


# Harnessing The Potential Of Storytelling On Social Media: A Game-Changer For Halal Tourism Marketing Strategies

Harry Setiawan<sup>1</sup>, Nur Afifah<sup>2</sup>, Mustaruddin<sup>3</sup>

<sup>1,2,3</sup>Manajemen Department, Tanjungpura, Pontianak , Indonesia

Article Info	ABSTRACT
<p><b>Keywords:</b> Halal Tourism, Storytelling, Halal Attributes</p>	<p>The rapid growth of the halal tourism market presents significant opportunities for destinations and service providers. However, to effectively capitalize on this potential, it is crucial to understand the factors influencing Muslim tourists' experiences and revisit intentions. This study aims to investigate the role of storytelling on social media as a moderating variable in the relationship between Muslim tourists' emotional experiences and their intention to revisit halal tourism destinations. A quantitative approach and structural equation modeling were employed to examine the impact of halal destination attributes and halal-friendly services on emotional experiences, as well as the moderating effect of storytelling on social media on the relationship between emotional experiences and revisit intentions. The analysis results demonstrate that halal destination attributes and halal-friendly services significantly influence Muslim tourists' emotional experiences. Furthermore, storytelling on social media significantly moderates the relationship between emotional experiences and revisit intentions, strengthening the impact of emotional experiences on post-visit behavioral intentions. These findings contribute to the advancement of tourism marketing and consumer behavior theories while providing practical implications for the halal tourism industry in designing effective marketing strategies through social media storytelling.</p>
<p>This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license</p> 	<p><b>Corresponding Author:</b> Harry Setiawan Tanjungpura University Pontianak <a href="mailto:Harrysetiawan@ekonomi.untan.ac.id">Harrysetiawan@ekonomi.untan.ac.id</a></p>

## INTRODUCTION

Halal tourism has become a rapidly growing segment in the global tourism industry. With the increasing Muslim population and their rising purchasing power, the halal tourism market is expected to continue growing (Battour & Ismail, 2016). However, to leverage the potential of this market, it is crucial for tourist destinations and service providers to understand the factors that influence Muslim tourists' emotional experiences and revisit intentions (Han et al., 2019). Attributes of halal tourist destinations, such as a friendly social environment, facilities that comply with Islamic principles, halal food and beverages, and Muslim-friendly services, have been identified as essential factors contributing to Muslim tourists' satisfaction (Battour et al., 2014).

Previous research has explored various aspects of halal tourism, such as the concept and practices of halal tourism (Battour & Ismail, 2016), the dimensions and attributes of halal tourist destinations (Battour et al., 2014), and the factors influencing Muslim tourists' destination choices and experiences (Han et al., 2019). However, there is still a gap in understanding the role of social media, particularly storytelling, in shaping Muslim tourists' perceptions, experiences, and behavioral intentions in the context of halal tourism.

While some studies have investigated the impact of social media on tourism in general (Zeng & Gerritsen, 2014a), the specific role of storytelling on social media in influencing Muslim tourists' emotional experiences and revisit intentions remains underexplored. Moreover, although previous research has examined the factors influencing Muslim tourists' satisfaction and loyalty (Rahman, 2019), the moderating effect of storytelling on social media on the relationship between halal destination attributes, halal-friendly services, emotional experiences, and revisit intentions has not been extensively studied.

In today's digital era, the role of social media in shaping tourists' perceptions and decisions cannot be ignored. Storytelling on social media has emerged as a powerful tool to attract tourists and shape their emotional experiences (Pera, 2017). In the context of halal tourism, storytelling on social media can serve as a means to communicate the spiritual and cultural values inherent in halal tourism, thereby enhancing Muslim tourists' emotional attachment to the destination (Setiawan & Alan Kurniawan, 2019). Although previous research has explored the factors influencing Muslim tourists' satisfaction and loyalty (Rahman, 2019), the role of storytelling on social media as a moderating variable in the relationship between halal tourist destination attributes, halal-friendly services, and tourists' emotional experiences has not been extensively studied.

### Literature Review

Research on the use of social media in the tourism industry has grown rapidly in recent years. Although many studies have explored the role of social media in tourism in general (Munar & Jacobsen, 2014; Zeng & Gerritsen, 2014b), there is still a significant research gap related to the use of storytelling on social media in the context of halal tourism. Storytelling has been recognized as a powerful tool for attracting audience attention, building emotional engagement, and creating memorable experiences (Lund et al., 2018). In the context of halal tourism, storytelling on social media can be used to highlight halal-friendly destination attributes, promote services that align with Islamic values, and share stories about Muslim travelers' experiences.

The Theory of Planned Behavior (Ajzen, n.d.) can be used to understand the factors that influence Muslim tourists' intentions to revisit halal tourist destinations. This theory states that a person's behavioral intention is influenced by attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of halal tourism, attitudes toward behavior may include tourists' positive or negative evaluations of the halal tourism experience, while subjective norms involve tourists' perceptions of social pressure from family, friends, or the community to engage or not engage in the behavior.

Narrative Communication Theory (Fischer, n.d.) can be used to understand how storytelling on social media can be an effective communication tool in attracting attention and

emotionally engaging Muslim tourists. This theory emphasizes the role of stories in human communication and explains how stories can be a persuasive and effective form of communication for conveying messages and creating meaning. In the context of halal tourism, storytelling on social media can be used to convey the values, experiences, and image of halal tourist destinations to Muslim travelers.

Experiential Marketing Theory (Sung et al., 2018) is also relevant in understanding how storytelling on social media can create engaging and memorable experiences for Muslim tourists. This theory emphasizes the importance of creating impressive, impactful, and engaging customer experiences that involve the senses, feelings, thoughts, actions, and relationships. By using storytelling on social media, halal tourist destinations can create holistic and memorable experiences for Muslim tourists, which in turn can increase satisfaction, loyalty, and revisit intentions.

Although some research has explored the role of storytelling on social media in halal tourism, there is still significant room for further research. Understanding these dynamics is important for tourist destinations and service providers to develop effective marketing strategies and create memorable experiences for Muslim tourists. This research has the potential to contribute to the development of tourism marketing and consumer behavior theories by exploring the factors that influence Muslim tourists' behavior and preferences in the context of storytelling on social media.

### **Research Objective**

The primary objective of this research is to investigate the role of storytelling on social media in moderating the relationship between Muslim tourists' emotional experiences and revisit intentions, and its impact on the effectiveness of halal tourism marketing strategies. Secondly, the research aims to identify the factors that influence Muslim tourists' behavior and preferences in the context of storytelling on social media, and how this can be used to develop effective marketing strategies in halal tourism. Thirdly, the study seeks to examine the effectiveness of storytelling on social media in enhancing the competitiveness of halal tourist destinations and attracting Muslim tourists, as well as its impact on the growth and development of the halal tourism industry. Finally, the research aims to explore how the theoretical model investigating the role of storytelling on social media in moderating the relationship between Muslim tourists' emotional experiences and revisit intentions can expand the understanding of halal tourism and the use of social media in tourism marketing, as well as its potential contribution to the development of tourism marketing and consumer behavior theories.

## **METHODS**

This study will employ an explanatory research design with a quantitative approach to examine the relationships between the variables under investigation. The explanatory design is chosen because the research aims to explain and analyze the causal relationships between halal tourist destination attributes, halal-friendly services, storytelling on social media, Muslim tourists' emotional experiences, and revisit intentions (Sarstedt et al., 2021).

A quantitative approach will be used to collect data through an online survey using a structured questionnaire. The questionnaire will be developed based on an extensive literature review and will include items to measure the research variables, such as halal tourist destination attributes, halal-friendly services, storytelling on social media, emotional experiences, and revisit intentions. A 5-point Likert scale will be used to measure respondents' responses to each statement in the questionnaire (Kaplan & Haenlein, 2010). The questionnaire development process will follow several stages to ensure its validity and reliability :

1. Item generation: Based on the literature review and the conceptual framework, an initial pool of questionnaire items will be generated for each variable. The items will be designed to capture the essence of the constructs and will be worded clearly and concisely to avoid ambiguity (DeVellis, n.d.).
2. Content validity: The initial pool of items will be reviewed by a panel of experts, including academics and practitioners in the fields of halal tourism, marketing, and consumer behavior. The experts will assess the relevance, clarity, and comprehensiveness of the items. Based on their feedback, the questionnaire will be refined, and any necessary modifications will be made (Hamed Taherdoost & Lumpur, 2016).
3. Pilot testing: A pilot study will be conducted with a small sample of Muslim tourists to assess the clarity, comprehensibility, and overall structure of the questionnaire. Participants will be asked to provide feedback on the questionnaire, and any issues identified will be addressed before the main data collection (Sarstedt et al., 2021).
4. Reliability assessment: The internal consistency reliability of the questionnaire will be assessed using Cronbach's alpha. Items with low reliability will be removed or modified to improve the overall reliability of the questionnaire (DeVellis, n.d.).

The questionnaire items will be developed using established scale development techniques, such as the Likert scaling method. A 5-point Likert scale will be used to measure respondents' level of agreement or disagreement with each statement (Kaplan & Haenlein, 2010). The Likert scaling method is widely used in social science research and has been shown to provide reliable and valid measures of attitudes and perceptions (Sarstedt et al., 2021)

The target population for this study will be Muslim tourists originating from West Kalimantan, Indonesia, who have visited halal tourist destinations and been exposed to storytelling content related to halal tourism on social media within the past 12 months. Non-probability sampling technique, specifically purposive sampling, will be used to select respondents who meet the predetermined criteria.

The collected data will be analyzed using structural equation modeling (SEM) with the help of SmartPLS software. SEM is chosen for its ability to test complex relationships between latent variables and assess moderating effects simultaneously (Sarstedt et al., 2021). Data analysis will include the assessment of the measurement model (validity and reliability) and the structural model (hypothesis testing).

The validity and reliability of the research instrument will be assessed using confirmatory factor analysis (CFA) and Cronbach's alpha. Convergent validity will be evaluated by examining the average variance extracted (AVE), while discriminant validity will be assessed using the Fornell-Larcker criterion and cross-loadings (Sarstedt et al., 2021). Internal consistency reliability will be evaluated using Cronbach's alpha and composite reliability.

Hypothesis testing will be conducted by evaluating the significance and relevance of path coefficients in the structural model. The bootstrapping procedure will be used to assess the significance of path coefficients and moderating effects (Sarstedt et al., 2021). The significance level is set at 0.05.

## RESULTS AND DISCUSSION

**Tabel 1.** Outer loadings

	Outer loadings		Outer loadings		Outer loadings		Outer loadings
EE1 <- EE	0,93	FB4 <- FB	0,858	SER1 <- SER	0,846	ST1 <- ST	0,922
EE2 <- EE	0,987	HA1 <- HA	0,978	SER2 <- SER	0,893	ST2 <- ST	0,968
EE3 <- EE	0,928	HA2 <- HA	0,993	SER3 <- SER	0,719	ST3 <- ST	0,971
FAC1 <- FAC	0,902	HA3 <- HA	0,992	SOC1 <- SOC	0,757	ST x EE -> ST x EE	1
FAC2 <- FAC	0,964	HFS2 <- HFS	0,82	SOC2 <- SOC	0,833		
FAC3 <- FAC	0,992	HFS3 <- HFS	0,964	SOC3 <- SOC	0,94		
FAC4 <- FAC	0,974	LOC1 <- LOC	0,937	SOC4 <- SOC	0,856		
FB1 <- FB	0,802	LOC2 <- LOC	0,913	SOC5 <- SOC	0,849		
FB2 <- FB	0,777	RI1 <- RI	0,979	SOC6 <- SOC	0,863		
FB3 <- FB	0,805	RI2 <- RI	0,977	SOC7 <- SOC	0,838		

The measurement model aims to assess the validity and reliability of the indicators used to measure latent variables in the study. The first figure presented shows the outer loading value of each indicator on the latent variables studied. Outer loading represents the correlation between the indicator and its latent variables. In this study, all indicators had an outer loading greater than 0.7, which indicates that these indicators are valid in measuring the latent variable in question.

**Tabel 2.** Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
EE	0,945	0,951	0,964	0,901
FAC	0,972	1,033	0,978	0,919
FB	0,842	0,946	0,885	0,658
HA	0,987	0,991	0,992	0,975
HFS	0,778	1,116	0,888	0,8
LOC	0,832	0,846	0,922	0,855
RI	0,954	0,956	0,978	0,956
SER	0,757	0,767	0,862	0,677
SOC	0,937	0,968	0,948	0,721
ST	0,951	0,959	0,968	0,91

Furthermore, the discussion focused on evaluating the validity of discrimination and the reliability of internal consistency. Discriminatory validity refers to the extent to which a latent variable differs from other latent variables. In this study, the validity of discrimination was assessed using the Average Variance Extracted (AVE) criterion, where the AVE value of each latent variable must be greater than 0.5. Based on the results presented, all latent variables had AVE values above 0.5, which indicates that the validity of discrimination is met. Internal consistency reliability, which measures the consistency of indicators in measuring latent variables, is assessed using Cronbach's alpha and composite reliability. The results showed that all latent variables had Cronbach's alpha and composite reliability values above 0.7, indicating that the reliability of internal consistency was met.

**Tabel 3.** R-Square - Overview

	R-square	R-square adjusted
EE	0,62	0,612
FAC	0,135	0,127
FB	0,218	0,21
LOC	0,345	0,338
RI	0,95	0,949
SER	0,437	0,431
SOC	0,286	0,278

After the measurement model is evaluated, the discussion moves on to the structural model or the inner model. The structural model describes the relationship between the latent variables in the study. The results of the analysis showed an adjusted R-square value of 94.9%, which means that the variables of halal attributes, halal services, and emotional experience were able to explain 94.9% of the variance in the variable of intention to return. This high adjusted R-square value indicates that the structural model has a very strong ability to explain the phenomenon being studied.



**Tabel 4.** Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values
EE -> RI	0,111	0,111	0,052	2,126	0,034
HA -> EE	0,209	0,207	0,071	2,939	0,003
HA -> FAC	0,368	0,367	0,124	2,961	0,003
HA -> FB	0,467	0,472	0,097	4,797	0,000
HA -> LOC	0,587	0,583	0,078	7,534	0,000
HA -> SER	0,661	0,658	0,071	9,372	0,000
HA -> SOC	0,534	0,538	0,088	6,064	0,000
HFS -> EE	0,687	0,691	0,06	11,437	0,000
ST -> RI	0,955	0,956	0,024	40,275	0,000
ST x EE -> RI	0,437	0,437	0,038	11,386	0,000

The next discussion focuses on testing research hypotheses. The results of the analysis show that all the hypotheses in this study are acceptable. The attributes of halal tourist destinations have a positive and significant influence on the emotional experience of Muslim tourists, with a path coefficient value of 0.209 and a p-value of less than 0.05. Halal-friendly services also have a positive and significant influence on the emotional experience of Muslim tourists, with a path coefficient value of 0.687 and a p-value of less than 0.05. The emotional experience of Muslim tourists had a positive and significant effect on the intention to revisit, with a path coefficient value of 0.111 and a p-value of less than 0.05.

The main finding in this study is the role of storytelling on social media as a moderating variable in the relationship between emotional experience and return visitation intention. The results of the analysis showed that storytelling on social media significantly moderated the relationship, with a path coefficient value of 0.437 and a p-value of less than 0.05. This indicates that storytelling on social media can strengthen the influence of emotional experiences on Muslim tourists' intention to revisit in the context of halal tourism.

## CONCLUSION

This study investigates the role of storytelling on social media as a moderating variable in the relationship between Muslim tourists' emotional experiences and their intentions to revisit halal tourist destinations. The main findings reveal that storytelling on social media significantly moderates this relationship, with a path coefficient of 0.437 and a p-value less

than 0.05, strengthening the impact of emotional experiences on revisit intentions. These results provide valuable insights for the halal tourism industry in developing effective marketing strategies to attract and retain Muslim tourists (Lund et al., 2018, 2020). The analysis shows that halal destination attributes have a positive and significant influence on Muslim tourists' emotional experiences, with a path coefficient of 0.209 and a p-value less than 0.05. Similarly, halal-friendly services have a positive and significant impact on Muslim tourists' emotional experiences, with a path coefficient of 0.687 and a p-value less than 0.05. Furthermore, Muslim tourists' emotional experiences positively and significantly influence their revisit intentions, with a path coefficient of 0.111 and a p-value less than 0.05. The structural model demonstrates a high explanatory power, with an adjusted R-square value of 94.9%. This indicates that the variables of halal attributes, halal services, and emotional experiences can explain 94.9% of the variance in revisit intentions. Overall, this research contributes to the development of theory in the field of tourism marketing and consumer behavior by exploring the mechanisms through which storytelling on social media can influence Muslim tourists' emotional experiences and post-visit behavioral intentions. The findings support and reinforce theories such as the Theory of Planned Behavior, Narrative Communication Theory, and Experiential Marketing Theory in the context of halal tourism. Despite limitations, this study opens up opportunities for further exploration regarding the role of specific social media platforms and other factors that may moderate the relationship between emotional experiences and revisit intentions among Muslim tourists.

## REFERENCE

- Ajzen, I. (n.d.). *The Theory of Planned Behavior*.
- Battour, M., Battor, M., & Bhatti, M. A. (2014). Islamic attributes of destination: Construct development and measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6), 556–564. <https://doi.org/10.1002/jtr.1947>
- Battour, M., & Ismail, M. N. (2016). Halal tourism: Concepts, practises, challenges and future. In *Tourism Management Perspectives* (Vol. 19, pp. 150–154). Elsevier. <https://doi.org/10.1016/j.tmp.2015.12.008>
- DeVellis, R. F. (n.d.). *Scale development: theory and applications*. fischer. (n.d.).
- Hamed Taherdoost, A., & Lumpur, K. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research. In *International Journal of Academic Research in Management (IJARM)* (Vol. 5, Issue 3). <https://hal.science/hal-02546799>
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71, 151–164. <https://doi.org/10.1016/j.tourman.2018.10.010>



- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Lund, N. F., Cohen, S. A., & Scarles, C. (2018). The power of social media storytelling in destination branding. *Journal of Destination Marketing and Management*, 8, 271–280. <https://doi.org/10.1016/j.jdmm.2017.05.003>
- Lund, N. F., Scarles, C., & Cohen, S. A. (2020). The Brand Value Continuum: Countering Co-destruction of Destination Branding in Social Media through Storytelling. *Journal of Travel Research*, 59(8), 1506–1521. <https://doi.org/10.1177/0047287519887234>
- Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for sharing tourism experiences through social media. *Tourism Management*, 43, 46–54. <https://doi.org/10.1016/j.tourman.2014.01.012>
- Pera, R. (2017). Empowering the new traveller: storytelling as a co-creative behaviour in tourism. *Current Issues in Tourism*, 20(4), 331–338. <https://doi.org/10.1080/13683500.2014.982520>
- Rahman, M. K. (2019). (2019). *Motivating factors of Islamic Tourist's Destination Loyalty: An Empirical Investigation in Malaysia*. <https://www.researchgate.net/publication/265276986>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (pp. 1–47). Springer International Publishing. [https://doi.org/10.1007/978-3-319-05542-8\\_15-2](https://doi.org/10.1007/978-3-319-05542-8_15-2)
- Setiawan, R., & Alan Kurniawan, D. (2019). *Analisis Tourist Experience Terhadap Revisit Intention pada Objek Wisata Air Panas Se Kabupaten Garut*. 1(3).
- Sung, E., Kim, H., & Lee, D. (2018). *Why Do People Consume and Provide Sharing Economy Accommodation?—A Sustainability Perspective*. <https://doi.org/10.3390/SU10062072>
- Zeng, B., & Gerritsen, R. (2014a). What do we know about social media in tourism? A review. In *Tourism Management Perspectives* (Vol. 10, pp. 27–36). <https://doi.org/10.1016/j.tmp.2014.01.001>
- Zeng, B., & Gerritsen, R. (2014b). What do we know about social media in tourism? A review. In *Tourism Management Perspectives* (Vol. 10, pp. 27–36). <https://doi.org/10.1016/j.tmp.2014.01.001>