

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

by Caroline Oktavia Serli Wijaya Ferry Jaolis

Submission date: 05-Aug-2023 02:45AM (UTC+0700)

Submission ID: 2141400327

File name: JIMA_Manuscript_Draft_3_Proofread.docx (51.64K)

Word count: 7483

Character count: 45134

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

ORIGINALITY REPORT

19%

SIMILARITY INDEX

10%

INTERNET SOURCES

14%

PUBLICATIONS

6%

STUDENT PAPERS

PRIMARY SOURCES

- 1 Raturaj Baber, Prerana Baber. "Influence of social media marketing efforts, e-reputation and destination image on intention to visit among tourists: application of S-O-R model", *Journal of Hospitality and Tourism Insights*, 2022
Publication 1%
- 2 Anubha . "Mediating role of attitude in halal cosmetics purchase intention: an ELM perspective", *Journal of Islamic Marketing*, 2021
Publication 1%
- 3 eprints.whiterose.ac.uk
Internet Source 1%
- 4 myassignmenthelp.com
Internet Source 1%
- 5 Meng-Hsiang Hsu, Chun-Ming Chang, Li-Wen Chuang. "Understanding the determinants of online repeat purchase intention and

moderating role of habit: The case of online group-buying in Taiwan", International Journal of Information Management, 2015

Publication

6	Submitted to University of Surrey Student Paper	1 %
7	www.mdpi.com Internet Source	1 %
8	Mohamed Khalifa, Vanessa Liu. "Online consumer retention: contingent effects of online shopping habit and online shopping experience", European Journal of Information Systems, 2017 Publication	1 %
9	www.emerald.com Internet Source	<1 %
10	"HCI in Business, Government and Organizations", Springer Science and Business Media LLC, 2023 Publication	<1 %
11	Abdulla Al-Towfiq Hasan, Md Takibur Rahman. " Family purchase intentions in Bangladesh: the mediating role of attitude and saving motives and the moderating role of religiosity ", Islamic Economic Studies, 2023 Publication	<1 %

12

ABM Abdullah. "Managing the Psychological Contract", Springer Science and Business Media LLC, 2017

Publication

<1 %

13

Amr Al-Ansi, Bee-Lia Chua, Chang-Sik Kim, Hyejin Yoon, Heesup Han. "Islamophobia: Differences across Western and Eastern community residents toward welcoming Muslim tourists", Journal of Hospitality and Tourism Management, 2022

Publication

<1 %

14

Charitha Harshani Perera, Rajkishore Nayak, Long ThangVan Nguyen. "The impact of social media marketing and brand credibility on higher education institutes' brand equity in emerging countries", Journal of Marketing Communications, 2022

Publication

<1 %

15

Francisca Blasco-Lopez, Nuria Recuero Virto, Joaquin Aldas Manzano, Daniela Cruz Delgado. "Facebook's power: factors influencing followers' visit intentions", Spanish Journal of Marketing - ESIC, 2019

Publication

<1 %

16

Submitted to International University of Malaya-Wales

Student Paper

<1 %

17

www.societyformarketingadvances.org

Internet Source

<1 %

18

Shahida Suleman, Amena Sibghatullah, Muhammad Azam. "Religiosity, halal food consumption, and physical well-being: An extension of the TPB", Cogent Business & Management, 2021

Publication

<1 %

19

Hsuan Hsuan Chang, Chin Chung Chiang. "Is virtual reality technology an effective tool for tourism destination marketing? A flow perspective", Journal of Hospitality and Tourism Technology, 2022

Publication

<1 %

20

www.testmagzine.biz

Internet Source

<1 %

21

Hyun, M.Y.. "Virtual destination image: Testing a telepresence model", Journal of Business Research, 201201

Publication

<1 %

22

Submitted to The University of Manchester

Student Paper

<1 %

23

www.deepdyve.com

Internet Source

<1 %

24

scholar.ufs.ac.za

Internet Source

<1 %

25	Submitted to University of Leeds Student Paper	<1 %
26	bmchealthservres.biomedcentral.com Internet Source	<1 %
27	scholar.afit.edu Internet Source	<1 %
28	rampfest-hudson.com Internet Source	<1 %
29	Submitted to HELP UNIVERSITY Student Paper	<1 %
30	mountainscholar.org Internet Source	<1 %
31	Muhammad Omer Rafique. "chapter 27 Women's Entrepreneurship in Halal Tourism", IGI Global, 2023 Publication	<1 %
32	app.oxfordabstracts.com Internet Source	<1 %
33	Submitted to Coventry University Student Paper	<1 %
34	Mohammad Reza Jalilvand, Neda Samiei. "The impact of electronic word of mouth on a tourism destination choice", Internet Research, 2012 Publication	<1 %

35	coek.info Internet Source	<1 %
36	pure.tudelft.nl Internet Source	<1 %
37	www.berjournal.com Internet Source	<1 %
38	Submitted to Asia Pacific Institute of Information Technology Student Paper	<1 %
39	Submitted to London School of Marketing Student Paper	<1 %
40	www.cambridgescholars.com Internet Source	<1 %
41	Jane Johne. "Chapter 1 Introduction", Springer Science and Business Media LLC, 2023 Publication	<1 %
42	Submitted to Liberty University Student Paper	<1 %
43	Submitted to University of Lincoln Student Paper	<1 %
44	www.tomorrowstechnician.com Internet Source	<1 %
45	Submitted to Hong Kong Baptist University Student Paper	<1 %

46	Submitted to Universiti Tenaga Nasional Student Paper	<1 %
47	Submitted to University of Moratuwa Student Paper	<1 %
48	core.ac.uk Internet Source	<1 %
49	fbf.utar.edu.my Internet Source	<1 %
50	orca.cf.ac.uk Internet Source	<1 %
51	www.frontiersin.org Internet Source	<1 %
52	123dok.com Internet Source	<1 %
53	Ashique Ali K. A., Rameshkumar Subramanian. "Continuance intention to use smartphone- based payment services: the role of pre- adoption expectancies, usage experience, and conventional inhibitions", Journal of Financial Services Marketing, 2023 Publication	<1 %
54	Submitted to Kolej Universiti Islam Antarabangsa Selangor Student Paper	<1 %

55	Submitted to MCI Management Centre Innsbruck Student Paper	<1 %
56	s22219.gridserver.com Internet Source	<1 %
57	www.sbp-journal.com Internet Source	<1 %
58	Anastasios Panopoulos, Athanasios Poulis, Prokopis Theodoridis, Antonios Kalampakas. "Influencing Green Purchase Intention through Eco Labels and User-Generated Content", Sustainability, 2022 Publication	<1 %
59	Submitted to Queen Mary and Westfield College Student Paper	<1 %
60	research-repository.griffith.edu.au Internet Source	<1 %
61	www.elsevier.es Internet Source	<1 %
62	Alfonso Vargas-Sánchez, María Moral-Moral. "Halal tourism: state of the art", Tourism Review, 2019 Publication	<1 %
63	M.S. Balaji, Abhishek Behl, Kokil Jain, Abdullah M. Baabdullah, Mihalis Giannakis, Amit	<1 %

Shankar, Yogesh K. Dwivedi. "Effectiveness of B2B social media marketing: The effect of message source and message content on social media engagement", *Industrial Marketing Management*, 2023

Publication

64

Mahfuzur Rahman, Md. Sohel Rana, Muhammad Nazmul Hoque, Muhammad Khalilur Rahman. "Brand perception of halal tourism services and satisfaction: the mediating role of tourists' attitudes", *International Journal of Tourism Sciences*, 2019

Publication

65

Özlem Efiloğlu Kurt. "Examining an e-learning system through the lens of the information systems success model: Empirical evidence from Italy", *Education and Information Technologies*, 2018

Publication

66

C. Limbert, R. Lamb. "Doctors' use of clinical guidelines: Two applications of the Theory of Planned Behaviour", *Psychology, Health & Medicine*, 2010

Publication

67

Joseph F. Hair, Jeffrey J. Risher, Marko Sarstedt, Christian M. Ringle. "When to use

<1 %

<1 %

<1 %

<1 %

and how to report the results of PLS-SEM",
European Business Review, 2019

Publication

68

Mohammad Al Khasawneh, Shafiq Al Haddad, Leen Abu Salhieh, Hala Katawa, Yousef Alsayyed, Rashed Al Zubi. "The impact of user-generated content on visiting intention to a destination", International Journal of Technology Marketing, 2022

Publication

69

Muhammad Khalilur Rahman, Md Sohel Rana, Mohd Nazari Ismail, Mohd Zulkifli Muhammad, Muhammad Nazmul Hoque, Md. Abdul Jalil. "Does the perception of halal tourism destination matter for non-Muslim tourists' WOM? The moderating role of religious faith", International Journal of Tourism Cities, 2021

Publication

70

Shao-Hua Liang, Ivan Ka Wai Lai. "Tea tourism: Designation of origin brand image, destination image, and visit intention", Journal of Vacation Marketing, 2022

Publication

71

eprints.nottingham.ac.uk

Internet Source

<1 %

<1 %

<1 %

<1 %

Exclude quotes On

Exclude matches < 5 words

Exclude bibliography On

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

ABSTRACT

Purpose:

This study investigates how user-generated content and firm-generated content in social media affect attitude toward halal tourism destination, destination image, and visit intention among female Muslim (Muslimah) travelers. It provides insights into potential promotional activities for Indonesian Muslim-friendly tourism (destination) sector.

Design/Methodology/Approach:

The study uses the Theory of Interpersonal Behavior (TIB) and Theory of Planned Behavior (TPB) to explore Muslimah visitors' motivations to visit halal destinations. This study has 284 Indonesian Muslimah respondents who had visited halal tourism destinations in Indonesia, collected from 304 survey responses. Partial Least Square (PLS) method is used to verify the associations between variables.

Findings:

Findings of the study provide valuable insights for both theoretical and practical applications. The findings suggest that User-generated content and Firm-generated content are significant predictors of attitudes towards halal tourism and destination image, which consequently influence the visiting intention of Muslimah travelers. Although visiting intention is not directly influenced by the user-generated content, it does play a significant role in shaping visiting intention through its mediating effect on attitude toward halal tourism destination. Additionally, the results indicate that habit holds a positive moderating role in the relationship between attitude towards halal tourism and visiting intention.

Originality/value:

This research is unique and valuable in two ways. First, it merges ³ the Theory of Interpersonal Behavior (TIB) with the Theory of Planned Behavior (TPB) to understand how Muslimah visitors choose halal destinations. This integration offers a new light on Muslimah tourists' intentions. Second, the study compares user-generated content and firm-generated content in its influence to Muslimah travelers' visiting intention to halal tourism destinations. The study sheds light on Muslimah tourists' decision-making by comparing ⁴ user-generated content and firm-generated content. Given the fact that Indonesia is the largest Muslim population of the world, this study offers a new perspective on Muslimah traveling behavior and provides a practical advice for the Indonesian tourism sector in establishing and promoting Muslim-friendly destinations in Indonesia.

Keywords:

Muslimah traveler, user-generated content, firm-generated content, destination image, visit intention, attitude toward halal destination, habit.

Paper type:

Research paper

Introduction

The tourism industry in Indonesia holds the position as ⁴⁰ the fourth largest contributor to the country's gross domestic product (GDP), excluding the oil and gas industries (Wijaya *et al.*, 2017). The primary factors drawing international tourists to Indonesia are cultural diversity and abundant natural resources. Due to being the country with the largest Muslim population, Indonesia has the advantage over other countries in developing a number of Islamic tourist destinations. Halal tourism refers to a niche segment within the tourism industry created to meet the specific requirements and preferences of Muslim travelers, adhering to the principles and guidelines outlined in Shariah law (³¹ Vargas-Sánchez and ³¹ Moral-Moral, 2020). The Ministry of Tourism and Creative Economy of the Republic of Indonesia prioritized ³¹ the development and promotion of the halal tourism sector in the past five years (Wijaya *et al.*, 2018). The government program achieved notable outcomes such as Indonesia's first-place ranking as the leading halal tourism destination worldwide in 2023, as reported by the Mastercard CrescentRating Global Muslim Travel Index (GMTI) (Bahardeen *et al.*, 2023).

⁷ In recent years, there has been a significant increase in the growth rate of the Muslimah Traveler segment, with a reported growth rate of 45% (Mastercard-CrescentRating, 2022). Muslimah travelers show distinct needs and preferences when compared with other travel segments. This particular segment holds the biggest influence in decision-making processes pertaining to their families and partners (Mastercard-CrescentRating, 2022). Chen and Arshadullah (2022) discovered that men in Muslim households tend to take on the role of decision-makers regarding work-related matters and significant family expenditures. In contrast, women are more influential in the decision-making process related to vacation or travel-related activities.

Previous research has indicated that Muslim tourists prioritize the presence ⁶² of halal food choices and places of worship as the first and foremost factors when selecting a tourist destination (Cahyono *et al.*, 2021). In addition, it is essential to have sufficient restroom amenities and to foster an environment free from Islamophobic attitudes and behaviors (Mastercard-CrescentRating, 2022). Therefore, it is necessary for stakeholders in the tourism industry to carefully select appropriate approaches and marketing platforms in order to efficiently communicate relevant information to prospective Muslim travelers (Adel *et al.*, 2021a).

The main sources of digital content can be divided into two categories: 1) content generated and uploaded by official national and local tourism destination management institutions, referred

to as 1) firm-generated content, and 2) content generated and uploaded by other tourists, known as user-generated content. Social media has emerged as a widely utilized medium for marketers to effectively advertise their products or services. Firm-generated content has been observed to have a favourable influence on various aspects such as brand awareness, customer satisfaction, and purchase intentions (Colicev *et al.*, 2019). According to Hernández-Ortega *et al.*, (2020), the popularity of a tourist location is directly influenced by the destination image shown in firm-generated content uploaded on official tourism destination social media platforms. According to Kim *et al.*, (2023), the use of firm-generated content enables companies to develop content that is consistent with their brand identity and that offers practical benefits within the hotel industry.

Previous studies have indicated that social media reviews have a greater effect on women's purchasing choices than men, in addition to the influence of official social media platforms (Bae and Lee, 2011). The documents which are shared virtually and created by users are often referred to as user-generated content. These documents play an important part as the main source of information for individuals who are in the process of planning their trips (Rushton & Kennell, 2015). Businesses often use a range of social media platforms, including YouTube, Facebook, Instagram, and Twitter, as a way of engaging to communicate with consumers. This approach is also used by tourism service providers who use social media to promote tourist locations, culinary experiences, and diverse attractions through user-generated content (Dewi, 2018). According to Nosto Solution Inc, 86% of people express interest in a tourist location after seeing authentic user-generated content, and 60% state that user-generated content is more important than content from celebrities, influencers, or well-known brands (Godin, 2021).

The content shared to tourists plays an important part in shaping their perception and impression of a destination that they have yet to experience first-hand. This perception and impression, usually referred to as the destination image, is influenced by the information provided to visitors (Javeria *et al.*, 2022). The concept of destination image covers a combination of ideas, beliefs, perceptions, and impressions that individuals hold regarding a specific location (Agung *et al.*, 2020). The role of destination image is of utmost importance in shaping the decision-making process of tourists when selecting a destination (Kim & Kwon, 2018).

Understanding tourists' behavior regarding destination selection, including their attitude, is crucial for stakeholders in the tourism industry. Research studies have shown the influence of attitudes on consumption of local food (Hanafiah & Hamdan, 2021), family purchases (Aziz *et al.*,

2019), and tourism behavior (Hanafiah & Hamdan, 2021). The Theory of Planned Behavior (TPB) suggests that behavioral intention is shaped by attitudes, subjective norms, and perceived behavioral control. Positive attitudes increase the tendency to actively participate in a given behavior, and individuals' attitudes influence the selection of halal tourism destinations (Atmaja *et al.*, 2020). An additional influential factor that is not provided for in the Theory of Planned Behavior (TPB) is the concept of habit. In the Theory of Interpersonal Behavior (TIB), habit is considered as a significant predictor of an individual's future behavior (Triandis, 1980). Indonesia's Muslim community is highly aware of Islamic Sharia principles and practices, leading to the emergence of halal products, banking, investments, and hotels that influencing their travel preferences (Wibawa *et al.*, 2023). This study investigates halal tourist destinations as preferred travel destinations using the Theory of Interpersonal Behavior (TIB) framework. The TIB model suggests that behavior is influenced by past experiences and habitual patterns (Robinson, 2010; Triandis, 1980) and has been applied in various research projects, including exercise intentions (Godin *et al.*, 1991) and internet usage patterns (Moody & Siponen, 2013) as well as in the selection of Sharia loans within Islamic contexts (Amin *et al.*, 2016) and purchasing habits of Muslim millennials (Amalia *et al.*, 2020).

Based on available literature, previous research has primarily focused on investigating the impact of user-generated content or firm-generated content on tourists' intentions related to visiting tourist destinations, making purchases, or booking accommodations (Ballester *et al.*, 2021; He, 2023; Nguyen & Tong, 2022). There is a lack of empirical research that directly compares the effectiveness of firm-generated content and user-generated content in influencing the intentions of Muslimah travelers to visit halal tourist destinations. Moreover, a considerable number of prior research have used the Theory of Planned Behavior (TPB) as a framework to examine the behavioral tendencies of consumers or tourists in relation to their intentions to visit a particular destination (Kim & Kwon, 2018). This study aims to combine the Theory of Planned Behaviour (TPB) with the Theory of Interpersonal Behavior (TIB) in order to measure and analyse the various factors that influence decision-making in the context of halal tourism. By integrating these two theoretical frameworks, a more comprehensive understanding of decision-making determinants in this particular field can be achieved. Furthermore, the anticipated outcome from this research aims to explain the disparities between firm-generated content and user-generated content and their impact on the inclination to visit halal destinations. This study is expected to make novel

contributions to the existing body of literature on Muslim tourist behaviour, while also offering valuable insights for stakeholders within the tourism industry who are interested in developing and promoting Muslim-friendly tourism in Indonesia.

Literature Review

Stimulus-Organism-Response (SOR), Theory of Planned Behavior (TPB) and Theory of Interpersonal Behavior (TIB) as the underpinning theories

Tourists' intentions and behaviours significantly influence the growth and sustainability of the tourism industry. Understanding tourist behaviour allows tourism service providers to develop effective marketing strategies. Therefore, understanding the factors impacting tourist intentions and behaviours, specifically in halal tourism, is crucial (Battour *et al.*, 2022). The Theory of Planned Behaviour (TPB) is an extension of the Theory of Reasoned Action (TRA) that predicts individual behaviour (Ajzen, 1991). This theory incorporates the addition of perceived behavioural control, a construct not initially included in the TRA. TPB is a conceptual framework that shares the main focus of TRA, which is an individual's intention to engage in a specific behaviour (Ajzen, 1991).

TPB factors have been extensively used in diverse research domains, including education, healthy food consumption behaviour (Conner *et al.*, 2002), online retail (Kureshi & Thomas, 2019), and visiting halal tourism destinations (Ramadhanti & Marsasi, 2023) to predict individual intentions and behaviours. This study will focus on the influence of attitude towards behaviour on the intentions of Muslimah tourists to visit halal tourism in Indonesia, while acknowledging the significance of subjective norms and behavioural control. According to TPB, attitude plays a significant role in influencing an individual's behaviour. This is supported by a study by Akter and Hasan (2022) which found that a positive attitude towards halal tourism has an impact on the intentions of Muslim tourists. Tourist attitudes significantly impact visitation intentions (Aji *et al.*, 2021; Kim & Kwon, 2018; Quintal *et al.*, 2010).

Previous studies have extensively used TPB to investigate consumer behaviour and tourist intentions, specifically in the field of halal tourism (Adel *et al.*, 2021b; Aji *et al.*, 2021; Akın & Okumuş, 2021; Battour *et al.*, 2022; Papatheodorou, 2001; Sumaryadi *et al.*, 2020). Some researchers argue that the Theory of Planned Behaviour (TPB) is insufficient in explaining

consumer behaviour. Furthermore, Ouellette and Wood (1998) argued that the constructs of factors in TPB are better suited for examining new behaviours rather than established behaviours. Muslim consumers in Indonesia commonly choose halal products and services due to their strong adherence to Islamic knowledge and practices. Various factors influencing the behaviour of Muslimah tourists in selecting halal tourism destinations include their social environment and daily practises, such as consuming halal food, performing prayers, and following Islamic teachings (Zaini *et al.*, 2019). Muslimah tourists are influenced by these habits to choose halal tourist destinations for trips or vacations. The TIB suggests that habits play a significant role in influencing the connection between intention and behaviour (Triandis, 1980). TIB has been used in studies on physical exercise intentions (Godin *et al.*, 1991), personal internet usage (Moody & Siponen, 2013), and halal product purchasing behaviour among Muslim millennials (Amalia *et al.*, 2020).

This study integrates factors from TPB and TIB with the SOR theory to understand behaviour. The SOR theory, proposed by Mehrabian and Russell (1974), suggests that environmental stimuli can impact an organism's emotional state, subsequently influencing their responses and behaviours, including performance and social interaction. In the SOR framework, stimuli are seen as external factors that impact an individual's internal state. The organism serves as the cognitive and affective component of an individual, facilitating the connection between stimuli and the individual's responses. The response signifies the final result of consumer behaviour approaches. Stimuli are external factors that impact an individual's internal state or serve as triggers (Eroglu *et al.*, 2001).

Tourists' attitudes towards a destination are associated with their emotions and sentiments towards that destination (Nunthiphatprueksa & Suntrayuth, 2015), categorised as the organism in this study. Prior studies have emphasised the significance of tourists' intention to visit a destination as a key indicator for the industry sector. The intention to visit a tourist destination in this research is categorised as the response, based on prior research (Na *et al.*, 2016). The SOR model in tourism suggests that environmental stimuli (user-generated content and firm-generated content) influence the individual's state (attitude, destination image, and habits), which then leads to behavioural responses (visiting intention).

Relationships between concepts and Hypotheses development

User-generated content, firm-generated content and attitude toward halal destination

Previous research indicates that user-generated content has an impact on tourists' attitudes when selecting destinations. Tourists generally favour destinations with positive reviews over negative ones (Nguyen & Tong, 2022). User-generated content also impacts online trust (Cox *et al.*, 2009). Previous studies have found that user-generated content has a positive impact on the attitudes of Muslim tourists towards tourist destinations (Soderlund & Rosengren, 2007; Ying & Chung, 2007; Herr *et al.*, 1991; Laczniak *et al.*, 2001). Bae and Lee (2020) found that user-generated content has a greater influence on female tourists' attitudes than on male tourists' attitudes. The impact of social media marketing on customer attitudes and purchase intentions has been widely researched. Santiago *et al.* (2022) found that Firm-generated content has limited influence on attitudes. However, Veloso and Gomez-Suarez (2023) conducted a recent study on social media content generated by hotels, which presented a different point of view. Increasing social media interactions can impact customer attitudes towards the brand. Positive interactions on a company's social media platform have been found to influence positive brand perception (Kumar *et al.*, 2016). Engaging and compelling content is key to achieving effective interactions on social media. Therefore, the hypothesis are formulated as follow:

- H1. *User-generated content significantly influences the attitude towards halal tourism destinations of Indonesian Muslim women travelers.*
- H2. *Firm-generated content significantly influences the attitude towards halal tourism destinations of Indonesian Muslim women travelers.*

User-generated content, firm-generated content and destination image

Tourist impression of the image of the destination might be influenced by information posted on social media about the characteristics, experiences, and feelings of other tourists. Previous studies by Avraham (2015) and Doosti *et al.* (2016) have demonstrated that user-generated content has a favourable effect on destination image. According to other studies examining internet reputation, a tourist destination's online reputation has an impact on how that place is perceived by travelers (Marchiori & Cantoni, 2011; Micera & Crispino, 2017). Online customer reviews are very credible among German and Austrian consumers, claim Oellrich and Auhuber (2007).

Additionally, a Tripadvisor user research revealed that reading travel blogs and other travelers' comments is the most popular internet activity (Gretzel *et al.*, 2007). Due to its high credibility, user-generated content may help travelers and visitors create an impression of a place. The perception of a location might be affected by the consumer's access to information about the qualities, sentiments, and experiences that other travelers have shared. Meanwhile, tourist locations are increasingly using firm-generated content to promote themselves and define their image to potential guests. Firm-generated content is considered as more trustworthy than conventional marketing strategies like printed media and brochures since it is produced by the firm itself and is believed to represent a tourist location more accurately, according to Hernández-Ortega *et al.* (2020). Increasing brand awareness of the location and eventually improving emotional and cognitive images are both benefits of the informational value of the company's content (Ghorbanzadeh *et al.*, 2022). Thus, it is hypothesized that:

H3. *User-generated content significantly influences the destination image of Indonesian Muslim women travelers toward halal tourism destinations.*

H4. *Firm-generated content significantly influences the attitude towards halal tourism destinations of Indonesian Muslim women travelers.*

User-generated content, firm-generated content and visit intention

A number of studies have examined the influence of firm-generated content and user-generated content on purchase decisions and visits (Colicev *et al.*, 2019; Poturak & Softić, 2019; Poulis *et al.*, 2019). User-generated content and firm-generated content vary in terms of source credibility and expertise. User-generated content is often regarded as more reliable than firm-generated content due to its basis on direct experience and lack of profitability motive (Ho-Dac, Carson, & Moore, 2013). According to a survey conducted by Nielsen in 2013, consumer trust in user-generated content was found to be higher (84%) compared to firm-generated content which had a trust level of 69%. If consumers value the credibility of the source, user-generated content is likely to have a stronger positive impact on their consideration and intention to purchase, compared to firm-generated content. However, firm-generated content exhibits greater acquisition proficiency compared to user-generated content. Both firm-generated content and user-generated content have positive impacts on purchase intention. Based on prior research, the following fifth and sixth hypotheses were formulated:

H5. *User-generated content significantly influences visit intention of Indonesian Muslim women travelers to visit halal tourism destinations.*

H6. *Firm-generated content significantly influences visit intention of Indonesian Muslim women travelers to visit halal tourism destinations.*

Attitude toward halal destination and visit intention

⁶⁹ The growing demand for halal-friendly destinations among Muslim tourists has made the perception of halal tourism destinations a significant factor in influencing the intention to select and visit such destinations. Numerous studies have shown a positive correlation between attitude towards behavior and its impact on the intention to engage in a specific behavior. In a study conducted by Yoon and Chung (2018), it was found that attitude positively and significantly affects individuals' purchase intention. The study found that a positive attitude towards food trucks positively affects the intention to try, visit, and purchase from them. These findings provide strong and consistent conceptual support for the formation of attitudes and their impact on consumer behavior.

⁵³ Shin *et al.* (2018) found a strong positive relationship between attitude and the intention to choose organic menus. ¹⁸ Vanany *et al.* (2020) found that attitude towards consuming halal food was the most influential factor in the intention to consume halal food. ¹⁸ Positive consumer attitudes towards halal food are positively correlated with increased intention to consume it. The seventh hypothesis was formulated based on prior research:

H7. *Attitude toward halal tourism significantly influences visit intention of Indonesian Muslim women travelers to visit halal tourism destinations.*

Destination image and visit intention

⁷⁰ Destination image and visiting intention are crucial concepts in tourism research. Destination image is the mental image or perception individuals have about a tourist destination. It is shaped by their experiences, marketing and media exposure, and word-of-mouth communication (Echtner & Ritchie, 1993).

Chalip, Green, and Hill (2003) demonstrated the significant impact of destination image on visitation intentions. Bigne *et al.* (2005) found a positive correlation between the overall community's perception of a destination and its probability of recommending it to tourists.

Jalilvand and Samiei (2012) discovered that destination image strongly affects the intention to visit a particular destination. Based on prior research, the authors formulated the eighth hypothesis as follows:

H₈. *Destination image significantly influences visit intention of Indonesian Muslim women travelers to visit halal tourism destinations.*

The moderating role of habit

Habit describes behavior pattern that is developed and became an automatic response to particular situations, with the purpose of attaining specific goals or states (Verplanken *et al.*, 1997). Khalifa and Liu (2007) defined habit as a behavioral tendency resulting from past experiences. Previous research on purchase intention has categorized the relationship between habit and purchase intention into two categories. The first category suggests that habit has a direct impact on the intention to make online purchases, while the second category suggests that habit plays a moderating role in the relationship between purchase intention and other factors (Chiu *et al.*, 2012). This study examines the moderating role of habit, which has been extensively studied in previous research on its direct impact on intention (Chiu *et al.*, 2012; Khalifa & Liu, 2007).

The association between attitude and intention to visit a destination has been extensively examined in the field of tourism research (Ramadhanti & Marsasi, 2023; Saifudin & Puspita, 2020). Attitude is a strong predictor of the intention to visit a destination (Ajzen & Fishbein, 1980). According to Khalifa and Liu (2007), online shopping habits play a positive role in moderating the connection between online shopping satisfaction and the intention to repurchase online. Behavioral intention is influenced by habit, social norms, and attitudes, as stated by Triandis (1971) in attitude theory and attitude change. Individuals with behavioral habits are more likely to show a stronger inclination to engage in the behavior again in the future, when compared to those who do not possess such habits, even when their attitudes towards the behavior are similar. Customers with a preference for halal tourism destinations are more inclined to visit these destinations.

H₉. *Habit positively moderates the relationship between attitude toward halal tourism destination and visit intention.*

¹³ **The mediating role of attitude toward halal tourism destination**

This paper proposes ² that attitude towards halal tourism destinations ² mediates the relationship between firm-generated content and visit intention. We propose that the attitude towards halal tourism destinations serves as a mediator between user-generated content and visit intention. As previously mentioned, this paper follows the definition of attitude proposed by (Ajzen, 1991; Ajzen and Fishbein, 1980) which defines attitude as ⁷ an individual's positive or negative evaluation of a specific behavior. ⁷¹ Researchers have found that attitude plays a significant role in how individuals perceive and evaluate advertising appeals. It serves as a criterion for individuals to formulate their intentions towards the stimuli presented in advertisements (Nguyen, 2014).

Previous academic research indicates that social media advertising can enhance consumers' brand attitude and that the brand attitude formed through social media advertising can serve as a predictor of ⁵⁹ purchase intention (Bruhn *et al.*, 2012; Wang *et al.*, 2019). Schivinski and Dabrowski (2016) found that positive brand attitudes and higher purchase intention were associated with positive evaluations of a brand's social media community postings.

In addition to advertising, customers' purchase ² intention for halal cosmetics is influenced by their attitudes towards these products as expressed through ² electronic word-of-mouth (eWOM) (Ansari and Mohammed, 2015; Anubha, 2023; Aziz *et al.*, 2019; Haque *et al.*, 2018). Ajzen and Fishbein (1980) proposed the ³⁸ Theory of Reasoned Action (TRA), while Ajzen ¹² (1991) introduced the Theory of Planned Behavior (TPB). These theories suggest that attitude plays a crucial role in shaping behavioral intentions. The significance of eWOM in relation to a product lies in its ability to cultivate consumer confidence. Consumers' positive attitude towards a product is influenced by their perception of timely, relevant, comprehensive, and accurate ² electronic word-of-mouth (eWOM) information about the product (Qahri-Saremi & Montazemi, 2019; Yang, 2016). Consequently, this positive attitude leads to a favorable intention to purchase (Anubha & Shome, 2021; Cheng & Ho, 2015; Liu & Park, 2015).

¹¹ The study conducted by Garg and Joshi (2018) demonstrated that attitude fully mediates purchase intention. Widyanto and Sitohang (2021) mention that attitude fully or partially mediates purchase intentions among Muslim millennials. ¹¹ Therefore, the current study proposes the following hypothesis:

H_{10a}. Attitude toward halal tourism destination ¹⁴ mediates the effect of user-generated content on visit intention.

H_{10b}. Attitude toward halal tourism destination ¹⁴ mediates the effect of firm-generated content on visit intention.

The mediating role of destination image

The destination image ⁵⁷ has a significant impact on the decision-making process of travelers when choosing a destination (Cai, 2002). Moreover, it plays a vital role in distinguishing one destination from its competitors. Perceived image plays a crucial role for travelers with limited knowledge of a destination. Travelers are more likely to choose a destination when it presents ²¹ strong, positive, distinct, and recognizable images. Therefore, destination marketing frequently emphasizes the promotion of a positive ²¹ destination image, which can offer travelers with vicarious experiences prior to their physical visit (Hyun & O’Keefe, 2012).

²¹ Research on the development of destination images through different types of information is motivated by the significance of developing a favorable destination image. Tasci and Gartner (2007) argued that the destination image ⁵² plays a crucial role as a mediator between travel intentions and other sources of information. In today's digital age, companies have the ability to establish their own websites containing extensive details regarding their ¹ products and services (Baber *et al.*, 2022). Such websites could also offer valuable information for potential users. Customers now actively participate in a dynamic process by providing public input on a social channel (Brennan & Merkl-Davies, 2018). The evaluation of a ¹ hotel, restaurant, or travel agency by a customer directly impacts the reputation or image of the company, thereby influencing the customer's intention to visit.

Researchers have found that social ¹ media involvement positively influences visitors' intentions and the image of the destination (Al-Gasawneh & Al-Adamat, 2020; Bernkopf & Nixon, 2019; Kim *et al.*, 2009). Ho *et al.* (2022) have found that social media frequently exerts a more pronounced impact on the perception of a destination compared to information obtained directly from the official website of the destination. Molinillo *et al.* (2017) argued that ¹ social media ⁴³ platforms utilized by tourists to gather information about a destination play a significant role in shaping their perception of that destination and subsequently influencing their intentions to visit.

Baber and Baber (2022) conducted a study which found that the relationship between e-reputation, social media marketing efforts, and visiting intention was fully mediated by destination image. Based on the above literature, we proposed the following hypotheses:

- H_{11a} Destination image mediates the effect of User-generated content on visiting intention.
- H_{11b} Destination image mediates the effect of Firm-generated content on visiting intention.

Insert Figure 1 Here

Methodology

Study Design

This study investigates Muslimah travelers with prior experience visiting halal tourism destinations in Indonesia. The researcher used non-probability sampling, which ensures equal chance of selecting each element from the population (Saunders *et al.*, 2016).

Respondents in this research must meet specific criteria of being Muslim Indonesian women aged 18 to 65 years or above, having a presence on social media, and having previous experience or intention to visit halal tourism destination in Indonesia. To filter respondents based on the specific criteria, the researcher will include three initial questions in the questionnaire. These questions will inquire into the respondent's gender, religion, and prior experience of visiting halal tourism destinations in Indonesia. Follow-up questionnaire questions will be given solely to respondents who meet the predetermined criteria.

Data Collection Procedure

The researcher used an online questionnaire distributed through research networks to collect data. The questionnaire items were carefully adapted to maintain the original meaning in the translated version. The validity of the research instrument was evaluated by experts prior to distributing the questionnaire to participants. After the screening process, participants were given an explanation of user-generated content and firm-generated content at the start of the questionnaire to ensure a clear understanding of these variables. The sample size was determined according to the guidelines of (Hair, 2010) which recommend a minimum sample size of five to

ten times the number of study parameters. The study included 37 indicators in the questionnaire, necessitating a minimum sample size of 185 respondents (37 x 5). A total of 306 respondents were successfully collected during the distribution of the questionnaire. Out of the 306 responses collected, only 284 met the criteria for further analysis.

Measurement

This study adapted nine items of indicators for examining ⁴ user-generated content and firm-generated content from the research of Al-Abdallah and Jumaa (2022). Four items for measuring attitudes towards halal tourism destinations were derived from the studies conducted by Ajzen (1991) and Aji *et al.* (2021). Seven-items for measuring destination image originate from the study done by (Juliana *et al.*, 2023). Additionally, four habit measurement indicators were derived from the ⁴⁹ studies conducted by Chiu *et al.* (2012) and Limayem *et al.* (2007). The variable of visiting intention includes four measurement indicators derived from the studies of Aji *et al.* (2021), Atzeni *et al.* (2022), and Lestari *et al.* (2023). All items were translated into Indonesian language to address potential language barriers among ²³ the respondents. A five-point Likert scale (ranging from 1 strongly disagree to 5 strongly agree) was used to create the questionnaire and assess the items for each construct.

The PLS-SEM approach was used in this study for its effectiveness in examining the relationship between two dissimilar variables/constructs and its ability to assist in theory development. ³⁵ Partial Least Squares Structural Equation Modeling (PLS-SEM) is a suitable methodology for addressing the difficulties posed by limited sample sizes and non-normal data, as noted by (Hair *et al.*, 2021). Additionally, PLS-SEM has demonstrated effectiveness in handling intricate models. The chosen methodology in our research is based on the complexity and reflective nature of the study model. In this study, the assessment of the structural and measurement models is conducted using SmartPLS (version 4).

Insert Table 1 here

Demographics

Data was collected from Indonesian Muslimah travelers aged 18 to 65 years, representing a diverse range of educational backgrounds and occupations (see Table 2).

Insert Table 2 here

Results

Assessment of reflective construct

Five out of 37 questions did not meet the favourable cut off of 0.7 for loadings, resulting in poor reliability and validity (Hair *et al.*, 2017). These questions are UV1 (0.487), UV2 (0.253), DIA 1 (0.332), DIC 2 (0.675) and VI4 (0.844). After eliminating the aforementioned questions, a total of 32 questions remained. These questions were found to have acceptable reliability and validity based on criteria such as Cronbach's α (≥ 0.7), CR (≥ 0.7), AVE (≥ 0.5) (Hair *et al.*, 2019) (Table 3). Additionally, to establish discriminant validity, all HTMT values should be lower than 0.945 (Roemer *et al.*, 2021). Table 3 shows that all items meet the criteria cut-off level. Outer loadings ranged from 0.541 to 0.883, Cronbach's alpha and CR values were above 0.70, and the AVE value exceeded the threshold of 0.50. All HTMT values are < 0.945 . Table 4 demonstrates that all HTMT values are below the threshold of 0.945, indicating no discernible issue with discriminant validity. Therefore, all reflective constructs are both reliable and valid.

Insert Table 3 here

SmartPLS was utilized to assess the structural model's predictive power through assessing variables that predict and determine R^2 and Q^2 values. In our study, R^2 values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively. R^2 values of 0.90 and higher are typically indicative of overfit (Hair *et al.*, 2019). For instance, attitude toward halal tourism destinations has an R^2 value of 0.378, destination image has an R^2 value of 0.499, and visiting

intention has an R^2 value of 0.655. Furthermore, as stated by Hair *et al.* (2019) values larger than zero are meaningful. Q^2 values higher than 0, 0.25 and 0.50 depict small, medium, and large predictive accuracy of the PLS path model, respectively. This indicates that the model has a strong predictive ability. The endogenous constructs in our study and their Q^2 values are attitude toward halal tourism destination 0.360, destination image 0.482, and visiting intention 0.569. This also indicates that the model has a strong predictive ability.

Insert Table 4 here

Structural model evaluation

Additionally, a bootstrapping technique was used with 5,000 samples to assess the hypothesis and determine the path coefficient, p-value, and t-value in order to analyse the relationship between the study constructs (Hair *et al.*, 2019). Table 5 shows that H₁ – user-generated content ($\beta = 0,310$, $p < 0,001$) and H₂ – firm-generated content ($\beta = 0,348$, $p < 0,001$) have a significant positive impact on Muslimah traveler attitude towards halal tourism destination. This also supported H₃ – user-generated content ($\beta = 0,293$, $p < 0,001$) and H₄ – firm-generated content ($\beta = 0,460$, $p < 0,001$) having a significant positive impact on destination image. However, H₅ – user-generated content ($\beta = -0,043$, $p > 0,001$) has been rejected since it presents no direct impact on visiting intention. H₆ – user-generated content ($\beta = 0,074$, $p < 0,001$), H₇ – firm-generated content ($\beta = 0,325$, $p < 0,001$) attitude toward halal tourism destination and H₈ – destination image ($\beta = 0,135$, $p < 0,001$) show a significant positive impact on visiting intention. H₉ – habit ($\beta = 0,104$, $p < 0,001$) shows the moderating effect of habit in the relationship between attitude toward halal tourism destination and visiting intention.

Insert Table 5 here

13

Mediating role of attitude toward halal tourism and destination image

There are two types of mediation: full mediation and partial mediation. Full mediation is observed when the direct effect is considered insignificant, while the indirect effect is determined to be significant. Cheung and Lau (2008) argued that when both direct and indirect effects are considered significant, the mediation is defined as partial. Table 6 presents the bootstrapping results for the mediating effects. Table 5 demonstrates that the direct effect of user-generated content and visit intention has been rejected (H₅). This indicates that the attitude towards halal tourism destinations acts as a full mediator in the relationship between user-generated content and visiting intention ($\beta = 0,101$, $t = 2,967$, $p < 0.01$) and as such, H_{10a} has been confirmed. The direct effect of firm-generated content and Visit intention (H₆) have been accepted. This suggests that attitude toward halal destination and destination image play a partial mediating role in the relationship between firm-generated content and visiting intention (H_{10b}: $\beta = 0,113$, $t = 3,361$, $p < 0.01$) (H_{11b}: $\beta = 0,070$, $t = 2,047$, $p < 0.01$). The mediating role of destination image between the relationship of user-generated content and visiting intention is not supported. Therefore, H_{11a} is rejected ($\beta = 0,045$, $t = 1,885$, $p > 0.01$).

Insert Table 6 here

Discussion

This study investigated the impact of social media content, specifically user-generated content and firm-generated content on the attitudes, destination image, and visiting intentions of Muslimah travelers towards halal tourism destinations in Indonesia. This study examines the motivations of Muslimah visitors to halal sites using the Theory of Interpersonal Behavior (TIB) and Theory of Planned Behavior (TPB). The TIB suggests that people's attitudes and behaviors are shaped by their beliefs, subjective norms, and perceived behavioral control (Ajzen, 1991). The TPB expands on the TIB by including the idea of behavioral intention as a key factor in determining behavior. This intention is influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). This research examines the decision-making processes of

Muslimah travelers in Indonesia regarding their attitudes and visit intentions towards halal tourism destinations by integrating relevant theories.

The results of our study confirm H₁, showing that ²⁰ user-generated content has a significant impact on the attitudes of Indonesian Muslimah travelers towards halal tourism destinations. This finding aligns with prior studies emphasizing the influence of user-generated content on consumer attitudes (Kane *et al.*, 2021; Nguyen & Tong, 2022). The social aspect of user-generated content platforms enables Muslimah travelers to gain genuine information, recommendations, and personal experience from fellow users. Positive user-generated content about halal facilities, services, and experiences influences people's attitudes towards specific destinations in a positive way. The influence of positive user-generated content on people's perceptions may affect a positive attitude towards product. According to Rodríguez-Díaz *et al.* (2017), found that products with positive user-generated content, such as good reviews and ratings, are considered as higher-quality than those with negative content or fewer reviews. According to Arndt (1967), positive word-of-mouth (WOM) is a positive review, authentic and organic content. A positive user-generated content that portrayal a brand will be impacting the consumers attitude toward it (Shuqair *et al.*, 2016). Positive user-generated content that portrays a brand will impact the consumer's attitude toward it (Shuqair *et al.*, 2016). Positive user-generated content that highlights the benefits, quality, and good experience while traveling to halal tourism destinations will create a favorable impression on potential travelers and positively influence their attitudes towards the respective destinations.

This supports the proposed hypothesis that user-generated content plays ¹² a significant role in shaping the attitudes ¹⁵ of female Muslim travelers towards halal tourism destinations. Firm-generated content ¹⁵ has a significant impact on attitudes towards halal tourism destinations (H₂). ⁵⁰ This is in line with a study conducted by (Hudson *et al.*, 2016) which found that consumers who are exposed to appealing firm-generated content are more likely to have a positive perception of the destination, resulting in favorable attitudes and a higher intention to visit. Firm-generated content is a valuable tool in destination marketing, enabling tourism organizations to promote the attractions and offerings of tourist destinations (Stepchenkova & Morrison, 2008). Firm-generated content can influence attitudes towards tourist destinations through the use of visually appealing images, captivating videos, and informative descriptions. Firm-generated content ¹⁵ has a significant impact on attitudes towards tourist destinations.

As predicted, our study's findings support H₃, indicating that user-generated content has a significant impact on the perception of Indonesian Muslimah travelers regarding halal tourism destinations. The destination image reflects individuals' perceptions and mental representations of a particular destination (Gartner, 1989). User-generated content such as real-life experiences, testimonials, and visual content shared by fellow travelers can influence the perception of potential visitors towards a destination (Alcázar *et al.*, 2014; Ashfaq *et al.*, 2022). In halal tourism, positive user-generated content can enhance the image of a destination for Muslimah travelers. This user-generated content emphasizes the presence of halal-certified services, prayer facilities, modest accommodation options, and other relevant features. In addition to influencing the destination image, firm-generated content also positively affects the intention to visit. Hypothesis 6 (H₆) in this study supports the significant influence of firm-generated content on visit intention. Other studies have also found that firm-generated content positively affects brand awareness, brand loyalty, electronic word-of-mouth (eWOM), and purchase intention (Balakrishnan *et al.*, 2014; Hutter *et al.*, 2013; Poulis *et al.*, 2019). Firm-generated content serves as a reliable information source for consumer decision-making (Bronner & de Hoog, 2010).

Our study does not support Hypothesis 5 (H₅) which proposes that user-generated content has a significant impact on the visit intentions of Indonesian Muslimah travelers towards halal tourism destinations. This finding contradicts prior studies that highlight the influence of user-generated content on visiting intention (Colicev *et al.*, 2019; Poturak & Softic, 2019; Poulis *et al.*, 2019). However, previous research has found that user-generated content, which is created by individuals who are not directly affiliated with the destination or tourism organizations, may lack credibility and trustworthiness. Consumers might perceive user-generated content as subjective and biased because content creators have diverse perspectives and motivations (Abror *et al.*, 2021; Burgess *et al.*, 2011; Dellarcas *et al.*, 2007; Litvin *et al.*, 2008). The Theory of Planned Behavior (Ajzen, 1991) supports the mediation role. This theory suggests that attitudes towards a behavior have a strong influence on behavioral intentions. Attitude fully mediates the relationship between user-generated content and visiting intention, which supports H_{10a}. This finding is consistent with a previous study by (Najar & Hamid Rather, 2021), which highlights the impact of user-generated content benefits on guests' attitudes and their purchase intention towards restaurants. Additionally, our findings align with H₇ and H₈ on the importance of attitudes toward halal tourist destinations and the impact of destination image on visit intention. This result is consistent with other research,

which found that travel intention is significantly influenced by tourist attitude and destination image (Chalip *et al.*, 2003; Ying *et al.*, 2018).

Finally, the findings of our study are consistent with H₉, which states that habit constructively modifies the association between attitude toward halal tourism and intention to travel. The association between attitude and visiting intention is strengthened by the presence of a stronger habit, so those who often travel to halal destinations are more likely to have higher visiting intentions. This result is consistent with earlier research, which found that the interplay of habit and affection of other variables (i.e., social norms and attitude) determines behavioral intention according to the theory of attitude and attitude change (Triandis, 1980). An individual who has developed a habit of a behavior is more likely than those without such a habit to intend to repeat the behavior in the future when the affection (i.e., attitude) is the same. In other words, a traveler who has developed a stronger visiting halal destination habit is more likely to have visiting intention given a certain level of attitude toward halal tourism location. Despite having a passion for visiting other tourist destinations, a traveler who rarely visits halal destinations might not visit any halal destinations. Which was also backed by an earlier study by Khalifa and Liu (2007) on online shopping. The association between online shopping satisfaction and intention to repurchase is positively moderated by habit.

This study contributes to the existing Theory of Planned Behavior (TPB) and Theory of Image and Behavior (TIB), offers valuable insights for academics by examining the impact of user-generated content and firm-generated content on the attitudes, destination image, and visiting intention of Indonesian Muslimah travelers towards halal tourism destinations. Additionally, it highlights the importance of developing a habit of visiting halal tourism destinations in enhancing visiting intentions among Muslimah travelers. These findings enhance our understanding of consumer behavior in this field.

Implication and future research

Effective managerial implications can significantly impact the success of halal tourism destinations among Indonesian Muslimah travelers. Firstly, it is crucial to implement a well-developed, comprehensive, and adaptable social media content strategy that is capable of effectively leveraging both user-generated and firm-generated content. This includes encouraging visitors to share their enjoyable halal travel experiences (user-generated content) and creating

high-quality content highlighting the destination's halal-friendly facilities (firm-generated content). Another strategy that can be implemented is engaging with the community by interacting with social media followers, responding to their comments, and answering queries promptly to foster engagement and build a positive brand reputation for the destination. Fostering positive attitudes towards halal tourism destinations can be achieved by actively encouraging travelers to share their authentic experiences and creating engaging content. Secondly, this study demonstrates that the destination image plays a significant role in shaping the intention to visit a Halal tourism destination. The enhancement of destination image plays a crucial role in highlighting the halal-friendly attributes of Indonesian destinations. Focusing on cultural and religious aspects can enhance the perception and positively influence intentions to visit. Thirdly, it is crucial to adopt targeted digital marketing strategies that focus on Indonesian Muslimah travelers. Effectively reaching and engaging the niche audience can be achieved by utilizing platforms they frequently visit and collaborating with influencers. Furthermore, it is crucial to recognize the importance of habit formation in order to guarantee recurrent visitations. Establishing enduring loyalty among Muslimah travelers can be achieved by consistently providing exceptional halal tourism experiences. Lastly, the promotion of exclusive halal experiences in Indonesia destinations can differentiate them from competitors and appeal to travelers in search of culturally immersive and enriching experiences. Destination management organizations and halal tourism businesses can enhance their appeal and successfully cater to the preferences of Indonesian Muslimah travelers by incorporating these managerial implications into their marketing strategies.

Besides its notable contributions, this study has certain limitations that require attention. The study focused only on Indonesian Muslimah travelers, which may limit the applicability of the findings to other demographic groups, such as Muslim men or Muslim families. The study primarily examined Muslimah travelers of all generations, overlooking potential differences in attitudes and behaviors among other generations, such as millennials, Gen Z, or Gen X. Further research on generational differences may yield valuable insights into the preferences and motivations of Muslim travelers. Another constraint of the study is its restricted geographic coverage. The study focuses on Indonesian Muslimah travelers in a religious society of Indonesia, neglecting the experiences and attitudes of Muslim travelers in non-Muslim countries. Including non-Muslim majority countries in the research would provide valuable insights into the challenges

and preferences of Muslim travelers in different cultural contexts. This theoretical contribution enhances understanding of consumer usage behaviors and their experiential outcomes.