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Customer Engagement Analysis of Experiential Quality Through Destination Halal Authenticity Congruence (DHAC)

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ABSTRACT

Halal Tourism is tourism that is carried out by adhering to Islamic values, but halal tourism destinations are not limited to Muslim countries, Halal tourism can be carried out anywhere, including in Non-Muslim Countries, but the conditions and rules still use Islamic law. By implementing Halal Tourism, tourists will get 3 benefits at once, namely Pleasure, Health and Worship. This study aims and focuses on customer engagement analysis on experiential quality through Destination Halal Authenticity Congruence. The subjects of this research are Muslim tourists visiting Central Java. This research was conducted using 385 respondents taken from 5 tourist destinations in Central Java, namely Borobudur Temple, Prambanan Temple, Merapi Merbabu Nature Tourism, Semarang Old Town and Solo Kasunanan Palace. Data processing with SmartPLS. The results of this study found that destination halal authenticity congruence significantly mediates the relationship between customer engagement and experiential quality.

Keywords: *Destination halal authenticity congruence; Customer engagement; Experiential quality.*

INTRODUCTION

Tourism is one of the forces of economic development in the service business sector which continues to grow and develop. People see vacations as a necessity, and not as a luxury in the current scenario. Visits of tourists continue to increase, both from foreign and local.

Deputy for Coordinating Education Quality Improvement and Religious Moderation of the

Coordinating Ministry for Human Development and Culture (Kemenko PMK) Agus Sartono (2021), explained the opportunities and challenges that will be faced by Indonesia to develop the concept of halal tourism. So it is necessary to align policies between the central and regional governments for the Implementation of Law Number 33 of 2014 concerning Guarantees for Halal Products in the Implementation of Halal Tourism Development. In addition to this, to improve the development of halal tourism programs, it is necessary to carry out halal certification for all products, be it food, drinks, or souvenirs that are traded in halal tourism areas.

In developing Halal Tourism, it is necessary to have Tourism Marketing. Successful tourism marketing depends on the entire travel industry. Government agencies play an important role in marketing the travel industry through legislation to improve the tourism industry through regional and country promotions.

There are several Tourism Marketing Processes: (1) Understand the market and the needs and wants of customers, (2) Design customer-driven marketing strategies, (3) Build integrated marketing programs that provide superior value, (4) Build profitable relationships and create fun customers, (5) Capture value from customers to create profits and customer equity (Kotler, et al, 2017:17). Tourism marketing is different from product marketing in general, because the characteristics are different, the difference lies in the production process, and the elements that make up the product (Utama, 2019: 22). In Media InfoBrand (2020), the expert staff of the Minister of Tourism, Sutono, said that the development of halal tourism in Indonesia is in line with the government's commitment to make tourism the main sector driving economic growth.

This is in line with what was conveyed by the Deputy Governor of Bank Indonesia, Waluyo (2019), Development of halal tourism to provide comfort for Muslim and non-Muslim tourists. Moreover, Indonesia is rich from various aspects, like a piece of Heaven on Planet Earth that was bestowed by God and this is a legacy, so it is not difficult to develop halal tourism (Djakfar, 2020: 206). LPPOM MUI (2020) supports

Development of Halal Tourism which is related to culinary, so that Muslim tourists feel guaranteed when eating at tourist attractions. The phenomenon of tourism in Indonesia is the lack of access infrastructure to tourist attractions.

This makes transportation costs to promoted locations expensive, as stated by the Chairperson of PPHI (2019), that there are several factors that are still homework (PR) in developing halal tourism in Indonesia, namely the first factor is increasing public awareness and understanding to tourism business actors regarding halal tourism segmentation, but there are still many misunderstandings about the concept of halal tourism which is only limited to religious aspects. The second factor is a marketing strategy that has not been on target and has not been maximized. The third factor is accessibility which is considered crucial, but is not managed to support tourism, intercity flights in Indonesia are far more expensive than flights out of the country. And also the high cost of entry to tourist sites. This last phenomenon, as stated by Cahyo (2022), tourism visitors in Central Java have decreased. many pandemics are not operational and have an impact on reducing the number of employees / employees. In the halal tourism sector, Central Java Province has very supportive potential, and Central Java has been designated as a leading halal tourism area. The cause of the decline in halal tourists in Central Java is also because the development of Halal Tourism in Central Java is still lacking or still minimal, this is because there are no regulations yet and its development has not yet entered into activities, especially activities in agencies in charge of halal tourism, both at the level Province or Regency or Municipality.

Head of Tourism for Development of Central Java Province, Cahyo (2022) said that in general supporting facilities and infrastructure for halal tourism in Central Java already exist, but are still minimal and have not been maximized, as well as the development of both the development of Human Resources (HR) and Human Resources (HR). Its Natural Resources



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(SDA), as well as the understanding of the surrounding community regarding halal tourism is also lacking. Likewise, the marketing sector has not yet formed a special team to handle halal tourism. The phenomenon mentioned above has been added to since the beginning of 2020 the world of tourism was shaken by Covid-19, whose impact has greatly hit the Tourism and Travel Industry sector throughout the World.

Covid-19 had a much bigger destructive impact on the Travel and Tourism Industry (M. Skare et al 2020). The Mastercard-Createntrating & Halaltrip report (2020), shows the impact of Covid-19 on tourism, where most tourists have canceled or postponed domestic and international trips. During the Covid-19 pandemic, every individual should always keep their distance, avoid crowds, and stay at home as much as possible.

This habit is very contrary to the hope of increasing visits to tourist destinations. Therefore, many tourist destinations began to experience a decrease in the number of visitors. This condition also affects various tourism supporting industries which have to temporarily close or even go out of business due to low tourist visits (Achyarsyah, et al, 2020). To anticipate the impact of Covid-19, the Ministry of Tourism (2020) implemented a health protocol based on CHSE/K4 (Cleanliness, Health, Safety, Environmental Preservation).

This is appreciated by the World Tourism Organization (UNWTO) (2020), because it will increase the chances of the tourism sector reviving during the pandemic, especially for Indonesian Tourism towards Quality Tourism. The impact of Quality Tourism is extraordinary, tourists feel more comfortable at the destination, stay longer, spend more.

Finally, the number of tourists, GDP and foreign exchange will also increase. Sandiaga Uno, Minister of Tourism and Creative Economy of Indonesia (2021) said, will prioritize innovation, adaptation and collaboration to restore the tourism sector and the creative economy with an expanded K4 program, because CHSE/K4 is a vaccine of resilience and resilience for tourism & the economy creative, to encourage tourism business actors.

METHOD

This research was conducted using 385 respondents taken from 5 tourist destinations in Central Java, namely Borobudur Temple, Prambanan Temple, Merapi Merbabu Nature Tourism, Semarang Old Town and Solo Kasunanan Palace and literature review. Data processing with SmartPLS.

Customer Engagement

Self-congruence theory, according to Sirgy, (2009) is a theory of conformity between two variables, which occurs as an interaction between products and their users, in this case between halal tourist attractions and tourists. Sirgy, (2018) self-congruence is a psychological process and outcome in which customers compare their perceptions of destination images with self-concepts, for example actual self-concept, ideal self, and social self. With compatibility, it will be easier for tourists to engage in halal tourism destinations, because of the suitability of both parties.

The aspect that influences a person is the compatibility between tourist destinations and himself (Self Concept). In terms of tourist destinations, tourists will be loyal to a tourist destination that expresses itself, which is called Self Congruity Theory.

Tourists will compare themselves with a tourist destination, and review whether the tourist destination matches their own concept (Sirgy, 1986, Liu, 2012). Kumar (2017: 32) explained that personal compatibility with tourist destinations will affect loyalty. Travelers are varied and complex, requiring a specific scale to measure the suitability or compatibility of a destination with themselves. In the early 1990s, managers analyzed customer transaction data to develop metrics.

Managers use these measures to design strategies to increase customer value and company profits. However, in the late 1990s and early 2000s, companies began to realize that customers needed more than just transacting with the company, which caused managers to shift their focus from transactional marketing to relationship marketing.

The reason for the emergence of the term Customer Engagement is that marketers realize that it is not enough to understand how long a customer will stay with a company but also to understand if there are other ways than purchases that customers can contribute.. Nowhere is this shift more relevant or evident than in changing marketing perspectives and practices, where “customer engagement” has slipped into what we once called “marketing” relationship” or “customer relationship management”.

In this era, companies are focused on retaining profitable customers by implementing customer lifetime value metrics (Kumar 2008). Engagement has been discussed over the last century with various interpretations. Managing customers has always been the focus of the company, what changes is how those customers are managed. With the emergence of customer databases, the strategy of managing customers has evolved from transactional to relational and is now customer engagement (Pansari & Kumar, 2018: 237).

This terminology reflects a paradigm shift in the role of the customer, from passive recipient to co-creator of experience (Lemon & Verhoef, 2016; Ostrom et al., 2010, So, et al, 2019). There are various discussions, definitions, and arguments about customer engagement. The latest definition by Pansari & Kumar (2017:4) provides a holistic view of customer engagement. Tourist involvement is defined as "the intensity of participation and individual relationship with tourism offers and activities initiated by tourists or tourism managers" (Vivek et al, 2012, (Sharma, et al, 2019). Customer engagement is an important factor in tourism studies (Chathoth et al, 2014;Harrigan et al, 2017).

Tourist engagement can be a behavior-oriented or unidimensional multidimensional construct (Hao, 2020). Tourism companies extensively use customer engagement strategies to develop Tourism and Tourist relationships (Ming, et al 2020). Harrigan et al. (2017) said that customer engagement leads to customer satisfaction and is characterized by repeated interactions. Dessart, et al, (2016) explained that customer engagement makes the relationship between tourism companies and tourists more interactive.

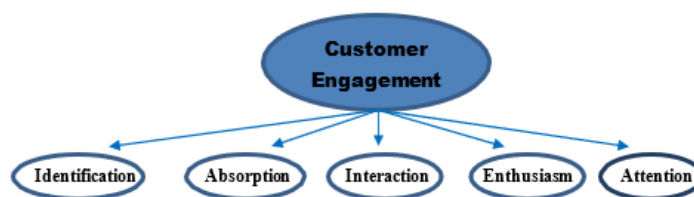
Customer engagement contributes to increased behavioral commitment which is an indicator of customer loyalty (Levy & Hino, 2016). Customer engagement increases customer loyalty (Jahn & Kunz, 2014). And according to Bujisic, et al, (2019), customer involvement as a mediating role of place attachment and place authenticity on customer trust, loyalty, and co-



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creation. Customer involvement includes reciprocal interactions between customers and Tourism Managers (Hollebeek, 2011).

The results of research by So, et al, (2014) show that customer involvement increases brand evaluation of customer service, brand trust, and brand loyalty. The research also shows that service brand loyalty can be strengthened not only through service consumption experiences but also through customer engagement outside of service encounters. Using five dimensions, namely enthusiasm, attention, absorption, interaction, and identification, this study contributes to the literature by providing an empirical evaluation of the relationship between customer engagement and key factors in developing brand loyalty..



Sources: Harrigan et al., 2017; So, et al (2014)

Experiential Quality

Pine and Gilmore (1998), the first scholars to propose customer experience as a construct, suggest that experience occurs when a company deliberately uses services as a stage, and goods as props, to engage individual customers in a way that creates memorable events. Meyer and Schwager (2007) in their article wrote: 'Customer experience is the internal and subjective response that customers have on direct or indirect contact with a company.

Experience economics by Pine and Gilmore (1999) also suggests staged experiences in tourism can be translated into staged authenticity, object-related and constructive authenticity. Suhartanto, et al, (2019) revealed that the quality of experience, perceived value, tourist satisfaction, and tourist motivation are the key factors that determine tourist loyalty to a creative attraction, and the determinants of loyalty and experience quality have the greatest influence on tourist loyalty.

This is in line with research by Alfifto, et al, (2021) showing that simultaneously and partial tests the quality of experience and the value of experience have a significant effect on tourist satisfaction, as a basis for loyal tourists to tourist destinations. The author is of the view that there are two quality experiences, namely positive quality experience and negative quality experience.

The quality of an experience is something that makes and keeps a person always remembered, remembered and never forgotten, and it can be an event or something that is experienced, be it a very pleasant (positive) or very sad (negative) event. Incidents like this are called quality experiences, while experiences that are not of high quality are experiences that are easily forgotten. Experience in business, according to Marshall (2013), "that business does

not just carry out functions, but must go beyond functions and compete on the basis of providing experience."

Kao, et al, (2008) measure the quality of experience according to four sub- dimensions, namely: (1) Immersion, (2) Surprise, (3) Participation, and (4) Fun. In that study, immersion or immersion is described as consumer involvement when they spend their time or money on service fees (Pine et al., 1999). Surprise is referred to as the freshness or uniqueness of an experience because customers encounter unique stimuli from unexpected situations during product or service consumption (Holbrook and Hirschman, 1982). Participation represents the level of interaction between customers and services or products when spending time or money (Kao et al., 2008). Finally, pleasure is identified as the customer's happiness and enjoyment when using a service or product (Holbrook, 1996).



Source : Kao, et al (2008), Pine, et al, (1999), (Holbrook dan Hirschman, 1982), (Holbrook, 1996).

Destination Halal Authenticity Congruence

The suitability of the Authenticity of Halal Tourism Destinations is the main attraction for tourists today. With conformity to the authenticity of halal destinations, it is hoped that halal tourists will feel pleasure and happiness in traveling, and get security and comfort while staying at their destinations.

The perceived authenticity of the tourism experience is an important attractive resource for destinations (Cohen, 1988; Kolar & Zabkar, 2010). As a core element of brand recognition and brand identity, brand authenticity implies original place, commitment to quality, and continuity of brand essence and influences buying/visiting intentions (Napoli, et al, 2014); therefore, brand authenticity is currently of great importance to both academics and practitioners (Kosowski & Prado, 2017). Building tourists' sense of authenticity and analyzing the effects of authentic experiences is an important topic in tourism research (Lee and Chang 2017; Taheri et al. 2018) . Gilmore and Pine (2007) define authenticity as “a novel consumer sensibility involving the perception of the degree to which an experience, service, or product” is novel, real, original, extraordinary, or unique.

Perceived authenticity influences the development of tourism visitor intentions (Meng and Choi, 2016). Gallego et al., (2016) demonstrated that attributes of virtual reality (that is, innovation) lead to perceptions of authenticity. The level of authenticity can increase interest in tourism (Yung and Lattimore, 2019). Empirical investigations on the application of self-conformance theory to understand tourist behavior are still in their infancy, Hosany (2016). Ideal self-congruence, destination brand attachment and several personality factors on negative consumer behavior influence consumer behavior toward destination brands through destination brand



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attachment (E-Brahimi, et al, 2020). Destination brands tend to match the tourist's ideal self or more in line with the actual self during the destination brand attachment development process, (Huang, et al, 2017).

Recently, conformity and marketing theory related to it have attracted many researchers (Quaquebeke, 2019;Huber et al, 2018). Self-congruence is rooted in an individual's interest in comparing himself with environmental subjects (Kressmann et al, 2006). In terms of consumer behavior, the terms "self-image fit", "self-fit", and "image fit", are used interchangeably. Sirgy (1982) defines self-congruence as "the similarity of product image and individual self-concept" which involves two dimensions of true self and deal.

True self means something or someone who thinks he or she is "in the moment" (perceived reality), whereas ideal self means something or someone that the individual "likes" (Nyffenegger, et al, 2011). Japutra, et al, (2017), Joo, et al, (2020) the results of his research prove that with the consistency dimension, ideal self-congruence directly affects and has a positive relationship between ideal self-congruence or alignment with destinations and can cause and trigger tourists to feel satisfied on a trip or tour so as to make loyalty to the destination. The stronger the congruence between the destination brand image and the ideal self-concept, the stronger the emotional attachment to the destination brand (Malär et al., 2011). Chen, et al, (2020), Morhart, et al, (2015) in his research used 4 dimensions; integrity, credibility, continuity, and symbolism. Integrity refers to moral purity, virtue and responsibility. Credibility is the ability and honesty to fulfill promises.

Continuity refers to the destination's history, permanence, and survival trends. Symbolism reflects how consumers define who they are by using a destination. Her research results show that destination authenticity and destination ideal self-congruence positively influence destination engagement, revisit intention, and recommendation intention. Destination authenticity directly affects recommendation intent. Destination self-congruence has a direct effect on revisit intentions.



RESULT AND DISCUSSION

The Effect of Customer Engagement on Experiential Quality

Customer or tourist engagement has become a major topic in tourism management, but its application to the tourism industry is still limited. There are several studies proposing an integrated framework for tourist engagement with destinations, with two key drivers (authenticity of destinations and destination fit or self-congruence) developed from a

destination perspective and centered on tourists and their associated outcomes: revisit intention and recommendation intention. .

The results of the study indicate that customer engagement has a significant positive effect on destination loyalty, meaning that changes in customer engagement values have a unidirectional effect on changes in destination loyalty. The results of this study provide empirical evidence that customer engagement has a positive and significant effect on destination loyalty.

These findings confirm the research of Chen, et al (2020), whose findings show that tourist destination authenticity and tourist destination suitability positively influence tourist engagement, revisit intention, and recommendation intention and that tourist involvement mediates this relationship. The authenticity of a tourist destination directly influences recommendation intentions but indirectly influences revisit intentions.

The self-suitability of tourist destinations has a direct effect on the intention to return but has an indirect effect on the recommendation intention. This finding can help tourism destination marketing organizations recognize the importance of tourist involvement and improve the performance of tourist destinations in tourism management. has a positive and significant effect on destination brand engagement, and brand love has a positive and significant effect on destination brand engagement.

Customer Engagement is referred to as customer involvement, where customer engagement can be defined as the interaction of visitors with tourism places or Tourism managers through various channels. With the existence of a customer database, strategies for managing customers have evolved from transactional to relational and are now customer engagement (Pansari and Kumar, 2018). Destination brand attachment increases loyalty to the destination brand (Jahn & Kunz, 2014), customer engagement increases destination brand engagement and thereby strengthens destination brand loyalty.

Authenticity and place attachment, as well as customer involvement, influence the development of customer trust, destination brand loyalty, and co-creation. Customer involvement is the intensity of individual participation and relationship with offers and organizational activities initiated by customers or organizations (Vivek et al., 2015), (Felita and Japariato, 2015).

The study of customer engagement behavior is of managerial interest, as it includes “different customer activities that affect company performance” (Pansari & Kumar, 2016, Bravo, et al, 2019). The CEB literature agrees on the different ways engagement can contribute to organizational success and the different competitive advantages companies can gain through their respective engagements (Kumar and Pansari, 2016, Bergel, 2019).

Harrigan et al. (2017) said that customer engagement leads to customer satisfaction and is characterized by repeated interactions, because high levels of customer involvement produce customers who have cognitive satisfaction with a destination, (Hapsari, Clemes and Dean, 2019). Dessart, Veloutsou, and Morgan-Thomas (2016) explain that customer engagement makes the relationship between companies and customers more interactive. Company attachment contributes to an increase in behavioral commitment which is an indicator of loyalty (Levy & Hino, 2016).

Attachment increases loyalty (Jahn & Kunz, 2014). According to Li, Lu, Bogicevic, & Bujisic, (2019), customer engagement as a mediating role of place attachment and place



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authenticity in customer trust, loyalty, and co-creation. Customer engagement includes reciprocal interactions between customers and companies (Hollebeek, 2011). The results of this study prove that customer engagement has an effect on destination halal authenticity congruence.

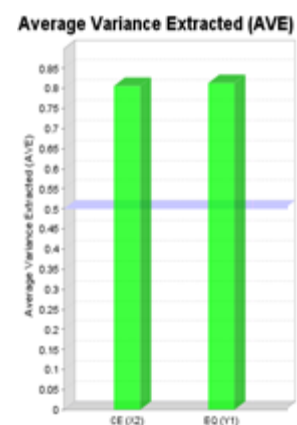
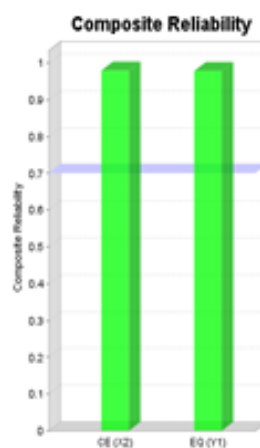
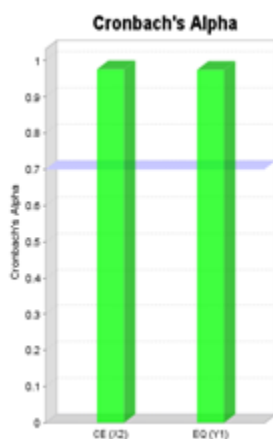
This is in line with several previous studies. According to Li, et al, (2019), customer engagement as a mediating role of place attachment and place authenticity on customer trust, loyalty, and co-creation. Destination Halal Authenticity Congruence is a variable that can be defined as conformity and authenticity that attracts customers according to their goals.

Psychological customer involvement is a match or match that occurs based on the customer's experience with the object or destination (Brodie, et al, 2011, Kimberly, et al, 2020), this strengthens the emotional, psychological or physical influence that the customer has with a halal place or destination (Abror, et al, 2019).

With the involvement of tourists with halal tourist destinations in Central Java Province, it will increase the compatibility and suitability of tourists towards halal tourist destinations in Central Java province. The involvement of tourists in Halal tourist destinations in Central Java will make tourists agree or match the place or tourist destination. Thus, it is expected that tourists will have a higher level of conformity to these halal tourist destinations, so that it is hoped that the quality of compatibility will also be higher, and these tourists will be increasingly loyal to halal tourist destinations in Central Java Province.

Table. Validity Testing based on Average Variance Extracted (AVE) and Reliability Testing based on Composite Reliability (CR) and Cronbach's Alpha (CA)

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CE (X2)	0.976	0.979	0.806
EQ (Y1)	0.975	0.978	0.814



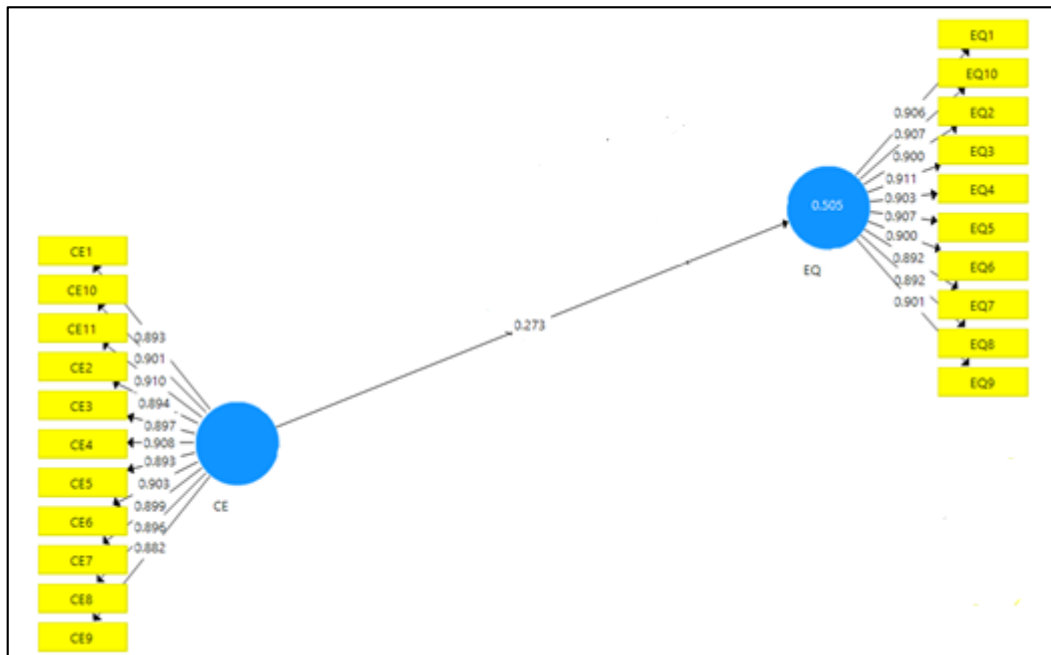


Table. Discriminant Validity: Fornell & Larcker

	CE (X2)	EQ (Y1)
CE (X2)	$\sqrt{AVE_{X2}} = 0.898$	
EQ (Y1)	0.612	$\sqrt{AVE_{Y1}} = 0.902$

Table. Significance Test Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
CE (X2) -> EQ (Y1)	0.273	0.267	0.088	3.095	0.002

The Influence of Customer Engagement on Experiential Quality Through Destination Halal Authenticity Congruence

Destination Halal Authenticity Congruence significantly mediates the relationship between customer engagement and experiential quality. It is known that the indirect effect of customer engagement on experiential quality through destination halal authenticity congruence is 0.105 with P-values 0.032.

In this path, the halal tourism experience will shape tourist involvement in the authenticity and congruence of tourist visits which will direct them to experience quality behavior towards halal tourist destinations in Central Java Province. The results of this study also confirm the findings of previous research, namely research by Li, et al (2020) which confirms that customer or tourist involvement has no effect on loyalty.

Both brand or destination attachment and customer or tourist trust fully mediate the influence of customer or tourist engagement on brand or destination loyalty. In particular, the



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customer-brand or destination engagement brand or destination loyalty relationship is closer than the customer-customer-trust-brand or destination loyalty relationship.

To my knowledge, this study is the first to explore the relationship between customer or tourist engagement, brand or destination engagement, customer or tourist trust, and brand or destination loyalty in the tourism context.

The role of brand or destination attachment and customer or traveler trust cannot be ignored when increasing brand or destination loyalty through customer or traveler engagement. The results of Vo's research, et al (2019) show that the relationship between the Customer Engagement Variable and the Loyalty Variable is not significant and there must be mediation so that there is an influence between the two variables.

And also research from Rather, et al (2019) the results show a positive effect of place of authenticity and place of attachment on customer engagement. The findings also show the positive influence of customer engagement on the development of customer trust, brand loyalty and co-creation.

Third, we identify the mediating role of customer engagement in the effects of place attachment and place authenticity on customer trust, loyalty, and co-creation. Specifically, place authenticity was found to provide a partial mediating effect in the relationship between tourist spot attachment.

As for Islama, et al (2019) revealed the positive influence of service quality on customer engagement, which consequently has a beneficial impact on brand experience and repatronage intentions. The results of our moderation analysis reveal a stronger effect of the proposed relationship for women than for men, thus demonstrating the role of gender moderation in the relationship between service quality, brand experience, and customer engagement..

Table. Validity Testing based on Average Variance Extracted (AVE) and Reliability Testing based on Composite Reliability (CR) and Cronbach's Alpha (CA)

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CE (X2)	0.976	0.979	0.806
DHAC (M)	0.974	0.977	0.811
EQ (Y1)	0.975	0.978	0.814

Table. Discriminant Validity: Fornell & Larcker

	CE (X2)	DHAC (M)	PHQ (X1)
CE (X2)	$\sqrt{AVE_{X2}} = 0.898$		
DHAC (M)	0.614	$\sqrt{AVE_M} = 0.901$	
PHQ (X1)	0.616	0.612	$\sqrt{AVE_{X1}} = 0.901$

Table. Significance Test Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
CE (X2) -> DHAC (M) -> EQ (Y1)	0.105	0.105	0.051	2.053	0.020

CONCLUSION

With a strong influence between variables, the results of this study will be very useful and beneficial, and can become a strategy for policy and decision makers (Government) and business actors (Managers) of the halal tourism industry. To implement it certainly requires a structured and strategic effort. In order to achieve this there are many challenges, obstacles and obstacles, but of course there are also opportunities for success that will bring success for the future.

This research shows that there is a contribution to the literature on customer engagement, destination halal authenticity and experiential quality in halal tourism destinations in Central Java Province. Theoretically, this research has proven the influence of customer engagement theory, Destination Halal Authenticity Congruence, and Experiential Quality in 5 halal tourist destinations in Central Java. This research also shows the importance of tourist involvement in the development of halal tourism destinations in Central Java, as suggested by Jahn & Kunz (2014), Vivek, Beatty and hazod (2018), Li, et al (2019) Venkatesan, Petersen, Guissoni (2018), Brodie, et al (2011) Bleier, Keyser and Verleye (2018), and Kimberly, et al (2020).

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