.611
Destination Loyalty	0.594	0.588

Source: Smart-PLS 3.0 Output (2025)

Results from the predictive evaluation reveal that all measures of the endogenous constructs, Destination Image and Destination Loyalty, produced positive Q^2predict values (0.328–0.431), demonstrating adequate predictive relevance (Table 9). In addition, the PLS-SEM model produced RMSE and MAE values that were consistently lower than those generated by the linear model, indicating superior predictive performance. These results demonstrate that the structural model not only meets the required standards for statistical adequacy but also offers strong predictive power for the endogenous constructs, thereby enhancing the credibility of the study's empirical conclusions (Guenther et al., 2023).

Table 9 Predictive Power (PLSpredict)

	Q^2predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
DI1	0.372	0.596	0.441	0.620	0.460
DI2	0.328	0.603	0.474	0.629	0.480
DI4	0.383	0.513	0.379	0.539	0.415
DI3	0.361	0.627	0.485	0.657	0.518
DI5	0.413	0.475	0.343	0.485	0.349
DL3	0.425	0.704	0.480	0.756	0.536
DL2	0.396	0.701	0.485	0.696	0.506
DL1	0.431	0.745	0.536	0.782	0.585

Source: Smart-PLS 3.0 Output (2025)

To assess model fit, the Standardized Root Mean Square Residual (SRMR) was employed to evaluate the degree of alignment between the structural model and empirical data. SRMR was deemed appropriate given the moderate complexity of the model and sufficient sample size, consistent with the guidelines outlined by Sarstedt et al. (2022). As shown in Table 10, the SRMR values were 0.067 for the saturated model and 0.068 for the estimated model, both below the recommended threshold of 0.08, thereby confirming an acceptable model fit (Guenther et al., 2023).

Table 10. Model Fit (SRMR)

	Saturated Model	Estimated Model
SRMR	0.067	0.068
d_ULS	1.335	1.398
d_G	0.585	0.608
Chi-Square	637.131	672.847

In Press

NFI	0.785	0.773

Source: Smart-PLS 3.0 Output (2025)

This section presents an in-depth discussion of the empirical findings by situating the statistical results within relevant theoretical perspectives and prior empirical studies. The empirical evidence confirms that Digital Halal Literacy exerts a positive and significant effect on Destination Image (H1: O = 0.540; T = 7.708; p = 0.000). In the context of Banda Neira, this finding is reflected in tourists' experiences of increasingly convenient access to digital information concerning halal facilities, such as halal culinary offerings and Muslim-friendly accommodations. As a result, such accessibility reinforces Banda Neira's image as an inclusive and trustworthy destination. These findings are consistent with earlier studies emphasizing the importance of tourists' understanding of halal principles in shaping destination perceptions (Humairah & Alversia, 2021; Rostiani et al., 2024). The underlying mechanism of this relationship lies in tourists' knowledge and awareness of halal attributes available at the destination, which strengthen their confidence in the destination's quality and credibility. For Muslim travelers, halal attributes constitute a key determinant of destination image, loyalty, and word-of-mouth recommendation (Qureshi et al., 2025; Soonsan & Jumani, 2024; Wibawa et al., 2023). Meanwhile, for non-Muslim tourists, a positive understanding and perception of halal services can enrich travel experiences and enhance perceived value, thereby contributing to satisfaction and loyalty (Rahman et al., 2020; Rahman et al., 2022).

The mediation analysis further confirms that Destination Image functions as a mechanism linking Digital Halal Literacy to Destination Loyalty (H2: O = 0.100; T = 3.370; p = 0.001). In the Banda Neira context, tourists who access digital information regarding halal facilities and services develop favorable perceptions of the destination, which subsequently encourage loyalty-related behaviors such as repeat visitation and positive recommendations. This finding suggests that digital halal literacy operates not only as a perceptual antecedent but also as a driver of loyalty through the mediating role of destination image. Theoretically, this supports the view that tourist cognition serves as a crucial mechanism connecting knowledge and loyal behavior in halal tourism (Qureshi et al., 2025; Sodawan & Hsu, 2022).

The results also show that Digital Marketing Strategy positively affects Destination Image (H3: O = 0.326; T = 5.057; p = 0.000). In Banda Neira, this is reflected in digital promotional activities that emphasize the destination's historical heritage, marine attractions, and halal facilities, thereby reinforcing its image and enhancing its appeal as a leading tourist destination. Effective digital marketing strategies, such as highlighting the availability of halal food, prayer facilities, and Muslim-friendly environments, have been shown to strengthen destination image, revisit intention, and positive word-of-mouth (Armutcu et al., 2023; Mursid & Anoraga, 2022; Wibawa et al., 2023). The consistent and accessible dissemination of information through official websites and social media further fosters tourist trust and satisfaction, particularly when the information communicates the destination's uniqueness and halal values (Gaffar et al., 2024; Kurniawan et al., 2020; Maulana et al., 2025). Conceptually, this mechanism illustrates that digital interaction serves as a vital medium through which destinations can build engagement and shape favorable tourist perceptions.

Furthermore, the analysis indicates that Destination Image mediates the relationship between Digital Marketing Strategy and Destination Loyalty (H4: O = 0.060; T = 2.733; p = 0.006), suggesting that digital strategies do not directly generate loyalty but rather operate through tourists' perceptions of destination image. This is evident in the way historical narratives, marine richness, and halal attributes, communicated through digital promotions, not only introduce the destination but also construct perceptions that encourage repeat visits and recommendations. The present findings support prior studies that underline the mediating role of destination image in linking marketing efforts to loyalty behaviors (Nazir et al., 2021; Yang et al., 2025; Zheng & Rahman, 2025). Moreover, when destination image is perceived positively—both cognitively through knowledge and facts, and affectively through emotions and feelings—it amplifies the impact

In Press

of marketing strategies on tourist satisfaction and loyalty. Hence, cultivating a strong image through digital channels is a prerequisite for enhancing revisit intention and positive recommendations.

Subsequent analysis confirms the positive effect of Destination Image on Destination Loyalty (H5: O = 0.185; T = 3.638; p = 0.000), reinforcing the argument that favorable destination perceptions are a central determinant of tourist loyalty. The theoretical implication is that destination image functions as a core mechanism integrating tourists' cognitive and affective experiences, thereby shaping their decisions to revisit and recommend the destination. This finding is consistent with prior literature highlighting the importance of cultivating a positive image to strengthen loyalty in the tourism sector (López-Sanz et al., 2021; Tahir et al., 2024).

Finally, the moderation analysis demonstrates that Government Support positively moderates the effect of Destination Image on Destination Loyalty (H6: O = 0.071; T = 2.368; p = 0.018). This is reflected in the way historical heritage, marine beauty, and facilities that address tourist needs, including halal attributes, help foster a positive image that encourages longer stays, repeat visits, and destination recommendations. This result is consistent with earlier studies highlighting the strategic role of government support in strengthening halal destination image and competitiveness through halal certification and regulation, official promotion and marketing, infrastructure provision, and stakeholder collaboration to ensure service sustainability (Sitepu et al., 2024; Zaenuri et al., 2022). Accordingly, targeted policy interventions contribute to enhancing tourist trust, improving service quality, and accelerating economic growth in the halal tourism sector.

IV. CONCLUSION

This study demonstrates that digital halal literacy and digital marketing strategies significantly contribute to the formation of a positive destination image, which in turn enhances destination loyalty. The findings further reveal that destination image serves as a significant mediating mechanism linking both digital halal literacy and digital marketing strategies to destination loyalty, while government support strengthens the positive influence of destination image on loyalty outcomes. From a theoretical standpoint, this study extends the halal tourism literature by integrating digital halal literacy and digital marketing strategies within a unified framework and by highlighting the complementary roles of destination image and government support in explaining loyalty formation. These findings enrich the existing tourism literature by offering empirical evidence from the context of a small-island halal tourism destination, which remains relatively underexplored in prior studies.

From a practical standpoint, the findings offer important implications for tourism stakeholders and policymakers. Given the significant roles of digital halal literacy, destination image, and government support in fostering destination loyalty, efforts to improve tourists' digital halal literacy, strengthen destination digital marketing initiatives, and enhance institutional support mechanisms are essential. For local authorities in Banda Neira, strategic priorities should include expanding halal-certified tourism services, improving the accessibility of digital information related to halal facilities, and fostering collaboration with local tourism businesses to strengthen destination promotion through digital platforms. Furthermore, tourism stakeholders may utilize social media and other digital communication channels to disseminate reliable halal-related information, thereby strengthening tourists' confidence in and perceptions of the destination. Collectively, these initiatives may enhance destination competitiveness and support the sustainable development of emerging halal tourism destinations such as Banda Neira.

Several limitations should be acknowledged. First, the study focused exclusively on followers of the Instagram account @explorebandaneiraofficial, which may constrain the generalizability of the findings. Second, the research was conducted within a single destination context and employed a cross-sectional design. Future studies are therefore encouraged to examine multiple halal

In Press

tourism destinations, compare different tourist segments, and adopt longitudinal approaches to capture changes in tourist perceptions and loyalty over time. In addition, future research may incorporate emerging constructs related to digital tourism experiences and technology-enhanced tourism environments, which have increasingly been recognized as important drivers of destination competitiveness and tourist behavior (Qian et al., 2022; Sthapit et al., 2023).

REFERENCES

Abror, A., Patrisia, D., Engriani, Y., Mulyani, E., Gaffar, V., Achmad, N., Najib, M., Kim, L., & Aujirapongpan, S. (2025). An Integrative Model Analyzing Revisit Intentions and Behavior in Halal Tourism: Evidence from Indonesia. *Tourism and Hospitality*, *6*(3), 1–19.

Adel, A. M., Dai, X., Yan, C., & Roshdy, R. S. (2021). Halal strategies on official government tourism websites: An extension and validation study. *Tourism and Hospitality Research*, *21*(2), 229–244. https://doi.org/10.1177/1467358420986236

Ali, M., Lyu, C., Tian, X., Jiang, C., & Li, Q. (2025). The impact of digital marketing literacy on digital marketing strategy to enhance the library patrons' engagement: An application of the TOE framework. *Acta Psychologica*, *260*(November 2024). https://doi.org/10.1016/j.actpsy.2025.105495

Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, *240*(August). https://doi.org/10.1016/j.actpsy.2023.104025

Azali, M., Kamal Basha, N., Chang, Y. S., Lim, X. J., & Cheah, J. H. (2023). Why Not Travel to Malaysia? Variations in Inbound Tourists' Perceptions toward Halal-Friendly Destination Attributes. *Journal of Hospitality and Tourism Research*, *47*(1), 177–206. https://doi.org/10.1177/10963480209876

34

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, *29*(4), 624–636. https://doi.org/10.1016/j.tourman.2007.06.007

Detotto, C., Giannoni, S., & Goavec, C. (2021). Does good governance attract tourists? *Tourism Management*, *82*(May 2020), 104155. https://doi.org/10.1016/j.tourman.2020.104155

Dewi, I. J., Ginting, G., & Maesaroh, I. (2025). What constitutes a halal tourism destination? Tourists' perceptions, attachment and attitudes toward halal tourism development. *Journal of Islamic Marketing*, *16*(11), 3134–3153. https://doi.org/10.1108/JIMA-10-2023-0317

Duan, Y., & Wu, J. (2024). Sport tourist perceptions of destination image and revisit intentions: An adaption of Mehrabian-Russell's environmental psychology model. *Heliyon*, *10*(February). https://doi.org/10.1016/j.heliyon.2024.e31810

Gaffar, V., Christiyanto, W. W., Arissaputra, R., Abror, A., Achmad, N., Hidayat, E. F. F., Siregar, Q. A., & Shahril, A. (2024). Digital halal literacy and halal destination attribute as the antecedents of revisit intention. *International Journal of Tourism Cities*, *September*. https://doi.org/10.1108/IJTC-12-2023-0259

GMTI. (2024). *Global Muslim Travel Index 2024*. https://www.crescentrating.com/reports/global-muslim-travel-index-2024.html

Government Regulation of the Republic of Indonesia No 50 (2011).

Guenther, P., Guenther, M., Ringle, C. M., Zaefarian, G., & Cartwright, S. (2023). Improving PLS-SEM use for business marketing research. *Industrial Marketing Management*, *111*, 127–142. https://doi.org/10.1016/j.indmarman.2023.03.010

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle,

In Press

C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, *31*(1). https://doi.org/10.1108/EBR-11-2018-0203

Halim, A., & Baroroh, N. (2021). Pariwisata Halal: Studi Komparatif Hotel Syariah di Yogyakarta dan Bali. *Al-Manahij: Jurnal Kajian Hukum Islam*, *15*(1), 53–66. https://doi.org/10.24090/mnh.v15i1.4602

Hamadamin, H. H., & Atan, T. (2019). The impact of strategic human resource management practices on competitive advantage sustainability: The mediation of human capital development and employee commitment. *Sustainability (Switzerland)*, *11*(20). https://doi.org/10.3390/su11205782

Hamdy, A., & Eid, R. (2024). Muslim-friendly tourist destination image in travel and hospitality industry: Conceptualization and scale development. *International Journal of Intercultural Relations*, *102*, 102043. https://doi.org/10.1016/j.ijintrel.2024.102043

Hassan, H. (2017). Organisational factors affecting cloud computing adoption in small and medium enterprises (SMEs) in service sector. *Procedia Computer Science*, *121*, 976–981. https://doi.org/10.1016/j.procs.2017.11.126

Hu, Y., & Xu, S. (2021). Memorability of a previous travel experience and revisit intention: The three-way interaction of nostalgia, perceived disappointment risk and extent of change. *Journal of Destination Marketing and Management*, *20*(601), 100604. https://doi.org/10.1016/j.jdmm.2021.100604

Humairah, N., & Alversia, Y. (2021). Examining Dimensions of Halal Tourism Attributes and Tourist Experience to Enhance Destination Image in Lombok. *Proceeding of the 7th International Conference on Hospitality and Tourism Management*, *5*(1), 33–46. https://doi.org/10.17501/23572612.2020.5103

Hung, V. V., Dey, S. K., Vaculcikova, Z., & Anh, L. T. H. (2021). The influence of tourists' experience on destination loyalty: A case study of hue city, vietnam. *Sustainability (Switzerland)*, *13*(16). https://doi.org/10.3390/su13168889

Isnaeni, H., Muafiroh, S., Ummah, Z. R., Turner, S., Lekakis, S., Adianto, J., Hermawan, R., Iriyanto, N., Kersapati, M. I., & Atqa, M. (2025). Sacred Places, Ritual and Identity: Shaping the Liminal Landscape of Banda Neira, Maluku Islands. *Land*, *14*(5), 1109. https://doi.org/10.3390/land14051109

Jayeola, O., Sidek, S., Sanyal, S., Hasan, S. I., An, N. B., Mofoluwa Ajibade, S. S., & Phan, T. T. H. (2022). Government financial support and financial performance of SMEs: A dual sequential mediator approach. *Heliyon*, *8*(11). https://doi.org/10.1016/j.heliyon.2022.e11351

Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, *32*(4), 940–960. https://doi.org/10.1108/APJML-02-2019-0101

Kannan, P. K., & Li, H. "Alice." (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, *34*(1), 22–45. https://doi.org/10.1016/j.ijresmar.2016.11.006

Khan, A., Arafat, M. Y., & Azam, M. K. (2022). Role of halal literacy and religiosity in buying intention of halal branded food products in India. *Journal of Islamic Marketing*, *13*(2), 287–308. https://doi.org/10.1108/JIMA-08-2019-0175

Khan, M. M., Siddique, M., Yasir, M., Qureshi, M. I., Khan, N., & Safdar, M. Z. (2022). The Significance of Digital Marketing in Shaping Ecotourism Behaviour through Destination Image. *Sustainability*, *14*(7395).

Kubickova, M., & Martin, D. (2020). Exploring the relationship between government and destination competitiveness: The TALC model perspective. *Tourism Management*, *78*(May 2019), 104040. https://doi.org/10.1016/j.tourman.2019.1

In Press

04040
Kurniawan, P. H., Lismayasari, L., & Novrianti, D. P. (2020). HALAL PERSPECTIVE: A CONCEPT PROMOTION CULINARY THROUGH DIGITAL MARKETING TO IMPROVE SMEs PERFORMANCE IN BATAM. *Jurnal Aplikasi Manajemen*, *18*(1), 57–63. https://doi.org/10.21776/ub.jam.2020.018.01.05
Kurniawan, S. A., Untoro, W., Haryanto, B., & Haryono, T. (2021). How to Make Them Coming Back? - Study on Indonesian Event Visitor's Behavior. *International Journal of Hospitality and Tourism Systems*, *14*(2), 81–91.
Li, Y., & Jiang, S. (2025). A study on the influencing factors of tourists' travel intentions: a configurational analysis based on fsQCA. *Journal of Hospitality and Tourism Insights*, *September*. https://doi.org/10.1108/JHTI-07-2024-0660
Lin, M. (2024). Understanding the influencing factors of tourists ' revisit intention in traditional villages. *Heliyon*, *10*(15), e35029. https://doi.org/10.1016/j.heliyon.2024.e35029
Liu, J., Wang, C., & Zhang, T. (Christina). (2024). Exploring social media affordances in tourist destination image formation: A study on China's rural tourism destination. *Tourism Management*, *101*(August 2023), 104843. https://doi.org/10.1016/j.tourman.2023.104843
López-Sanz, J. M., Penelas-leguía, A., Gutiérrez-rodríguez, P., & Cuesta-valiño, P. (2021). Sustainable development and consumer behavior in rural tourism—the importance of image and loyalty for host communities. *Sustainability (Switzerland)*, *13*(9). https://doi.org/10.3390/su13094763
Marlinda, A. P., Cipto, B., Al-Fadhat, F., & Jubba, H. (2021). South korea's halal tourism policy - The primacy of demographic changes and regional diplomacy. *Academic Journal of Interdisciplinary Studies*, *10*(3), 253–263. https://doi.org/10.36941/AJIS-2021-0081
Marques, C., Vinhas, R., & Antova, S. (2021). Image, satisfaction, destination and product post-visit behaviours: How do they relate in emerging destinations? *Tourism Management*, *85*(January), 104293. https://doi.org/10.1016/j.tourman.2021.104293
Maulana, M., Siradjuddin, S., Lutfi, M., & Galib, M. (2025). Halal Product Promotion Strategy in the Digital Era. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*, *9*(2), 187–198. https://doi.org/10.51263/jameb.v9i2.252
Ministry of Tourism and Creative Economy. (2024). *Potensi Pengembangan Wisata Halal di Indonesia*. https://kemenparekraf.go.id/ragam-pariwisata/Potensi-Pengembangan-Wisata-Halal-di-Indonesia
Moshin, A., Brochado, A., & Rodrigues, H. (2020). Halal tourism is traveling fast: Community perceptions and implications. *Journal of Destination Marketing and Management*, *18*, 100503. https://doi.org/10.1016/j.jdmm.2020.100503
Mousavi, E. S. (2025). Sustainable tourism supply chain in economic recession: Analysis of government intervention using game theory approach. *Sustainable Futures*, *10*(April), 100880. https://doi.org/10.1016/j.sftr.2025.100880
Mursid, A., & Anoraga, P. (2022). Halal destination attributes and revisits intention: the role of destination attractiveness and perceived value. *International Journal of Tourism Cities*, *8*(2), 513–528. https://doi.org/10.1108/IJTC-03-2021-0040
Mwalukasa, B. E. (2024). Digital Marketing Strategies and Performance of Tour Operators Supply Chain in the Tourism Industry. *International Journal of Business, Economics, and Social Development*, *5*(2), 193–208. https://doi.org/10.46336/ijbesd.v5i2.610
Nazir, M. U., Yasin, I., & Tat, H. H. (2021). Destination image's mediating role between perceived risks, perceived constraints, and behavioral intention. *Heliyon*, *7*(7), e07613.

In Press

https://doi.org/10.1016/j.heliyon.2021.e07613

Nunkoo, R., & Smith, S. L. J. (2013). Political economy of tourism: Trust in government actors, political support, and their determinants. *Tourism Management*, *36*, 120–132. https://doi.org/10.1016/j.tourman.2012.11.018

Nurhayati, I., Gustiawati, S., Rofiáh, R., Pujiastuti, S., Mutmainah, I., Rainanto, B. H., Harini, S., & Endri, E. (2025). Community-Based Halal Tourism and Information Digitalization: Sustainable Tourism Analysis. *Tourism and Hospitality*, *6*(3), 148. https://doi.org/10.3390/tourhosp6030148

Qian, L., Zheng, C., Wang, J., Pérez Sánchez, M. de los Á., Parra López, E., & Li, H. (2022). Dark tourism destinations: the relationships between tourists' on-site experience, destination image and behavioural intention. *Tourism Review*, *77*(2), 607–621. https://doi.org/10.1108/TR-08-2020-0360

Qiu, N., Li, H., Pan, C., Wu, J., & Guo, J. (2024). The study on the relationship between perceived value , satisfaction , and tourist loyalty at industrial heritage sites. *Heliyon*, *10*(17), e37184. https://doi.org/10.1016/j.heliyon.2024.e37184

Qureshi, R. A., Dada, Z. A., Bhat, W. A., & Soudager, M. A. (2025). Modelling halal tourism as a reflective–reflective second-order construct: linking attributes to tourist outcomes using structural model analysis. *Journal of Islamic Marketing*, *September*. https://doi.org/10.1108/JIMA-07-2024-0289

Rahaman, M. A., Amin, S. N., Rahman, M. A., & Amin, M. N. (2025). Security concerns, public perceptions and safety initiatives at tourist destinations in Bangladesh: Effective tourist police interventions for sustainable tourism. *Sustainable Futures*, *10*(July), 101004. https://doi.org/10.1016/j.sftr.2025.101004

Rahman, M. K., Rana, M. S., Ismail, M. N., Muhammad, M. Z., Hoque, M. N., & Jalil, M. A. (2022). Does the perception of halal tourism destination matter for non-Muslim tourists' WOM? The moderating role of religious faith. *International Journal of Tourism Cities*, *8*(2), 478–496. https://doi.org/10.1108/IJTC-12-2019-0207

Rahman, M., Moghavvemi, S., Thirumoorthi, T., & Rahman, M. K. (2020). The impact of tourists' perceptions on halal tourism destination: a structural model analysis. *Tourism Review*, *75*(3), 575–594. https://doi.org/10.1108/TR-05-2019-0182

Rostiani, R., Firdausi, A. S. M., Arini, H. M., Mulyani, Y. P., & Sunarharum, T. M. (2024). The effect of Islamic attributes, destination image, scepticism, perceived value and halal awareness on the intention to engage in Muslim-friendly travel. *Journal of Islamic Marketing*, *15*(2), 613–632. https://doi.org/10.1108/JIMA-12-2022-0322

Sakas, D. P., Reklitis, D. P., Terzi, M. C., & Vassilakis, C. (2022). Multichannel Digital Marketing Optimizations through Big Data Analytics in the Tourism and Hospitality Industry. *Journal of Theoretical and Applied Electronic Commerce Research*, *17*(4), 1383–1408. https://doi.org/10.3390/jtaer17040070

Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing research in the last decade. *Psychology and Marketing*, *39*(5), 1035–1064. https://doi.org/10.1002/mar.21640

Sharabati, A. A. A., Ali, A. A. A., Allahham, M. I., Hussein, A. A., Alheet, A. F., & Mohammad, A. S. (2024). The Impact of Digital Marketing on the Performance of SMEs: An Analytical Study in Light of Modern Digital Transformations. *Sustainability (Switzerland)*, *16*(19), 1–25. https://doi.org/10.3390/su16198667

Sitepu, N. I., Syahrizal, T., Halim, H., Razaqi, H., & Zikran, G. (2024). Strategies in Increasing Foreign Tourist Visits to Halal Destination: Insights from Sabang, Indonesia. *Journal of Accounting Research, Organization and Economics*, *7*(2), 188–201. https://doi.org/10.24815/jaroe.v7i2.35818

Sodawan, A., & Hsu, R. L. W. (2022). Halal-Friendly Attributes and Muslims' Visit

In Press

Intention: Exploring the Roles of Perceived Value and Destination Trust. *Sustainability (Switzerland)*, *14*(19), 12002. https://doi.org/10.3390/su141912002

Soonsan, N., & Jumani, Z. A. (2024). Perceptions of Halal-friendly attributes: a quantitative study of tourists' intention to travel non-Islamic destination. *Journal of Islamic Marketing*, *15*(6), 1441–1460. https://doi.org/10.1108/JIMA-07-2022-0204

Statistics Indonesia. (2024). *Statistik Kunjungan Wisatawan Mancanegara* (Vol. 16).

Sthapit, E., Björk, P., & Coudounaris, D. N. (2023). Memorable nature-based tourism experience, place attachment and tourists' environmentally responsible behaviour. *Journal of Ecotourism*, *22*(4), 542–565. https://doi.org/10.1080/14724049.2022.2091581

Supiani, H., Yanti, N., Dewi, S., & Agustina, A. (2025). The Influence of Digital Media, Halal Literacy, and Halal Culinary on Halal Tourism Interest among Gen Z Muslims: Beach Case Study in Mataram. *Jurnal Ilmiah Ekonomi Islam*, *11*(1), 92–105.

Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, *10*(16), e36254. https://doi.org/10.1016/j.heliyon.2024.e36254

Tang, J., Liu, J., & Kim, J. J. (2025). Shall I follow them? How destination image and ambivalent emotions influence tourists' responsible behavioral intentions. *Journal of Hospitality and Tourism Management*, *64*(August). https://doi.org/10.1016/j.jhtm.2025.101327

Ulinnuha, M. F., Anom, I. P., & Ariana, N. (2024). The Government's Role in DMO-based Urban Tourism in Kayutangan area of Malang city. *International Journal of Innovative Science and Research Technology (IJISRT)*, *9*(7), 103–110. https://doi.org/10.38124/ijisrt/ijisrt24jul244

Verduzco, C., Cornejo, L., & Espinoza, R. (2023). Governmental Strategies and Policies in the Projection of Smart Tourist Destination: An Approach to the Conceptual and Theoretical Qualitative Analysis. *Sustainability*, *15*(7166).

Wang, X. (2025). Exploring the relationship between destination image , tourist satisfaction , and loyalty among overseas visitors to Taishan using structural equation modelling. *Acta Psychologica*, *260*(April), 105533. https://doi.org/10.1016/j.actpsy.2025.105533

Wibawa, B. M., Pranindyasari, C., Bhawika, G. W., & Mardhotillah, R. R. (2023). Discovering the importance of halal tourism for Indonesian Muslim travelers: perceptions and behaviors when traveling to a non-Muslim destination. *Journal of Islamic Marketing*, *14*(1), 61–81. https://doi.org/10.1108/JIMA-07-2020-0210

Wight, P. A. (2002). Supporting the principles of sustainable development in tourism and ecotourism: Government's potential role. *Current Issues in Tourism*, *5*(3–4), 222–244. https://doi.org/10.1080/13683500208667920

Wijaya, C. O., Wijaya, S., & Jaolis, F. (2025). The influence of social media content on attitude, destination image and intention of female Muslim travelers to visit halal destinations: comparison between UGC and FGC. *Journal of Islamic Marketing*, *16*(2), 402–427. https://doi.org/10.1108/JIMA-08-2023-0235

Xia, Y., & Md Johar, M. G. (2024). Government support, employee structure and organisational digital innovation: Evidence from China. *Heliyon*, *10*(16), e36399. https://doi.org/10.1016/j.heliyon.2024.e36399

Yang, R., Ramsaran, R., & Wibowo, S. (2025). The Mediating Role of Travel Destination Engagement in the Effects of Country Images on Consumer-Based Brand Equity of Dairy Products: Evidence from China. *Tourism and Hospitality*, *6*(225), 1–22.

Zaenuri, M., Rahayu, K. Y., Iqbal, M., Elianda, Y., & Akbar, A. (2022). Implementation

In Press

of Development Strategy for Halal Tourism Destinations. *Journal of Indonesian Tourism and Development Studies*, *10*(1), 1–7. https://doi.org/10.21776/ub.jitode.2022.010.01.01

Zhang, W., Ren, S., Zhang, Y., & Li, C. (2024). Government investment, level of marketization and high-quality tourism development. *International Review of Economics and Finance*, *96*(PA), 103536. https://doi.org/10.1016/j.iref.2024.103536

Zheng, Q., & Rahman, S. (2025). Examining the Mediating Effect of Destination Image Between Sensory Impression and Behavioral Intention : Empirical Evidence From China World Natural Heritage Sites. *SAGE Open*, *15*(2), 1–16. https://doi.org/10.1177/21582440251341404

Zulfiqar, U., Aman-Ullah, A., Mehmood, W., & Singh, H. (2024). Destination image and revisit intentions: a mediation-moderation study through tourist satisfaction and place attachment. *Global Knowledge, Memory and Communication*. https://doi.org/10.1108/GKMC-01-2024-0023

Zulvianti, N., Aimon, H., & Abror, A. (2023). Perceived Environmental Value, Destination Image, and Tourist Loyalty: The Role of Tourist Satisfaction and Religiosity. *Sustainability (Switzerland)*, *15*(10), 1–13. https://doi.org/10.3390/su15108038

In Press