

THE INFLUENCE OF E-WOM AND RELIGIOUS MOTIVATION ON HALAL DESTINATION LOYALTY: THE MEDIATING ROLE OF TRUST

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ABSTRACT

The review of the influence of E-WOM and religious motivation on halal destination loyalty: the mediating role of trust focuses on explaining how E-WOM communication and religious motivation influence the loyalty of Muslim travellers to halal destinations or services. In order of scope that refers to the main aim of this study is to analyse and explore how its roles trust is mediating in this communication and relationship. This review surrounded different dimensions of the audience's perspective. There is a key conclusion that refers to the finding that both E WOM religious motivation specifically leads to loyalty and trust among travellers in the halal service, trust is investigated as an important mediator that strong connection between these facts and loyalty. Overall research studies the importance of collective trust and loyalty in the halal tourism industry.

1. INTRODUCTION

1.1 Background of The Influence of E-WOM and Religious Motivation on Halal Destination Loyalty: The Mediating Role of Trust

The review of the influence of E -WOM and religion on halal destination loyalty and the meditation role of trust is established against the backdrop of the broadening halal tourism organizations that provide significant to Muslim religion traveller pursuing destinations combating their religious beliefs. As this segment continues to develop, understanding the facts that promote travellers' and passengers' loyalty becomes important for stakeholders involving tourism boards, targeting marketers and also hospitality contributors, that aim to reach this niche market. E-WOM which means *Electronic Word of Mouth* has arisen as a powerful method that impacts an audience's behaviour, specifically in the digital age, here comprehensive travellers depend extremely on online suggestions and recommendations. The shape of communication enables personnel to share their own experience thereby having decision-making and perception that indicates travel. In the context of halal tourism E-WOM plays a crucial role in increasing the attractiveness of the halal destination, religious motivation is continuously a significant driver for the traveller. All of this motivation surrounds different dimensions such as the desire to enhance, spiritual fulfilment, and adherence to dietary regulations in cultural activities. In accordance with their religious values by connecting travel experiences, Muslim travellers seek to ensure that their destination can meet their spiritual and also practical expectations and needs. The role plays between religious motivation and E- WOM combines with the meditation role of trust and belief and contributes a specific structure for examining traveler loyalty to halal destinations. The form of trust is the foundation upon which establish their choice and also perception, impacted by social feedback from electronic word of mouth and combating with their religious values.

1.2 Objectives of the Review

- Understanding the impact of E-WOM and Investigating the mediating role of trust
- Examining the role of religious motivation
- Providing recommendations for stakeholders and Analysing consumer behaviour
- Highlighting the implications for marketing strategies and contributing the knowledge of halal tourism

1.3 Structure of the Article

In the context of the article that presents that topic and the importance of the role, its background, and the review of the key variables of the conceptual framework by drawing E-WOM in tourism. Moreover, religious motivation, trust as a mediator, and halal destination loyalty of the topic are also discussed. This discussion presented significant key objectives including examining the role of religious motivation, highlighting the implication for marketing strategies, and contributing the knowledge of halal tourism. In order to understand the impact of E-

WOM investigate the mediating role of trust and provide recommendations for stakeholders and analysis of consumer behaviour the topics that were disclosed as a part form. Apart from that theoretical foundation including halal tourism and loyalty, theories of trust, the role of E-WOM, and religious motivation are also discussed. In this structure, interrelationships among variables including E-WOM, trust and loyalty, religious motivation, trust and loyalty, and combined effects of E- WOM and religious motivation are also discussed. Here, the methodologies used in this existing study, presenting gaps of the literature and discuss the theoretical and practical implications.

2. THEORETICAL FOUNDATIONS

2.1 Halal Tourism and Loyalty

Halal tourism and loyalty of the context of halal tourism that focuses on contribution to the specific needs and priorities of Muslim religion travellers connecting with the traveller experience. In order to their values of Muslim religious practices and also values. In halal tourism, the concept of loyalty surrounds the commitment of travellers to frequently selected halal-certified services and also destinations. Halal loyalty is affected by significant factors such as the availability of its amenity's spiritual fulfilment cultural authenticity and also a positive previous experience (Said *et al.* 2022). In order to understand how all of these facts promote loyalty can help stakeholders highly tailor Trust

Theories of trust are a crucial construct between tourism studies and consumer behaviour. There are significant theories that analyse the effects and formation of trust.

The trust commitment theory

Highlighting that the growth of long-term relationships depends on joint trust and also commitment. Importance of encouraging loyalty in halal tourism (Vargas-Sánchez, *et al.* 2022).

Social exchange theory

This theory assumes that relationships are established on subjective effects of cost benefits, reciprocity, comparison level, and power dynamic where trust is enabled through positive impact and exchange.

Brand trust theory

Emphasizes how consumer acumen of brand reliability and honesty affected their loyalty, significantly it's important in the market of niche such as halal tourism, here trust in Muslim religious compliance is most important (Saoula *et al.* 2024). This theory reinforces the importance of trust in building up loyalty around travelers of halal service.

2.3 Role of E-WOM and Religious Motivation

The role of E WOM (electronic word of mouth) and religious motivation are specific factors that form consumer perception, decision-making, and behaviour in digital platforms. A positive E WOM can increase a service or destination image and also attentiveness by leading shared experience and credible information for past museum religious travellers. In the context of halal tourism E WOM acts as an important source of reassurance for the tourists (Harini *et al.* 2024). In order to understand this helps, disperse awareness and concern their choice. On the other hand, religious motivation leads as an intrinsic driver for the traveller, affecting their service choice and preference. In order this motivation surrounded various aspects such as adherence to religious practice, desire for spiritual; development like deity restriction, and looking for culturally enhancing experiences that polygeny with their beliefs (Luthfiyah &Wulandari, 2024). Both roles establish synergistic impact, here shared experience expands the effect of religious beliefs on travel decisions, in order, for the traveller to seek their service that combat with their values the role play between these facts aligns with the meditation role of the trust that becomes importance for understanding and increasing loyalty to halal destination.

3. REVIEW OF KEY VARIABLES

Conceptual Framework

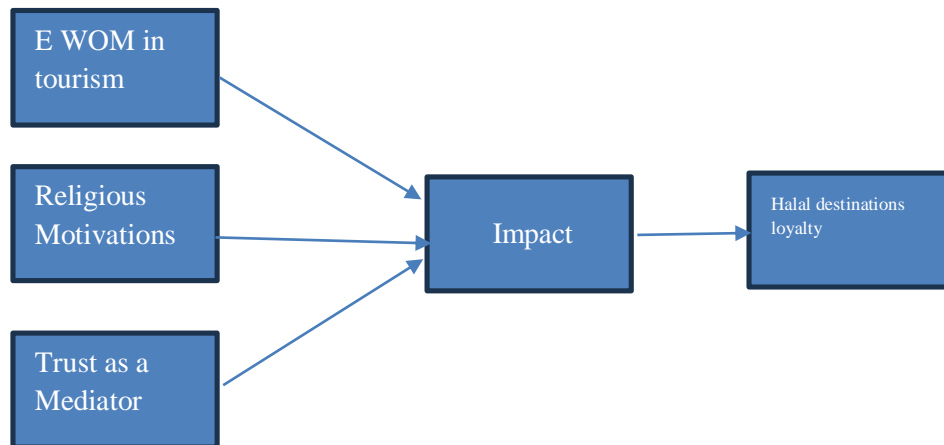


Figure 1: Conceptual Framework
(Sources: self-Development)

3.1 E-WOM in Tourism

E -WOM mentions a process of examining the critical facts within the tourism industry including online reviews, recommendations, opinion sharing, and comments by Muslim religious travellers about their experience at halal destinations typically posted on travel websites, and social media platforms that are considered crucial in tourism for the reason, it specifically affected potential travellers (Casidy *et al.* 2021). In order to understand how these facts, affect tourism decision-making and service perception.

3.2 Religious Motivations

A key variable includes religious motivation that is driven by individual fulfilment derived from religious beliefs and also practices. Religious motivation is important for the reason it can contribute personally with a strong sense of purpose, social connection, meaning of life, and also ethical guidance that serves as a powerful driving force for individual development with a positive social change in the face of challenges.

3.3 Trust as a Mediator

Trust is a mediator that considers the most crucial factors in mediation that serve as the foundation for open collaboration and communication in disputing parties, which enables them to share information to reach an agreeable solution.

3.4 Halal destinations loyalty

The interplay of E-WOM in tourism, religious motivation, and trust as a mediator impacts halal destination loyalty. E-WOM mentions to the online sharing platform opinion and also experience that connected to travel. In order to become a positive online review by Muslim travellers affecting their perception of a halal destination's ability to provide for their religious needs (Bhatti *et al.* 2023). A strong religious motivation specifically impacts halal destination loyalty, as plays a pivotal role in their decision-making progress. Based on key points like the fulfilment of religious needs, spiritual connection and sense of belonging religious motivation influences halal destination loyalty. Trust serves as an important mediating factor between E WOM and religious motivation and halal destination loyalty, when Muslim traveller perceives a level in the information through it, they are appreciated to feel confident in their individual decision to meet halal services (Rajendran *et al.* 2021). Moreover, religious motivation is combated with their expectation depending on the review, trust as a mediator enhances their loyalty to halal destination. In order to benefit the halal tourism sector, establish and maintain trust in this context that leads a strong loyalty among travellers. Stakeholder also prioritize all of these aspects to attract their target consumer.

4. INTERRELATIONSHIPS AMONG VARIABLES

4.1 E-WOM, Trust and loyalty

The connection between E-WOM, trust, and loyalty plays a vital role in building loyalty to halal destinations. A positive E-WOM increases their perceived information of credibility shared across travellers that move to set up

a trust. a traveller received a testimonial about the destination of halal (Kanje *et al.* 2020). They grow a strong sense of confidence of mind that enhances loyalty, while travellers trust the information leads through E-WOM. In order they are appreciated to returns this destination.

4.2 Religious Motivations, Trust Loyalty

Religious motivation and trust loyalty also act as a specific driver of loyalty and trust in halal tourism. In order, a traveller who is inspired by their muslim religious beliefs tends to contribute a destination that combats with their practices and values. This connection fosters trust in their specific destination as travellers perceive it as providing an authentic experience that contributes to their religious needs (Pramesti *et al.* 2024). As a result, this trust turns into loyalty, and the travellers are more enhanced to revisit destinations that fulfil their spiritual and also cultural expectation.

4.3 Presenting the combined effects of EWOM and religious Motivations

The combined effects of E WOM and religious motivation specifically dilate their own impact on loyalty and trust, while positive E WOM information resonates with traveller Muslim religious motivation. In order they establish a synergistic effect that increases loyalty and trust, for example, a destination that discusses positive through E WOM and presents the accommodating practice of religion that an appreciated witness emphasized loyalty for Muslim religion traveller.

5. METHODOLOGIES USED IN EXISTING STUDIES

In this existing study, the secondary qualitative types of research method are used to answer a new research question that can be used to save time and money identify gaps and maximize data utility. Here uses thematic analysis method refers data analysis process that analyses qualitative data by identifying themes and patterns in the data, it allows for exploring data complexity, gaining a nuanced understanding making sense of data, and addressing research.

6. GAPS IN THE LITERATURE

In this research paper, there are many areas where significant knowledge is missing including a lack of research examining the nuance effect of trust among different contexts specifically in emerging situations cultural interactions, and changing industries where the structure of trust building can differ significantly. Moreover, there is a need for more research and studies to identify the particular mechanisms. There are key areas to research on the mediating role of trust that can be expended including trust in digital environments, negative aspects of trust, mechanisms of trust building, and context-specific trust dynamics.

7. DISCUSSION AND IMPLICATIONS

7.1 Theoretical implications

The finding of the review provides the theoretical framework across consumer behaviour in halal tires. In order to the stage of trust as a mediating variable, this study increased to understanding of the structure between all of these facts. In order to help this insight is significantly valuable in this context. Here based on the interplay of digital platforms that establish a pattern of consumer engagement (Rahman *et al.* 2023). This research contributes a foundation for more studies, it encourages a various dimensional approach by increasing theory. By recognizing the role of loyalty and trust can delve into the consequences. That leads to a further potential model of loyalty.

7.2 Practical implications

In order to form a practical perception stakeholder within the halal tourism industry including hospitality providers, marketers, and travel agencies can leverage the insight for this study to increase for trend consumers. Highlighting positive E-WOM can facilitate a positive online digital reputation and image which is important in today's digital age. Moreover, the finding emphasizes the importance of religious motivation.

8. CONCLUSION

In this research study key finding is that religious motivation and E-WOM practically provide a fostering trust and loyalty within muslim travellers to the halal destinations of halal tourism. E-WOM significantly increases the trust that in moves fosters loyalty in halal destinations. Moreover, religious motivation is investigated as an important factor that impacts both destination loyalty and also E-WOM encouragement. This review study highlighted the need for stakeholders in halal tourism to focus on establishing trust and leveraging a positive E-WOM to attract and retain more visitors.

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