How Customer Engagement Leads to Word-of-Mouth and Continuance Intention? The Mediating Role of Satisfaction

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Abstract

Tourism industry needs to enhance services and adapt to tourism requirements. Engagement with customers helps advance the understanding of such enhancement and adaptation. The purpose of this study is to examine the effect of customer engagement on satisfaction and subsequently, on continuance intention and word-of-mouth (WOM). Additionally, this study examines the mediation of satisfaction on the effect of customer engagement on continuance intention and the effect of customer engagement on WOM. A survey was conducted to test these effects, involving 250 visitors of a halal tourism destination. Structural equation modeling (SEM) was employed to analyze the data in this study. The analysis results reveal that customer engagement influences satisfaction, which subsequently affects WOM and continuance intention. In addition, satisfaction mediates the effect of customer engagement on continuance intention and the effect of customer engagement on WOM. These findings indicate that tourism managers can leverage customer engagement to sustain the development of tourism industry.
Keywords: Halal tourism, Customer engagement, Satisfaction, Word-of-mouth, Continuance intention.

Introduction

The tourism sector significantly influences the growth of Indonesia's economy. According to Indonesia.go.id (2022), the contribution from tourism to the GDP (Gross Domestic Product) climbed from 4.1% (2020) to 4.2% (2021) and to 4.3% (2022). GDP measures the overall economic output of a nation's enterprises during a given period (Silitonga, 2021). Additionally, there has been a steady rise in the number of visitors traveling to Indonesia. The number of tourists increased from 524.57 million (2020) to 613.29 million (2021) and 734.86 million (2022) (*Badan Pusat Statistik* or the Central Bureau of Statistics (BPS), 2023). This trend suggests a yearly growth rate of 18.37% on average. The economy has benefited from the rise in domestic tourism, especially in increasing the nation's productivity (Yakup & Haryanto, 2019). Increasing people's income is another significant result (Ma'rifah, 2023).

Halal tourism is a spesific form of tourism catering to Muslims who prioritize services, facilities, and activities aligned with Islamic principles. This entails visits to sacred sites, participation in religious rituals, and the pursuit of deep spiritual experiences. The enhancement of halal tourism can be achieved through the provision of food and accommodation facilities (Heung & Quf, 2015). Typically, tourism offerings encompass a combination of products and services available at a single destination (Heung & Quf, 2015). This type of tourism experience is characterized by numerous interactions with the physical environment and managers, which are highly valued by tourists and contribute to their satisfaction level (Acharya et al., 2023).

Customer engagement holds significant relevance in the tourism. When visitors and companies actively engage, they can generate economic value for the companies involved (So & Li, 2020). Recognizing this, companies make efforts to foster customer engagement (Xu & Wang, 2020). In the tourism sector, customer interactivity and the subsequent feedback play a crucial role in helping companies generate knowledge value through customer engagement. In general, positive customer engagement with companies has the potential to enhance satisfaction levels. This relationship needs further exploration within halal tourism (Abror et al., 2020; Ratnasari et al., 2020). Therefore, this study includes customer engagement in the current investigation.

Halal tourism presents an opportunity to enhance spiritual experiences. The satisfaction derived from these experience plays a significant role in the advancement of halal tourism (Nunkoo et al., 2020). Satisfaction is crucial in establishing a sense of harmony between visitors and tourism managers. According to Yi et al. (2021), customer satisfaction serves as a measure of overall satisfaction following an evaluation of the visit. Generally, satisfaction is regarded as a post-purchase construct that summarizes the extent to which a service or product exceeds expectations (Nunkoo et al., 2020). When customers' satisfaction levels are met, it potentially encourages recommendations to others and fosters continuance intentions. This study addresses this issue by involving satisfaction and Word-of-Mouth (WOM) and continuance intention in the current investigation.

Word-of-Mouth (WOM) plays a crucial role in the decision-making process of travelers when selecting a destination. WOM refers to the behavior in which consumers communicate their experiences, ratings, or recommendations about goods and services to other consumers (Lai et al., 2021). WOM has the power to shape customer attitudes towards products and services. In the context of tourism services, WOM particular significance as these services cannot be evaluated prior to purchase (Meilatinova, 2021). When tourists

visit destinations, they have the potential to generate positive or negative WOM, but marketers are primarily interested in positive WOM (Khan et al., 2020).

Continuance intention is crucial for fostering the sustainability of the tourism business. According to Franque et al. (2021), visitors must first experience service satisfaction in order to cultivate continuance intentions. Continuance intentions hold significant value for companies, as satisfied customers are less inclined to switch to other brands (Maqableh et al., 2021; Man Hong & Alisliza Perak, 2022). Ferreira et al. (2023) argue that a positive relationship between travelers and employees, along with satisfaction, can strengthen continuance intention; however, needs further investigation in halal tourism context.

Based on the above research gap, this study aims to examine the influence of customer engagement on satisfaction, and in turn, on WOM and continuance intention. Furthermore, this study examine the mediating role of satisfaction on the influence of customer engagement on WOM and continuance intention. Customer satisfaction is not contingent upon individuals or products, rather, it is a socially constructed response to the interaction between customers and companies. Thus, satisfaction is included in the current investigation as a mediating variable. Theoretically and practically, this research is significant. In terms of customer engagement's impact on satisfaction in the context of halal tourism, there is a theoretical vacuum in the literature. Even though evidence from other studies (Abror et al., 2020; Al-Dmour et al., 2019) suggests that satisfaction affects WOM and continuation intention, such study has yet to be mainly undertaken in halal tourism. From a practical standpoint, management may use this research as a standard to improve visitor engagement, which will ultimately result in better levels of satisfaction, encourage favorable referrals, and encourage repeat returns to the tour.

Referring to the above aims of the study, this study reviews the literature for each investigated variables, followed by potential relationships among the variables. Regarding the investigated variables, this study defines customer engagement as the ability of sellers and buyers to exchange information effectively (Wahyuni & Sara, 2020). Customer engagement is recognized as a significant factor for the success of brand communities (Algharabat & Rana, 2021). Customer engagement encompasses a series of behaviors that can be categorized into three groups, namely sharing resources with the company to enhance marketing activities, resource sharing with others through word of mouth, and customers' ability to alter their perceptions of the company (Kumar et al., 2022; Barari et al., 2021). Customer engagement is essential for future growth, as companies acknowledge that it can support their overall success (Kumar et al., 2022).

Satisfaction is an important variable investigated in the current study. Satisfaction refers to the degree to which customers are content with the services provided by the company (Gonzalez & Marvin, 2019). The creation of customer satisfaction can foster a harmonious relationship between customers and companies. Customer satisfaction is viewed as a positive state of mind that influences customer relationships. Typically, customer satisfaction is utilized as a means to evaluate overall satisfaction following a purchase (Fuentes-Blasco et al., 2017).

Furthermore, this study involves WOM. WOM refers to the customers' concerns with the sharing of experiences and opinions with other customers (Jalilvand et al., 2017).

WOM has the power to influence customer choices, as it stems from consumers' emotional responses to their own experiences (Ha & Jang, 2010). According to Meilatinova (2021), satisfied consumers are likely to not only make continuance intention but also recommend a product through WOM.

In addition, this study includes continuance intention to represent a type of customer loyalty towards a brand. Continuance intention refers to the level of determination an individual has to engage in specific activities (Maqableh et al., 2021). The continuance intention to use a brand in the long term arises when the brand is able to meet customer desires (Franque et al., 2021; Man Hong & Alisliza Perak, 2022). Trust has been identified as a key factor in fostering sustainable intentions towards brand usage (Amaral & Watu, 2021). Liempepas et al. (2019) asserts that sustainable intention manifests as customer loyalty to continuing using to use a company's products.

This study proposes five relationships among the investigated variables. Firstly, customer engagement has an impact on satisfaction. According to Abror et al. (2020), customer engagement plays a significant role in facilitating customer satisfaction. Customer engagement involves the establishment of a connection between customers and employees, enabling the exchange of information and fostering repeat visits to tourist destinations (Kumar et al., 2022). Hu & Xu (2023) posit that customers who experience satisfaction are more likely to hold positive perceptions about the destination and exhibit a willingness to revisit. Therefore, it can be inferred that customer engagement has the potential to influence satisfaction.

Secondly, satisfaction has an impact on WOM. According to Hossain et al. (2023), customer satisfaction positively affects WOM. Meng & Han (2018) contend that a customer's level of satisfaction is a key factor in deciding whether or not they intend to share information with others. According to (Meilatinova, 2021), satisfied consumers are likely to not only make purchase intentions but also recommend a product through WOM. Additionally, Indrajaya (2019) argues that visitor happiness and client loyalty are intertwined. This demonstrates that WOM advertising may be influenced by consumer satisfaction.

Thirdly, satisfaction has an impact on continuance intention. According to the notion put forward by Ferreira et al. (2023), there may be a large positive correlation between satisfaction and perceived advantages that might encourage continuance intentions. In order to confirm their intention to continue using the service, customers must first utilize it (Franque et al., 2022). As a result, customer satisfaction can mitigate the effects of usage, trust, and willingness to continue (Carillo et al., 2017). This suggests that satisfaction could have an impact on the decision to carry on.

Fourthly, customer engagement has an impact on WOM through satisfaction. Previous studies have shown that customer satisfaction is seen as a favorable mental state that might affect WOM, which lends credence to this claim (Torres et al., 2022). Understanding consumer behavior is important when it comes to customer engagement (Wahyuni & Sara, 2020). According to Meilatinova (2021), customers who are happy with a product are more inclined to spread the word about it. Customers are more likely to share their experiences when their perceived results meet or surpass their expectations (Yi et al., 2021).

Lastly, customer engagement has an impact on continuance intention through satisfaction. Previous study indicates that customer satisfaction is considered a good state of mind that can impact consumer intentions (Fuentes-Blasco et al., 2017). Customer satisfaction leads to corporate success because consumers are satisfied when their perceived outcomes exceed their expectations (Yi et al., 2021). Perceived advantages and satisfaction have a significant positive link, which can encourage long-term objectives (Ferreira et al., 2023).

The above discussion lays the groundwork for this study to put together the above hypotheses as illustrated in Figure 1. As Figure 1 shows, this study proposes that customer engagement has a positive influence on satisfaction, and further, WOM and continuance intention. In addition, this study proposes two mediations: customer engagement to WOM through satisfaction, and customer engagement to continuance intention through satisfaction. That investigation advances our understanding of halal tourism within Indonesian context.

Figure 1. Research Model
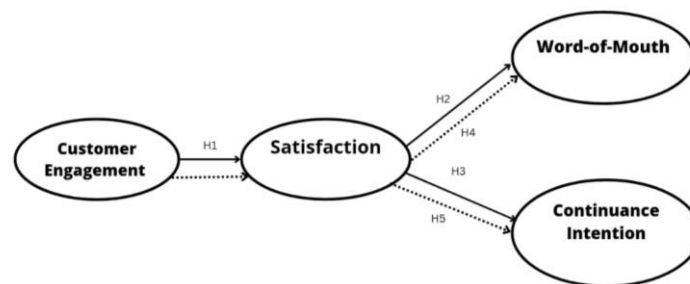
Notes: —— Direct effect ····· Indirect effect

Methodology

The respondents in this study were Indonesian tourists who had visited the Masjid Menara Kudus Al-Aqsa (Al-Aqsa Holy Tower Mosque). Indonesia offers various types of tourism, including marine tourism, nature reserve, and halal tourism. However, previous research has primarily focused on natural tourism settings (Davras, 2021), which highlights the need for this study to specifically examine halal tourist attractions (Abror et al., 2020). Furthermore, quantitative methods were employed to test the hypothesized variables and validate the relationships between the variables (Mulyadi, 2013). Due to restricted access to tourist data, a convenience sampling technique was utilized to select respondents.

A questionnaire was used for collecting data in this study. The questionnaire items were extracted from previous research (Torres et al., 2022; Abror et al., 2020; Jiang & Lau, 2021). The measurement of customer engagement involved four question items sourced from Abror et al. (2020), with one item being "When interacting with the Masjid Menara Kudus Al-Aqsa tourist attraction, it is difficult for me to detach myself". The measurement of satisfaction included four question items borrowed from Torres et al. (2022), with one item being "I am very satisfied with the Masjid Menara Kudus Al-Aqsa tourist attractions". The measurement of WOM was also based on Torres et al. (2022) and comprised four question items, with one item stating "I would recommend Masjid Menara Kudus Al-Aqsa to others". The measurement of continuance intention utilized two question items taken from Jiang & Lau (2021), with one item stating "I intend to continue visiting the Masjid Menara Kudus Al-Aqsa ".

The Likert scale utilized in this study ranged from 1 to 7 and consisted of the following indicators: 1 - "Strongly Disagree," 2 - "Disagree," 3 - "Slightly Disagree," 4 - "Neutral," 5 - "Slightly Agree," 6 - "Agree," and 7 - "Strongly Agree" (Preston & Colman, 2000). Social media platforms such as WhatsApp, Twitter, Telegram, and Instagram were employed as mediums for distributing the questionnaires.

To determine a meaningful sample size, this study follows literature on structual equation modelling (SEM). Firstly, this study follows Kline. (2016) who stated that SEM studies typically need to have at least 200 cases based on review of studies in different areas such as such as management and psychology. Secondly, this study follows Barrett. (2007) who suggested that study's findings should be based on data analysis of at least 200 cases. Thirdly, this study follows previous studies who have employed at least 200 cases such as Torres et al. (2022) with 229 cases, Kumar et al. (2022) with 429 cases, (Hossain et al., 2023) with 441 cases, Jiang & Lau (2021) with 458 cases, Abror et al. (2020) with 470 cases, and Timur et al. (2023) with 625 cases. The current study obtained 250 respondents, which this number meet the required sample size for SEM studies (Kline, 2016); Barrett, 2007). In particular, this study used SmartPLS 3.0 statistical software for analyzing the research instruments and hypotheses.

Table 1 Research Instrument

Variable	Code	Indicators
Customer engagement	CE01	When interacting with the Masjid Menara Kudus Al-Aqsa tourist attraction, it is difficult for me to detach myself
	CE02	I feel immersed when interacting with the Masjid Menara Kudus Al-Aqsa tourist attractions
	CE03	I am a person who likes to interact with other people who think the same way about the Masjid Menara Kudus Al-Aqsa tourist attractions
	CE04	In general, I enjoy exchanging ideas with other people who visit the Masjid Menara Kudus Al-Aqsa tourist attraction
Satisfaction	SA01	I am very satisfied with the Masjid Menara Kudus Al-Aqsa tourist attractions
	SA02	Choosing this Masjid Menara Kudus Al-Aqsa tourist spot is the right choice
	SA03	This Masjid Menara Kudus Al-Aqsa tourist spot exceeded my expectations
	SA04	In my opinion, the Masjid Menara Kudus Al-Aqsa has a lot of architectural beauty that I want
Word-f-mouth	WM01	I would recommend Masjid Menara Kudus Al-Aqsa to others
	WM02	I will tell others positive things about Masjid Menara Kudus Al-Aqsa
	WM03	I will encourage others to visit Masjid Menara Kudus Al-Aqsa

	WM04	I will refer others to visit the Masjid Menara Kudus Al-Aqsa
Continuance intention	CI01	I intend to continue visiting the Masjid Menara Kudus Al-Aqsa
	CI02	My intention is to continue visiting the Masjid Menara Kudus Al-Aqsa rather than visiting other places

Results and Discussion

In this study, the measurement method involved several stages to ensure the validity and reliability of the questionnaire items. The initial stage involved selecting variables that had a factor loading value above 0.708, while eliminating variables that had a factor loading below that value (Hair et al., 2019). A factor loading value of 0.708 or higher is considered capable of explaining more than 50 percent of the indicator variance (Hair et al., 2019).

Table 2. Loading Factor and AVE

Variable	Code	Loading	AVE
Customer engagement	CE01	0.742	0.620
	CE02	0.779	
	CE03	0.825	
	CE04	0.802	
Satisfaction	SA01	0.772	0.638
	SA02	0.832	
	SA03	0.816	
	SA04	0.774	
Word-of-mouth	WM01	0.802	0.662
	WM02	0.824	
	WM03	0.835	
	WM04	0.791	
Continuance intention	CI01	0.914	0.790
	CI02	0.864	

Note: AVE, Average Variance Extracted
Source: primary data processing

Table 2 to shows that every variable has a factor loading value greater than 0.708. As a result, the indicators' variation for all variables is greater than 50%, which suggests that the items questions are reliable (Hair et al., 2019). This study used the Average Variance Extracted (AVE) to assess the convergent validity. Each admissible variable must have an AVE value greater than 0.50 in order to be able to account for at least 50% of the variation of the corresponding items (Hair et al., 2019).

The AVE values are shown in Table 2 for each variable, and they are all more than 0.50. Accordingly, an AVE value greater than 0.50 explains at least 50% of the objective variance for each construct, confirming the convergent validity (Hair et al., 2019). Internal consistency reliability is evaluated using Cronbach's alpha and composite reliability (Hair et al., 2019). The Cronbach's alpha and composite reliability values for all variables are

shown in Table 3. These findings conclude that all variables included in the study indicated internal consistency reliability since they have substantial Cronbach's alpha and composite reliability values greater than 0.70 and less than 0.95 (Hair et al., 2019).

Table 3. Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability
Customer engagement	0.797	0.867
Satisfaction	0.811	0.876
Word-of-mouth	0.829	0.887
Continuance intention	0.738	0.883

Source: primary data processing

Testing discriminant validity, which establishes if a variable differs from other variables, is the next step. According to Fornell & Larcker (1981), this test is carried out by making sure that the square root of each AVE value is higher than the inter-construct corelations. All study variables display substantial differences, as shown by Table 4, which means that the criteria for discriminant validity have been satisfied (Fornell & Larcker, 1981).

Table 4. Discriminant Validity

		1	2	3	4
1	Continuance intention	**0.889**			
2	Customer engagement	0.771	**0.788**		
3	Satisfaction	0.652	0.719	**0.799**	
4	Word-of-mouth	0.631	0.696	0.760	**0.813**

Note: The bold diagonal shows the square root of the average variance extracted (AVE)
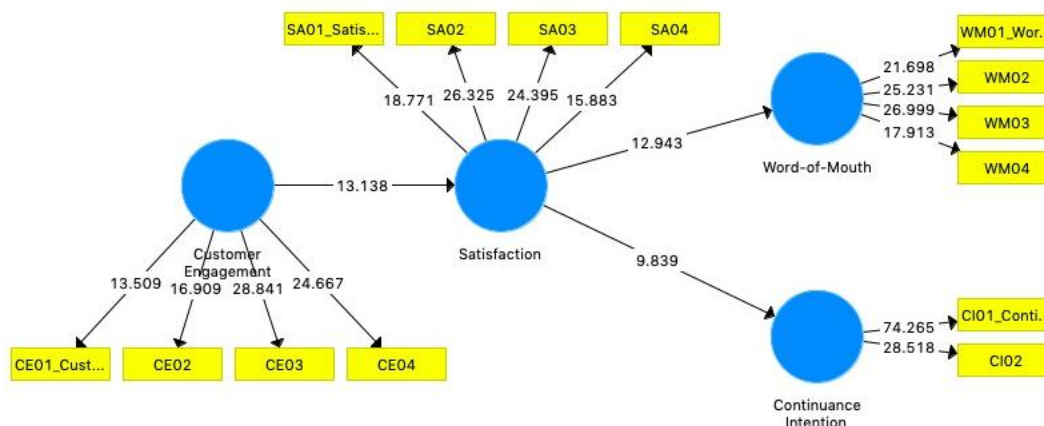Source: primary data processing

The findings of the structural model evaluation, which are presented in Table 5 and illustrated Figure 2, show that all hypotheses are supported. Customer engagement significantly influences satisfaction (0.719, p<0.001), supporting H1. Satisfaction significantly influences WOM (0.760, p<0.001) and continuance intention (0.652, p<0.001), supporting H2 and H3. Customer engagement significantly influences WOM through satisfaction (0.547, p<0.001), supporting H4. Lastly, customer engagement significantly influences continuance intention through satisfaction (0.469, p<0.001), supporting H5.

Table 5. Hypotesis test result

	Hypothesis	Direct Effect	Indirect Effect	t-value	p-value	Conclusion
H1:	Customer engagement → Satisfaction	0.719	-	13.138	0.000	Supported
H2:	Satisfaction → Word-of-mouth	0.760	-	12.943	0.000	Supported
H3:	Satisfaction → Continuance intention	0.652	-	9.839	0.000	Supported
H4:	Customer engagement → Satisfaction → Word-of-mouth	-	0.547	7.072	0.000	Supported
H5:	Customer engagement → Satisfaction → Continuance intention	-	0.469	6.089	0.000	Supported

Source: primary data processing

Figure 2. Result of structural model assessment

Source: primary data processing

The tourism industry plays a significant role in generating income and employment opportunities in Indonesia. Efforts towards sustainable tourism development have the potential to stimulate the local economy and enhance the well-being of communities. Therefore, understanding tourism is of utmost importance. However, research on satisfaction in the context of Indonesian halal tourism consumers remains limited. This study was conducted in response to the suggestions put forth in previous studies (Abror et al., 2020; Torres et al., 2022; Hossain et al., 2023).

The findings of this study provide valuable insights for tourism literature. This study contributes five significant findings in this regard. Firstly, customer enegagement affects satisfaction. This finding is consistent with earlier studies by Abror et al. (2020) and Al-Dmour et al. (2019). While Abror et al. (2020) analyze the impact of religion on tourist marketing in Sumatra, Indonesia and Al-Dmour et al. (2019) look at mobile banking in Jordan, this study focuses primarily on halal tourism in Java, Indonesia. The findings of this study also concur with those of Hu & Xu (2023) who found that visitor pleasure at tourist places is greatly influenced by customer engagement. Similarly, Sharma & Singh (2021) assert that customer satisfaction is the result of customer engagement. When visitors participate in the services of a tourist destination, they shape the perceived value of those services, which ultimately leads to higher satisfaction (Zulganef et al., 2023). In addition, customer engagement relates to satisfaction (Haverila et al., 2021; Soonsan & Umaporn, 2021).

Secondly, satisfaction affects WOM. This finding is consistent with other studies by Hossain et al. (2023) and Torres et al. (2022). While Hossain et al. (2023) investigate gastronomy and lodging experiences in Bangladesh, and Torres et al. (2022) research web/application gamification in Portugal, this study primarily focuses on halal tourism in Indonesia. The findings of this study also concur with those of Meng & Han (2018) concerning consumers' intentions to share information with others. Customer satisfaction is associated with a fairly strong increase in WOM (Moliner-Tena et al., 2023). WOM is also a consequence of the consumer's evaluation of the purchase experience (Sharma et al., 2022). WOM is believed to attract more attention from others and is included as a strategy in marketing (Chen et al., 2021). In the study of Schlesinger et al. (2023), it is assumed that satisfaction has an impact on WOM. Satisfied consumers will have high be active in WOM

(Marinković et al., 2020). Therefore, it can be seen that satisfaction can lead to positive WOM intentions (Pang, 2021). Finally, this finding supports Indrajaya (2019) that boosting customer pleasurable experience is essential for encouraging consumers to share their experiences with others.

Thirdly, satisfaction affects continuance intention. This finding is consistent with earlier studies by Jiang & Lau (2021) and Timur et al. (2023). Halal tourism in Indonesia is the subject of this study's unique focus, in contrast to Jiang & Lau (2021) investigation of the UK's DiDi Driver App and Timur et al. (2023) examination of Turkish mobile food ordering applications. The finding of this study corroborates those of Ferreira et al. (2023) concerning satisfaction. Satisfaction is related to the fulfillment of expectations during post-purchase evaluation: if the customer feels that the performance of the product or service is better than expected, the level of satisfaction will increase (Gupta et al., 2020). In particular, satisfaction drives continuance intentions (Marinković et al., 2020). Therefore, satisfaction helps strengthen the user's intention to maintain a long-term relationship (Bergmann et al., 2023). This finding supports the claim stated by Franque et al. (2022) that users must first use the service in order to achieve sustained intents.

Fourthly, customer engagement significantly affects continuance intention through satisfaction mediator. This finding is consistent with other studies by Timur et al. (2023) and Abror et al. (2020), both of which found a substantial relationship between customer engagement and satisfaction. Furthermore, Waqas & Najmi (2023) claim that satisfaction substantially impacts continuance intention. Nevertheless, this study differs from other ones, such as those by Abror et al. (2020), which looked at how religion affected Sumatra tourism marketing, and Timur et al. (2023), which looked at mobile food ordering apps in Turkey. Satisfaction is what is felt between expectations and performance after consumption. Yuan et al. (2019) suggest that the relationship between visitor participation and intention to continue is caused by satisfaction. It has been confirmed by Foroughi et al. (2023) that a satisfying experience when contributing can lead to the continuance intention. Customers' and consumers' connection to a brand may influence satisfaction and brand loyalty. This study is noteworthy because it underscores how crucial it is to live up to one's expectations. After all, doing so promotes satisfaction and brand loyalty. The brand's success increases as consumer satisfaction with the product or service increases. Through satisfaction as a mediator, this study offers insightful information about how customer engagement affects continuance intention.

Lastly, customer engagement affects WOM through satisfaction. This finding is consistent with other studies by Abror et al. (2020) and Al-Dmour et al. (2019), both of which found a substantial relationship between customer engagement and satisfaction. Furthermore, Torres et al. (2022) confirm that satisfaction significantly impacts WOM. However, this study is distinct from other studies by Abror et al. (2020), which looked at how religion affected Sumatra tourism marketing, and Al-Dmour et al. (2019), which looked at mobile banking in Jordan. Customer engagement is important because it can encourage customer satisfaction and WOM. This study specifies that customer engagement influences satisfaction and in turn, WOM. Customer engagement is important in fostering satisfaction, this satisfaction can be a factor for visitors to recommend to others (Lee & Hsieh, 2022). Iuliana et al. (2023) state that customers will tend to show a high level of motivation to actively participate in WOM because they are satisfied. Additionally, Torres et al. (2022) have investigated the Portugal context of web/application gamification. Using

satisfaction as a mediator, this study offers insightful information on how customer engagement affects WOM.

Conclusion

This research has important managerial implications. Firstly, managers in halal tourism can enhance tourist satisfaction through customer engagement. Satisfaction can be achieved by providing easy access and comprehensive information. Additionally, managers need to improve facilities and enhance the performance of tourism managers to ensure tourists have a comfortable experience. By implementing these efforts, tourism managers can increase the number of visitors. Moreover, this will have a positive impact on engaging and interacting with customers to maintain the quality of tourism infrastructure.

Secondly, tourism managers can leverage satisfaction to influence WOM among visitors. Satisfaction plays a crucial role in determining continuance intentions and how their experiences are shared with others. When visitors are satisfied with the management and performance of tourist destinations, they tend to become enthusiastic and excited. This encourages them to share their positive experiences through conversations and social media. Consequently, satisfaction can significantly influence WOM, boost the visibility and reputation of halal tourism, and attract more tourists to visit the destination.

Thirdly, tour managers can increase satisfaction to foster visitors' continuance intention. It is essential for tourism managers to ensure that the provided facilities align with visitors' expectations. When visitors' expectations are met, it leads to satisfaction, which in turn influences their continuance intention. Furthermore, interactions with service providers who foster adaptive relationship cognition can significantly impact decisions related to continuance behavior intention. Therefore, visitor satisfaction plays a mediating role in the relationship between customer engagement to continuance intention.

Fourthly, tour managers can utilize customer engagement to enhance satisfaction, which ultimately leads to continuance intention. Strong engagement between tour managers and visitors can significantly increase visitor satisfaction. Emotional experiences and meaningful interactions facilitated by halal tourism managers can strengthen visitor satisfaction. High levels of satisfaction positively influence visitors' intentions to continue participating in halal tourism. Satisfied visitors are more likely to revisit and recommend the destination. Effective management by halal tourism managers can influence visitors' intentions to stay engaged and contribute to the success of halal tourism destinations. Sustainable intentions and sharing positive experiences with others arise from visitor satisfaction.

Lastly, tour directors may use customer engagement to promote contentment, which then encourages good WOM. Interaction and engagement between tour guides and tourists can lead to satisfaction. Visitors who feel engaged in halal tourism have a tendency to view the experience more favorably. A tour manager's success may produce unique experiences and boost tourist pleasure. Customers who are happy are more likely to spread the word about their pleasant experiences, which improves the image and reputation of Islamic religious travel. Positive WOM affects how potential tourists perceive and are interested in a destination, which eventually affects the quantity of visitors. Engaged and content tourists are more likely to spread the word about their excellent experiences, which will make halal tourism more alluring.

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