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Digital Halal Information Capability in Island Tourism Service Systems: Moderating the Destination Image–Revisit Intention Link

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Abstract. Island tourism destinations face a structurally distinct information challenge: prospective visitors must evaluate attractiveness and perceived risk almost entirely through digital channels, yet the diagnosticity of available information is rarely uniform across tourist segments. This study investigates how Adaptive Halal Information Marketing (AHIM, conceptualised as a destination-level digital information management capability embedded within island tourism service systems and comprising information quality, responsiveness, adaptivity, and cross-touchpoint consistency) moderates the relationship between destination image and revisit intention in contexts where Muslim and non-Muslim visitors coexist. Grounded in uncertainty reduction and information diagnosticity theories, and positioned within a service-system and digital information logistics framework, a cross-sectional survey of 385 tourists to the Nias Islands, Indonesia was analysed using partial least squares structural equation modelling (PLS-SEM). Destination image was significantly and positively associated with revisit intention ($\beta = 0.584$, $p < 0.001$, $f^2 = 0.731$). AHIM significantly moderated this relationship ($\beta = 0.277$, $p < 0.001$, $f^2 = 0.223$), with the full model accounting for 68.9% of variance in revisit intention ($R^2 = 0.689$, SRMR = 0.060). These findings extend destination loyalty frameworks by establishing AHIM as a boundary condition that strengthens the image–loyalty association, with effects extending beyond Muslim tourists to the broader visitor population. For island destinations seeking to cultivate repeat visitation among heterogeneous segments, targeted investment in integrated halal information infrastructure, spanning CRM systems, destination management platforms, and coordinated digital content pipelines, represents a measurable loyalty lever. Limitations include the cross-sectional design and single-destination sampling, which preclude causal inference and limit generalisability.

Keywords: Adaptive Halal Information Marketing, Destination image, Island tourism, Revisit intention.

1. Introduction

The proliferation of digital platforms has fundamentally altered how tourists acquire, evaluate, and place trust in destination information, with perceptions of a place now largely crystallised well before any physical visit occurs (Leung et al., 2013; Xiang & Gretzel, 2010). User-generated content (UGC) on review platforms and social media occupies a particularly influential role in this process: perceived as more authentic than official promotional communication, UGC demonstrably shapes the cognitive image tourists hold of a destination (Kim et al., 2017) and deepens their engagement in pre-trip evaluation (Lam et al., 2020). This dynamic carries heightened consequences for geographically remote island destinations such as the Nias Islands, situated off the western coast of North Sumatera, Indonesia. With few physical travel intermediaries accessible to prospective visitors, digital channels function not as a supplement to other information sources but as their primary, and often sole, substitute, making the quality and availability of online destination information a precondition for adequate image formation rather than merely a convenience (Pan et al., 2007; Wang et al., 2019).

Within the tourism literature, destination image (DI) is widely recognised as a multidimensional construct encompassing cognitive assessments of a destination's physical and functional attributes, affective evaluations in the form of emotional responses to place, and a conative component reflecting behavioural dispositions (Beerli & Martín, 2004; Stylos et al., 2016). The meta-analytic synthesis by Afshardoost and Eshaghi (2020), drawing on more than fifty empirical studies, confirms with considerable consistency that destination image is the primary antecedent of revisit intention (RI), defined here as the propensity of tourists to return to the same destination. This relationship has been replicated across diverse destination types, including urban centres, resorts, and cultural heritage sites. Island destinations, however, with their distinctive profile of limited accessibility, elevated perceived risk, and heavy reliance on natural imagery, remain comparatively under-represented in this body of evidence (Cheng & Lu, 2013; Moon & Han, 2018).

One dimension of growing relevance that has yet to be fully integrated into the DI–RI framework concerns the religious considerations of Muslim tourists. This segment is expanding rapidly worldwide and treats the guarantee of Sharia compliance, encompassing halal food availability, prayer facilities, and an appropriate social environment, as an integral part of destination evaluation rather than a supplementary preference (Battour & Ismail, 2016; Eid & El-Gohary, 2015). Research conducted in non-Muslim destinations such as South Korea and among Indonesian Muslim tourists has established that halal-friendly attributes contribute to affective destination image and foster loyalty (Han et al., 2019; Wibawa et al., 2021). These studies, however, consistently position halal attributes as antecedents of image or satisfaction, leaving a conceptually distinct question unexamined: whether and to what extent the manner in which a destination communicates halal information, rather than the mere presence of the underlying attributes, shapes the strength of the relationship between an already-formed image and subsequent revisit intention.

This gap is consequential for both theory and practice, for two related reasons. First, research on digital information quality in tourism has established that the accuracy, completeness, and cross-channel consistency of destination information directly bear on tourist trust and behavioural dispositions (Kim et al., 2017; Xu et al., 2021). Second, tourists navigating dual uncertainty, namely the geographical risks inherent to island destinations and the religious risk of halal non-compliance, may be particularly sensitive to the clarity and verifiability of available information signals, which in turn could determine how effectively a pre-formed image translates into the intention to return. Evidence from high-risk travel contexts suggests that destination trust serves as the critical mediating mechanism in this process (Abubakar & Ilkan, 2016), a logic that extends to situations where reputational image interacts with broader risk-related factors (Hassan & Soliman, 2021). There are, therefore, compelling conceptual grounds for treating the capability to manage and communicate halal information as a moderator of the DI–RI relationship rather than as a stand-alone independent variable.

To address this gap, the present study introduces Adaptive Halal Information Marketing (AHIM) as a new construct, conceptualised as a destination's capability to manage and communicate information pertaining to halal attributes in a manner that is adaptive, accurate, responsive, and consistent across digital and on-site channels. AHIM is derived conceptually from the intersection of three literature streams: research on digital information quality in tourism (Kim et al., 2017; Lam et al., 2020), studies on destination trust and perceived risk reduction (Abubakar & Ilkan, 2016; Hassan & Soliman, 2021), and scholarship on halal-friendly destination attributes and Muslim tourist behaviour (AlAnsi & Han, 2019; Han et al., 2019). As such, AHIM is not a replication of existing constructs but an integrative proposition designed to capture the communicative and adaptive dimensions of halal information management that have not previously been operationalised explicitly.

The study examines two research questions in the context of the Nias Islands: first, whether destination image exerts a positive effect on revisit intention; and second, whether AHIM moderates this relationship such that the image–revisit intention association strengthens as a destination's halal communication capability increases. The Nias Islands were selected as the empirical setting because they simultaneously embody the conditions that make both questions substantively meaningful: a distinctive natural and cultural appeal that provides the basis for image formation, structural accessibility constraints that elevate perceived risk, and a heterogeneous tourist composition of Muslim and non-Muslim visitors that renders halal information management not a peripheral concern but a genuine managerial variable. The study's findings are intended to contribute to the integration of destination image, halal tourism behaviour, and digital information quality literatures, while offering a more nuanced account of the moderating conditions that determine whether and when positive destination image successfully converts into behavioural loyalty.

This study further conceptualises AHIM explicitly as a digital information management capability embedded within destination service systems, positioning it at the intersection of tourism marketing, service informatics, and logistics management. Consistent with the informatics and logistics literature, the cross-touchpoint consistency dimension of AHIM reflects how coordinated digital content pipelines, spanning official destination websites, online travel agencies (OTAs), social media channels, and on-site service interfaces, function analogously to information logistics flows that must be managed, verified, and synchronised to ensure service quality. This framing aligns AHIM with scholarship on destination information systems architecture and digital content logistics (Leung et al., 2013; Wang et al., 2019).

2. Literature Review and Hypothesis Development

2.1. Destination Image as a Multidimensional Construct

Destination image has been broadly defined as the totality of perceptions, beliefs, and impressions that tourists hold about a destination, formed through a combination of direct experience and diverse indirect information sources. Classically, the construct is understood as multidimensional, comprising a cognitive component encompassing knowledge and beliefs about a destination's physical and functional attributes, and an affective component reflecting feelings and emotions towards the place (Baloglu & Brinberg, 1997). More recent scholarship emphasises that image also carries holistic and destination-specific content dimensions, emerging from the narratives and symbols circulating across multiple media channels, including social media (Kock et al., 2016; Wang et al., 2019).

The destination content model establishes that image content takes shape through a variety of communicative artefacts, including text, visual material, and digital experiences, which collectively produce a representation of the destination in the tourist's mind (Kock et al., 2016). Big data analyses of travel blogs have similarly shown that the topics surfacing organically in tourist narratives, such as safety, hospitality, cultural distinctiveness, and access difficulties, can be mapped as image dimensions that are empirically meaningful for specific destination types (Wang et al., 2019). For island

destinations in particular, image tends to foreground the combination of coastal landscape beauty, geographical isolation, and the intensity of nature-based experiences, while simultaneously carrying risk perceptions relating to weather, transport access, and the adequacy of supporting infrastructure (Cheng & Lu, 2013; Moon & Han, 2018).

Research on emerging and newly developing tourism markets introduces an additional dimension, termed unique image, referring to the characteristics that distinguish a destination from its competitors, such as the interplay between cultural heritage and contemporary lifestyle, and that have been shown to drive post-visit behaviour including recommendation intention and destination-related purchasing (Marques et al., 2021). For the Nias Islands specifically, a complete account of destination image must therefore extend beyond natural and cultural elements to encompass perceptions of accessibility, safety, and the destination's capacity to meet the needs of a heterogeneous visitor population, including Muslim tourists for whom halal considerations form part of the evaluative calculus.

2.2. Revisit Intention and Destination Loyalty

Revisit intention is generally understood as a tourist's intention to return to the same destination in a future period, and is widely regarded as one of the primary indicators of destination loyalty (Chen & Tsai, 2007). In the tourism context, loyalty is typically conceived as the conjunction of behavioural loyalty, expressed through revisit intention, and attitudinal loyalty, expressed through the disposition to recommend the destination to others, and it is the sustained presence of both that supports long-term destination viability (Wang & Hsu, 2010). Tourists who exhibit revisit intention tend to generate higher economic value for destinations, whether through more frequent visits, longer lengths of stay, or the positive word-of-mouth effects they produce within their social networks (Barnes et al., 2016).

Theoretically, revisit intention arises from post-visit evaluative processes grounded in frameworks such as Expectation-Disconfirmation Theory and the Theory of Planned Behaviour, in which satisfaction, perceived value, and attitude towards the destination combine to shape future behavioural intentions (Um et al., 2006; Wang & Hsu, 2010). Longitudinal work has highlighted the role of memorable tourism experiences in sustaining revisit intention over time, with positive memories shown to continue influencing destination evaluations well beyond the visit itself (Barnes et al., 2016; Zhang et al., 2018). Beyond evaluative factors internal to the tourist, external conditions, including perceived risk, structural constraints, and shifts in contextual circumstances, also moderate the translation of intention into actual behaviour (Hassan & Soliman, 2021).

In island destination contexts, revisit intention is often particularly sensitive to perceptions of accessibility and safety, given tourists' awareness that emergency access and general infrastructure are more limited than in urban settings (Cheng & Lu, 2013; Moon & Han, 2018). Destination loyalty in island tourism therefore demands not only a pleasurable experience but also confidence that a subsequent visit can be undertaken at an acceptable level of risk. For Muslim tourists, an additional layer of consideration regarding the availability of halal-compliant services further complicates the behavioural logic of revisit intention, adding a dimension that mainstream destination loyalty frameworks have yet to fully accommodate.

2.3. Destination Image and Revisit Intention: Empirical Evidence and Mechanisms

The positive association between destination image and various forms of behavioural intention, including revisit intention, has been confirmed across numerous contexts and is robustly summarised in meta-analytic work (Zhang et al., 2014). That synthesis demonstrates that overall image and affective image carry the largest effects on behavioural intention, with cognitive image following, and empirical studies across diverse destination settings confirm that tourists holding more positive images tend to report higher satisfaction and stronger intentions to return or recommend (Chen & Tsai, 2007; Wang & Hsu, 2010).

In island destinations specifically, image operates as a primary filter through which tourists evaluate the trade-off between experiential appeal and perceived risk. Cheng and Lu (2013), in research conducted at a Taiwanese island destination, found that positive image enhanced perceptions of novelty, hedonics, and perceived value, which in turn promoted revisiting behavioural intention. Moon and Han (2018), however, caution that perceptions of destination attributes, spanning natural environment, cultural offerings, and service provision, also shape perceived risk, such that even a strong destination image does not automatically translate into revisit intention when concerns about accessibility and safety remain unresolved.

The relationship between destination image and revisit intention is also not always direct. Zhang et al. (2018) and Rasoolimanesh et al. (2021) demonstrate that memorable tourism experiences frequently function as an intervening mechanism: a strong image increases the likelihood that an experience will prove genuinely memorable, and it is that memorable experience which then consolidates the intention to return. In emerging destinations, Marques et al. (2021) identify a comparable pattern operating through a somewhat different pathway, whereby a destination's unique image dimensions drive post-visit behaviour including recommendation intention and destination-product purchasing. What binds these findings together is a consistent point: the effect of image on revisit intention is not uniform but contingent on contextual factors, including destination type, tourist segment, and the extent to which perceived risks have been effectively managed.

2.4. Digital Information Quality and Tourist Trust

In the contemporary digital travel environment, the information tourists consume prior to departure is increasingly dominated by social media, UGC platforms, and online reviews, each playing a significant role in shaping destination image and behavioural intention (Lam et al., 2020; Xu et al., 2021). The quality of tourism information on social media, defined across dimensions of accuracy, completeness, relevance, and presentation, has been shown to influence the formation of both cognitive and affective image, which subsequently feed into conative image (Kim et al., 2017). High-quality information is more diagnostic, meaning it is better equipped to help tourists assess a destination accurately and reduce decision-making uncertainty.

Studies on UGC platforms reveal that the co-creation of experiences through reviews, ratings, and interactions can strengthen both cognitive and affective destination image and contribute to travel satisfaction (Lam et al., 2020). UGC also functions as a trust signal precisely because it is perceived as more authentic than official promotional content: positive reviews and convincing experiential narratives reinforce destination trust and foster loyalty, while negative UGC can erode image and suppress visit intention (Xu et al., 2021). In high-risk travel contexts, positive electronic word-of-mouth (eWOM) has been shown to raise destination trust and travel intention, underscoring the role of eWOM as a form of social proof for prospective tourists who lack direct experience of a destination (Abubakar & Ilkan, 2016). Subsequent research establishes that eWOM influences not only initial travel intention but also revisit intention, with trust operating as the key mechanism, and that these effects vary across demographic characteristics including gender (Abubakar et al., 2017). For island destinations heavily reliant on digital channels, the implication is clear: the quality and diagnosticity of online information, together with the dynamics of eWOM, UGC, and trust, constitute the central connective tissue linking information communication to image formation and revisit intention.

2.5. Island Destinations: Perceived Risk and Access Constraints

Island destinations are characterised by a distinctive combination of natural and cultural appeal and structural limitations, including constrained transport access, limited health infrastructure, and restricted availability of supporting services (Cheng & Lu, 2013). These conditions elevate perceived risk and access constraints to the status of significant determinants of both image formation and behavioural intention. Research on island tourism settings demonstrates that attribute perceptions shape perceived

risk and revisit intention concurrently: even where natural appeal is high, risk perceptions associated with extreme weather, facility limitations, and distance can suppress the desire to return (Moon & Han, 2018).

Research conducted in contexts involving health risk and crisis conditions offers a sharper account of the interaction between risk and image. A study of Chengdu during the COVID-19 pandemic found that perceived risk exerted a negative effect on destination image and travel intention, although this effect was complexly mediated by factors such as government response and crisis management capacity, such that in some scenarios the direct risk effect appeared attenuated even as the underlying psychological mechanisms remained operative (Jiang et al., 2022). Research at a Vietnamese coastal destination similarly found that perceived risk shaped both satisfaction and revisit intention alongside other factors including destination attractiveness, accommodation quality, and cultural contact (Viet et al., 2020).

The repeat visitation literature also highlights that structural constraints, including time scarcity, cost barriers, and logistical obstacles, can prevent the realisation of revisit intention even when experience and image are strongly positive (Kastenholz et al., 2013). For the Nias Islands, the primary constraint dimensions facing tourists are physical accessibility, including available flight and ferry connections, and perceptions of facility readiness. Clear, credible digital information about access conditions, safety protocols, and service availability is therefore critical in reducing pre-visit uncertainty, particularly for first-time visitors who have no prior experiential baseline on which to draw.

2.6. Halal Tourism and the Informational Dimension of Destination Trust

Halal tourism positions the fulfilment of Muslim tourists' religious needs, encompassing halal food availability, prayer facilities, and an appropriate social environment, as a central element of a destination's value proposition (Battour & Ismail, 2016; Eid & El-Gohary, 2015). In non-Muslim destinations or destinations serving a heterogeneous visitor population, the key issue is not simply whether these attributes exist in physical terms, but the degree to which information about halal attributes is communicated clearly, consistently, and credibly to different tourist segments (AlAnsi & Han, 2019; Wibawa et al., 2021). The distinction between attribute availability and the quality of its communication represents the conceptual gap this study sets out to address.

Research consistently identifies destination trust as an important determinant of visit and revisit intention, with trust forming through both direct experience and external signals such as certification, reputation, and transparent communication (Abubakar & Ilkan, 2016; Hassan & Soliman, 2021; Suparman et al., 2024). Evidence from high-risk travel contexts demonstrates that trust in a destination, when built on verifiable information, significantly promotes visit intention, including in scenarios where tourists must evaluate service quality prior to any physical visit (Zhao et al., 2020). The same mechanism applies to halal tourism: halal certification documents, explanations of food sourcing processes, and information about prayer facilities all function as quality and reliability signals that reduce the religious risk tourists perceive before arrival.

Beyond official communication, UGC and eWOM generated by Muslim tourists sharing halal experiences at a destination serve as a particularly valuable information resource for prospective visitors, especially at island destinations that are difficult to observe at first hand before committing to a visit (Xu et al., 2021). The pertinent question for Nias is therefore not simply whether halal services are available, but whether the destination is capable of communicating its halal attributes and certifications clearly, consistently, and persuasively enough to build trust and reduce perceived risk among tourists for whom these considerations are material to the revisit decision.

2.7. Adaptive Halal Information Marketing: Conceptualisation and Operationalisation

This study proposes Adaptive Halal Information Marketing (AHIM) as a new construct, conceptualised as a destination's capability to manage and communicate information pertaining to halal attributes in a

manner that is adaptive, accurate, responsive, and consistent across both digital and on-site channels. The construct is derived from the intersection of three literature streams: scholarship on digital information quality in tourism (Kim et al., 2017), research on destination trust and perceived risk reduction (Abubakar et al., 2017; Jiang et al., 2022), and studies on halal-friendly destination attributes and their role in shaping Muslim tourist loyalty (AlAnsi & Han, 2019; Wibawa et al., 2021). AHIM is not a replication of existing constructs but an integrative proposition designed to bridge these three streams through the lens of communicative capability, a dimension that has not previously been operationalised explicitly.

Before elaborating AHIM's dimensional structure, it is important to distinguish it from related but conceptually narrower constructs such as halal information transparency or halal communication quality. While transparency emphasises disclosure and visibility of halal attributes, AHIM extends this to encompass adaptive segment-responsiveness, that is, the ability to tailor information content and format to diverse tourist profiles (e.g., conservative Muslim families, independent mixed-group travellers, and non-Muslim visitors seeking general reassurance), and cross-touchpoint consistency, which concerns the coordination of information across multiple service delivery channels rather than the accuracy of any single message. AHIM is thus a higher-order operational capability, not simply an attitudinal orientation towards openness.

AHIM comprises four complementary dimensions. The first is information quality and transparency, encompassing the accuracy, completeness, and currency of information about the halal status of restaurants, accommodation, and activities, including the accessible presentation of verifiable evidence such as official certificates and facility photographs. High information quality enhances diagnosticity, defined as the capacity of Muslim tourists to assess a destination's compatibility with their religious requirements before departure, thereby reducing uncertainty and perceived risk (Kim et al., 2017). The second dimension, responsiveness, concerns the speed and relevance with which a destination addresses tourist enquiries about halal matters, whether through digital channels or direct interaction. The capacity to answer specific questions, such as ingredient sourcing or prayer room availability, constitutes more than a service function; it operates as a concrete trust signal, and eWOM research confirms that responsive engagement directly contributes to destination trust (Abubakar & Ilkan, 2016; Lam et al., 2020). The remaining two dimensions operate at the level of message consistency. Adaptivity refers to the tailoring of halal content to different tourist segments, communication channels, and journey stages. The co-created online experiences literature shows that personalised experiences strengthen engagement and destination image (Lam et al., 2020), a logic that applies equally when halal messaging is calibrated to the profile of the visitor, whether conservative Muslim families, younger independent travellers, or mixed groups. Consistency across touchpoints, the fourth dimension, is the precondition that prevents the other three from undermining one another. Contemporary tourists integrate information from multiple sources in forming destination image (Wang et al., 2019; Xu et al., 2021), meaning that discrepancies between halal claims on digital platforms and actual on-site conditions can directly weaken revisit intention, even when the destination's natural and cultural image is strongly positive (Kim et al., 2017). Taken together, these four dimensions are expected to reduce uncertainty and strengthen destination trust as the proximate preconditions for behavioural loyalty (Abubakar & Ilkan, 2016; Hassan & Soliman, 2021).

Theoretically, AHIM can be understood through the combined lens of information quality theory and signalling theory. From an information quality perspective, AHIM operationalises the key dimensions, namely accuracy, completeness, relevance, and timeliness, that determine whether destination information is diagnostic, that is, capable of helping tourists accurately assess a destination's halal compatibility and reduce pre-visit uncertainty (Kim et al., 2017). High-quality halal information enables tourists to form confident evaluations before arrival, lowering the cognitive and religious risk barriers that might otherwise prevent a positive destination image from converting into revisit intention. From a signalling theory perspective, the four dimensions of AHIM collectively function as a system

of verifiable trust signals, namely certification documents, responsive communication, adaptive messaging, and cross-channel consistency, that reduce information asymmetry between destination and tourist (Abubakar & Ilkan, 2016; Zhao et al., 2020). When these signals are credible and consistent, tourist trust in the destination increases, and the strength of the image–revisit intention relationship is amplified accordingly. This dual theoretical grounding anchors AHIM more directly to the mechanisms that the study measures and tests, avoiding reliance on broader service ecosystem frameworks whose constructs fall outside the scope of the present model.

Conceptualising AHIM through the lens of digital information logistics further strengthens its theoretical positioning within the informatics and service science literature. Just as physical logistics involves the coordination of goods flows across supply chain nodes to ensure product availability and quality at the point of consumption, digital information logistics entails the management of information flows across touchpoints, from upstream content creation and halal certification documentation to downstream delivery via websites, social media, OTAs, and on-site channels, to ensure accuracy, timeliness, and consistency at the moment of tourist decision-making. In this framing, inconsistencies in halal information across channels represent supply chain disruptions in the information logistics system, with equivalent consequences for perceived destination quality and tourist trust. Destinations that invest in integrated information infrastructure, including CRM systems, content management platforms, and digital verification mechanisms such as QR-coded halal certification, are thus building logistical capacity for information service delivery, not merely improving marketing communication.

2.8. The Moderating Role of AHIM and Hypothesis Development

A substantial and consistent body of empirical evidence establishes that positive destination image is closely associated with favourable behavioural intentions, including revisit intention (Nguyen et al., 2023; Zhang et al., 2014). Image that encompasses positive assessments of attractions, service quality, and emotional experience has been shown to drive satisfaction and loyalty across diverse cultural contexts and destination types (Chen & Tsai, 2007; Wang & Hsu, 2010). In island destinations, image that foregrounds novelty, hedonics, and perceived value contributes to revisiting behavioural intention, even as tourists remain aware of the risks and constraints inherent to island settings (Cheng & Lu, 2013; Moon & Han, 2018). On the basis of this evidence, the first hypothesis is proposed:

H1: Destination image is positively associated with revisit intention.

The literature also indicates, however, that the strength of the image–revisit intention association can be attenuated by factors including perceived risk, the absence of destination trust, and conditions of informational uncertainty. Research conducted during the pandemic period shows that even where destination image is positive, fear arousal can weaken the influence of reputation and trust on revisit intention (Hassan & Soliman, 2021). Perceived risk has similarly been found to exert a negative effect on destination image and travel intention, particularly when information about risk management and destination preparedness is inadequate (Jiang et al., 2022). These findings suggest that for positive image to convert effectively into revisit intention, tourists must feel assured that risks, including the religious risk associated with halal consumption and practice, have been adequately managed.

AHIM is proposed as a moderator that strengthens the image–revisit intention relationship through precisely this mechanism. When AHIM is high, a destination is able to provide halal information that is high in quality, transparent, responsive, adaptive, and consistent across all touchpoints. Muslim tourists consequently experience reduced uncertainty about the availability of religiously compliant services and increased trust in the destination, making it easier for an already-positive image to translate into revisit intention as the psychological barriers associated with halal concerns diminish. When AHIM is low, by contrast, even a broadly positive destination image may leave Muslim tourists hesitant to return, given unresolved concerns about halal service consistency, and the image–revisit intention relationship is correspondingly weakened. For non-Muslim tourists, high AHIM can also signal overall

destination professionalism and sound information management, reinforcing trust and facilitating the conversion of image to revisit intention, albeit through a somewhat different pathway of sensitivity to halal-related cues. The second hypothesis is therefore proposed:

H2: AHIM moderates the relationship between destination image and revisit intention, such that this relationship is stronger when AHIM is high.

3. Research Method

3.1. Research Design

The study employs a quantitative, deductive design using a cross-sectional survey to examine the associative and predictive relationships among constructs within a tourism and destination marketing framework. Data were analysed using partial least squares structural equation modelling (PLS-SEM) with SmartPLS 4. This analytical choice reflects several considerations: PLS-SEM is prediction-oriented, carries greater tolerance for violations of multivariate normality assumptions, is suited to models in which all constructs are specified with reflective indicators, and accommodates the testing of moderation effects within a single integrated modelling framework, as recommended for tourism and hospitality research (do Valle & Assaker, 2016).

3.2. Sample and Procedure

The study population comprised tourists who had visited the Nias Islands within the preceding twelve months and had accessed destination information channels before or during their visit. A sample size of N = 385 was determined by reference to the Krejcie-Morgan table, with additional consideration given to the statistical power requirements of moderation testing in PLS-SEM (do Valle & Assaker, 2016). Data were collected between March and May 2024, yielding a response rate of 68.2% (385 complete responses from 565 invitations distributed). The respondent profile comprised domestic tourists (61%) and international visitors (39%), first-timers (57%) and repeat visitors (43%), and Muslim (64%) and non-Muslim (36%) tourists.

Recruitment proceeded through purposive sampling with stratification based on the combination of tourist origin, religion, and visit experience, using surfing communities, travel groups, and official Nias tourism channels as access points. The questionnaire was administered online; an initial screening section ensured that eligibility criteria were met before respondents proceeded to the main construct measurement items, rated on a seven-point Likert scale. All questions were presented anonymously, and respondents were informed that their data would be analysed in aggregate form for academic purposes only. The study was conducted in accordance with established research ethics principles, including voluntary participation, informed consent, and the assurance of respondent confidentiality.

3.3. Construct Operationalisation

Destination Image (DI) was operationalised as tourists' overall cognitive and affective perceptions of the Nias Islands as a travel destination, encompassing assessments of natural and cultural attractiveness, supporting facilities and infrastructure, and the atmosphere and emotional experiences that together constitute a holistic evaluation of the destination. A positive image is reflected in tourists' belief that the destination is appealing, enjoyable, and worthy of return and recommendation (Chen & Tsai, 2007; Wang & Hsu, 2010). Six reflective indicators were adapted from Beerli and Martín (2004) and Chen and Tsai (2007) for the Nias island context.

Adaptive Halal Information Marketing (AHIM) was conceptualised as a destination's capability to manage and present information about halal facilities and services in a manner that is consistent across channels, accurate, accessible, and responsive to the needs of Muslim tourists without compromising readability for non-Muslim visitors. The construct encompasses the clarity and completeness of halal information, the reliability and credibility of the message, and the alignment of content with the

characteristics of different tourist segments, all of which contribute to reducing uncertainty and strengthening tourist trust (Battour & Ismail, 2016; Eid & El-Gohary, 2015; Han et al., 2019; Wibawa et al., 2021). Eight reflective indicators were adapted from Eid and El-Gohary (2015), Han et al. (2019), Rahman (2014), and Wibawa et al. (2021).

Although AHIM is operationalised here as a single reflective construct for parsimony and analytical tractability, its four conceptual dimensions, namely information quality, responsiveness, adaptivity, and cross-touchpoint consistency, suggest that future research could benefit from testing a second-order hierarchical component model (HCM). In a reflective-reflective HCM, each dimension would function as a first-order construct with its own indicators, while AHIM would emerge as a second-order superordinate construct capturing the shared variance among the four dimensions. This specification would provide richer discriminant information about which dimensions most strongly drive the moderating effect and would address potential concerns about construct bandwidth. The current reflective specification is retained on the grounds that all indicators were theoretically derived from, and are expected to co-vary with, the overarching capability construct (Hair et al., 2019).

Revisit Intention (RI) was defined as tourists' behavioural disposition to return to the Nias Islands in the future, including their willingness to recommend the destination to others through word-of-mouth and digital communication. The construct is regarded as a primary indicator of destination loyalty that integrates both behavioural and attitudinal components (Chen & Tsai, 2007; Um et al., 2006; Wang & Hsu, 2010). Four reflective indicators were adapted from Um et al. (2006), Chen and Tsai (2007), and Wang and Hsu (2010).

3.4. Data Analysis

Data analysis followed the two-stage procedure recommended for PLS-SEM in tourism research, whereby the measurement model is evaluated prior to testing the structural model (do Valle & Assaker, 2016). In the first stage, indicator quality was assessed using outer loadings, with a threshold of ≥ 0.70; internal reliability was evaluated through Cronbach's alpha and composite reliability (CR), both required to meet a threshold of ≥ 0.70; and convergent validity was assessed via average variance extracted (AVE), with a threshold of ≥ 0.50 (Hair et al., 2019). Discriminant validity was examined using the Fornell-Larcker criterion (Fornell & Larcker, 1981) and the heterotrait-monotrait ratio (HTMT), with a conservative threshold of HTMT < 0.85 (Henseler et al., 2015). Potential common method variance (CMV) was assessed through Harman's single-factor test and full collinearity variance inflation factors (VIF) to verify that method-related bias did not distort structural estimates (Sarstedt et al., 2020).

In the second stage, the structural model was evaluated through path coefficients (β), the coefficient of determination (R^2), predictive relevance (Q^2), and effect size (f^2), providing a comprehensive assessment of the strength and predictive relevance of the hypothesised relationships (Rasoolimanesh et al., 2021; Shmueli et al., 2019). The statistical significance of path coefficients, including both main effects and the moderation effect, was determined via bootstrapping with 5,000 subsamples, consistent with current methodological guidance (Becker et al., 2022). The moderation effect was analysed using either the product-indicator or two-stage approach, selected according to the distributional characteristics of the data and the reflective specification of the constructs (Becker et al., 2022; Hair et al., 2019).

4. Results

4.1. Descriptive Statistics

Respondent characteristics are presented in Table 1. The mean respondent age was 32.7 years (SD = 7.8) with an average length of stay of 3.6 nights. Primary visit motivations were surfing (37.9%), cultural/heritage tourism (35.1%), and island-hopping (27.0%). Pre-visit information sources most

frequently used were OTAs/search engines (71%), social media (64%), and official destination websites (42%).

Table 1. Respondent Characteristics (N = 385)

Variable	Category	Frequency	Percentage (%)
Age	18–25 years	89	23.1
	26–35 years	156	40.5
	36–45 years	98	25.5
	>45 years	42	10.9
Gender	Male	201	52.2
	Female	184	47.8
Education	High school	78	20.3
	Undergraduate	234	60.8
	Postgraduate	73	18.9
Origin	Domestic	235	61.0
	International	150	39.0
Religion	Muslim	246	63.9
	Non-Muslim	139	36.1
Visit Status	First-timer	219	56.9
	Repeat visitor	166	43.1
Primary Motivation	Surfing	146	37.9
	Cultural/Heritage	135	35.1
	Island-hopping	104	27.0

4.2. Common Method Variance and Common Method Bias Assessment

Before proceeding to measurement model evaluation, common method variance (CMV) and common method bias (CMB) were assessed to verify that observed variance was not an artefact of single-source data collection. CMV was examined using Harman's single-factor test and CMB was assessed using full collinearity VIF (Kock, 2015). Results are presented in Table 2.

Table 2. Common Method Variance and Common Method Bias Test Results

Test	Method	Value	Threshold	Conclusion
CMV	Harman's Single-Factor Test	42.38%	< 50%	No CMV detected
CMB – AHIM → RI	Full Collinearity VIF	1.556	< 3.3	No CMB detected
CMB – DI → RI	Full Collinearity VIF	1.504	< 3.3	No CMB detected
CMB – AHIM × DI → RI	Full Collinearity VIF	1.456	< 3.3	No CMB detected

The single-factor solution accounted for 42.38% of total variance, below the 50% threshold, indicating no substantial CMV. All full collinearity VIF values were below 3.3 (maximum = 1.556), confirming the absence of common method bias. Subsequent analyses proceeded without concerns of systematic measurement bias.

4.3. Measurement Model Evaluation

4.3.1 Convergent Validity and Reliability

Table 3 presents outer loadings, Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE) for all constructs and items.

Table 3. Outer Loadings, Cronbach's Alpha, Composite Reliability, and AVE

Construct	Item	Loading	CA	CR	AVE
Adaptive Halal Information Marketing (AHIM)	AHIM1	0.732	0.871	0.872	0.524
	AHIM2	0.717			

	AHIM3	0.731			
	AHIM4	0.724			
	AHIM5	0.730			
	AHIM6	0.723			
	AHIM7	0.703			
	AHIM8	0.732			
Destination Image (DI)	DI1	0.735	0.863	0.868	0.594
	DI2	0.812			
	DI3	0.736			
	DI4	0.770			
	DI5	0.809			
	DI6	0.759			
Revisit Intention (RI)	RI1	0.778	0.789	0.789	0.612
	RI2	0.787			
	RI3	0.777			
	RI4	0.787			

All outer loadings exceed 0.70, all AVE values exceed 0.50, and all CA and CR values exceed 0.70, satisfying the convergent validity and reliability thresholds recommended by Hair et al. (2019). The identical CA and CR values returned for RI (both = 0.789) reflect the mathematical property of tau-equivalent items with near-uniform loadings across a four-item scale, rather than a data entry error.

Figure 1 presents the measurement model with outer loadings for all indicators across the three constructs.

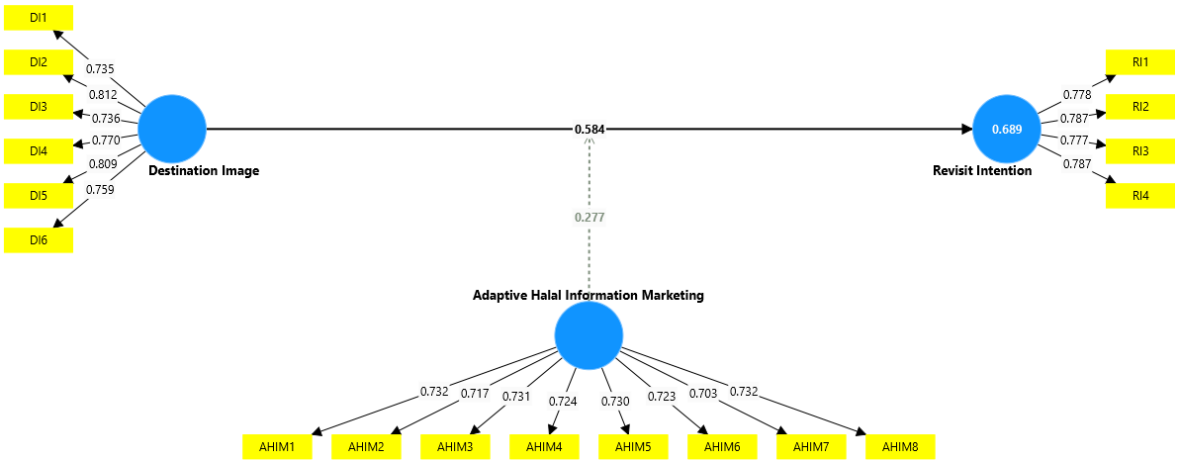

Fig 1. Measurement Model: Outer Loadings and Construct Reliability

Note: The conceptual model has been redesigned to visually differentiate the moderating path (AHIM × DI → RI) from the direct structural paths using a dashed arrow with a distinct arrowhead style, consistent with established conventions for presenting moderation effects in structural diagrams (Hair et al., 2019).

4.3.2 Discriminant Validity

Table 4 presents discriminant validity assessment using both the Fornell-Larcker criterion (diagonal and below-diagonal) and HTMT ratios (above-diagonal).

Table 4. Discriminant Validity: Fornell-Larcker Criterion and HTMT Ratios

Construct	**AHIM**	**DI**	**RI**
AHIM	**(0.724)**	0.599	0.799
DI	0.525	**(0.771)**	0.851[a]
RI	0.667	0.706	**(0.782)**

[a]HTMT value of 0.851 approaches the conservative 0.85 threshold, though it remains below the more widely adopted 0.90 criterion (Henseler et al., 2015). This borderline value is theoretically interpretable given that revisit intention constitutes the conative component of destination image (Stylos et al., 2016), and is acknowledged as a limitation requiring replication.

All square root AVE values exceed the corresponding inter-construct correlations, satisfying the Fornell-Larcker criterion. All HTMT values are below 0.90, confirming discriminant validity by the criterion of Henseler et al. (2015).

4.4. Structural Model and Hypothesis Testing

Following confirmation of measurement model validity and reliability, the structural model was evaluated via bootstrapping. Table 5 presents path coefficients and significance tests; Table 6 presents model fit indicators.

Table 5. Path Coefficients and Hypothesis Testing Results (Bootstrapping, n = 5,000 subsamples)

Path	β	Bootstrap Mean	SE	T-Statistic	p-Value	f^2
H1: Destination Image → Revisit Intention	0.584	0.585	0.038	15.372	< 0.001	0.731
H2: AHIM × Destination Image → Revisit Intention	0.277	0.276	0.033	8.425	< 0.001	0.223

Table 6. Model Fit Indicators

Indicator	Value	Threshold	Interpretation
R^2 (Revisit Intention)	0.689	> 0	Substantial explanatory power
Q^2 (Revisit Intention)	0.402	> 0	Predictive relevance confirmed
SRMR	0.060	< 0.10	Acceptable model fit

Destination Image demonstrated a significant positive association with Revisit Intention ($\beta = 0.584$, $T = 15.372$, $p < 0.001$), with a large effect size ($f^2 = 0.731$), supporting H1. The interaction term AHIM × Destination Image was also significant ($\beta = 0.277$, $T = 8.425$, $p < 0.001$; $f^2 = 0.223$), confirming the moderating role of AHIM and supporting H2. The R^2 value of 0.689 indicates that Destination Image, AHIM, and their interaction collectively account for 68.9% of variance in Revisit Intention. The Q^2 value of 0.402 confirms predictive relevance, and an SRMR of 0.060 indicates acceptable overall model fit.

To further assess the incremental contribution of AHIM as a moderator, the explanatory power of the full model (DI + AHIM + DI×AHIM; $R^2 = 0.689$) may be compared conceptually with a baseline DI-only model. The standalone DI effect explains a substantial portion of variance in RI, but the addition of AHIM and the interaction term produces a meaningful increment, as evidenced by the significant moderation path ($\beta = 0.277$, $f^2 = 0.223$). An effect size of $f^2 = 0.223$ indicates a medium-to-large incremental contribution of the interaction term over and above the main effects, providing empirical support for the claim that AHIM constitutes an explanatorily non-trivial boundary condition rather than a redundant predictor. Future studies are encouraged to formally compare nested models using PLSpredict or out-of-sample holdout procedures to provide more rigorous evidence of incremental predictive relevance (Shmueli et al., 2019).

5. Discussion

This study yields two principal findings: destination image (DI) is positively associated with revisit intention (RI), and Adaptive Halal Information Marketing (AHIM) positively moderates that relationship. Both hypotheses are supported statistically through PLS-SEM with bootstrapping across 5,000 subsamples. The interpretations that follow attend to effect sizes, the relevant methodological boundaries of the design, and critical comparison with the existing literature.

5.1. Destination Image and Revisit Intention

The path coefficient for the DI–RI relationship ($\beta = 0.584$, $T = 15.372$, $p < 0.001$) is consistent with the theoretically predicted direction and aligns closely with the meta-analytic conclusions of Afshardoost and Eshaghi (2020), who confirm destination image as the dominant predictor of behavioural intentions across contexts. The magnitude is also congruent with Chen and Tsai (2007) and Wang and Hsu (2010), both of which demonstrate that positive image is consistently associated with higher tourist satisfaction and stronger revisit intention.

The effect size, however, warrants careful interpretation. At $f^2 = 0.731$, the value substantially exceeds the conventionally cited threshold for a large effect ($f^2 \geq 0.35$) and sits unusually high for a single-survey study in the tourism domain. Two explanations deserve consideration together. First, a sample drawn from a single destination with a particularly distinctive and coherent attractional profile, namely the Nias Islands with its combination of surfing, megalithic cultural heritage, and island-hopping, may produce destination image variance that is more concentrated and internally consistent than would be observed in multi-destination comparative studies, potentially inflating the association with revisit intention. Second, while the CMV checks conducted, including Harman's single-factor test (42.38% < 50%) and full collinearity VIF (maximum 1.556 < 3.3), returned no indication of substantial bias, the cross-sectional self-report design carries an inherent risk of coefficient inflation that post-hoc procedures cannot fully eliminate. Strong causal claims are therefore not warranted; what the findings do support is the presence of a substantial and consistent positive association between destination image and revisit intention within the context studied. These contextual factors, including the single-destination design and simultaneous measurement of constructs at a single point in time, likely inflate the observed association, and replication across multiple destination contexts is therefore necessary before drawing general conclusions about the magnitude of the DI–RI effect.

The HTMT ratio between DI and RI of 0.851 falls close to the conservative 0.85 discriminant validity threshold, a pattern that warrants discussion. While it remains below the more widely adopted 0.90 criterion, its proximity suggests a degree of conceptual overlap between the two constructs that cannot be dismissed. This may reflect a theoretically interpretable feature of revisit intention itself, which the literature frequently characterises as the conative component of destination image (Stylos et al., 2016), such that the conceptual boundary between antecedent and consequence becomes blurred when both are measured at the same point in time. Longitudinal designs that separate the measurement of destination image, assessed pre-visit or immediately post-visit, from the measurement of revisit intention, assessed several months later, would yield more differentiated estimates of the two constructs.

A stronger conceptual differentiation between DI and RI is also warranted at the theoretical level. Destination image, understood as a cognitive-affective evaluation of place attributes (Beerli & Martín, 2004), is conceptually distinct from revisit intention as a conative behavioural disposition even though the latter may draw on the former as an input. The distinction lies in the evaluative-vs-intentional dimension: image summarises how a destination is perceived, while revisit intention represents a forward-looking commitment to act. The borderline HTMT value (0.851) observed in this study most plausibly reflects the simultaneous measurement of both constructs at a single time point rather than true conceptual overlap. Temporal separation in future longitudinal designs, where image is assessed immediately post-visit and revisit intention is measured several months later, would be expected to produce more differentiated HTMT estimates, consistent with the theoretical position that the two constructs occupy distinct positions in the tourist decision process.

The finding also carries implications specific to the Nias Islands context. Cheng and Lu (2013) established that at island destinations, strong image heightens perceptions of novelty and hedonics, which in turn drive revisiting behavioural intention, while Moon and Han (2018) show that perceived risk can attenuate this effect. Because the present study does not include perceived risk as an explicit variable in the structural model, it cannot be determined whether the strength of the DI–RI association in this sample reflects a relationship that persists despite existing risk barriers or one from which risk

has already been resolved through unmeasured mechanisms. This constitutes a meaningful interpretive limitation.

5.2. The Moderating Role of AHIM

The interaction coefficient for AHIM × DI on revisit intention ($\beta = 0.277$, $T = 8.425$, $p < 0.001$; $f^2 = 0.223$) supports H2, indicating that the relationship between destination image and revisit intention strengthens as a destination's Adaptive Halal Information Marketing capability increases. An effect size of $f^2 = 0.223$ falls within the medium-to-large range by PLS-SEM conventions, pointing to a moderating effect with meaningful practical relevance.

A positive interaction coefficient is consistent with the hypothesised direction of moderation, namely a strengthening of the DI–revisit intention relationship when AHIM is high, but without simple slopes analysis or Johnson-Neyman regions of significance, the finer contours of the interaction pattern, for instance whether the relationship weakens when AHIM is low even if destination image is strongly positive, cannot be definitively established. Reporting slope plots in subsequent work would provide a more transparent account of the moderation structure across the full range of AHIM values.

Future research reporting the moderation results for this model should include simple slope plots that illustrate the DI–RI relationship at low (−1 SD), mean, and high (+1 SD) levels of AHIM. Such plots would clarify whether AHIM's moderating effect operates primarily by amplifying an already strong relationship at high AHIM values, or by substantially attenuating the DI–RI association when AHIM is low. Johnson-Neyman regions of significance would further identify the precise values of AHIM at which the DI–RI relationship transitions from non-significant to significant, providing a more transparent account of the boundary conditions for the moderation effect.

The mechanism through which AHIM moderates the image–revisit intention relationship operates along a pathway of informational trust. Hassan and Soliman (2021) demonstrate that destination trust serves as a buffer between reputation and revisit intention under risk conditions, a logic directly analogous to the argument advanced here, whereby high AHIM converts a positive destination image into a more concrete, halal-evidenced form of trust. Abubakar and Ilkan (2016) and Abubakar et al. (2017) show that in contexts involving elevated perceived risk, external trust signals, including positive eWOM and verifiable information, strengthen revisit intention through enhanced destination trust. AHIM in this study can be understood as a destination-level capability for generating comparable signals within the specific domain of halal compliance.

The finding sits in productive tension with prior work that positions halal attributes as antecedents of image or satisfaction (AlAnsi & Han, 2019; Han et al., 2019; Wibawa et al., 2021). Those studies establish that halal-friendly attribute availability shapes affective destination image and fosters loyalty, a relationship this study does not dispute. What they leave unexamined is whether the manner of communicating those attributes, rather than their physical existence, alters the strength of the image–behavioural intention relationship. This study addresses that gap directly: the question is not whether halal considerations matter for loyalty but how the adaptive and consistent communication of halal information conditions the effectiveness of destination image in converting to revisit intention.

The measurement properties of AHIM as a newly proposed construct also invite comment. Its AVE of 0.524 only marginally exceeds the 0.50 convergent validity threshold, and while technically sufficient, this moderate value reflects the comparatively heterogeneous variance captured across eight indicators spanning four dimensions: information quality, responsiveness, adaptivity, and cross-touchpoint consistency. This pattern is theoretically consistent with the multidimensional character of the construct, but it also signals that the operationalisation presented here is exploratory; cross-sample and cross-context psychometric validation remains necessary before AHIM can be adopted with confidence in other settings.

The practical implications of the AHIM moderation finding extend beyond marketing communication to encompass destination information governance and operational logistics. If AHIM functions as a digital information logistics capability, then its effectiveness depends critically on the operational alignment between digital promotion and on-site service delivery. A destination that communicates high halal information quality digitally but fails to maintain consistent halal standards, which should be verified through food certification audits, facility inspections, and supply chain coordination with certified vendors, risks generating expectation-reality discrepancies that undermine both destination trust and revisit intention. Future research should examine whether the AHIM moderation effect varies as a function of the degree of alignment between digital information claims and on-site operational realities. Destination managers are advised to implement information governance mechanisms including standardised halal certification disclosure requirements, digital verification audits, QR-based traceability for certified food vendors, and cross-channel content synchronisation protocols to ensure that the informational trust built through AHIM translates into consistent experiential outcomes.

The R^2 value of 0.689 indicates that DI, AHIM, and their interaction jointly account for a substantial proportion of variance in revisit intention. While the Q^2 value of 0.402 confirms adequate predictive relevance (Shmueli et al., 2019), the comparatively high R^2 generated by three predictors within a single-destination sample raises questions about model parsimony. Replication in destination contexts with differing risk profiles, tourist compositions, and information environments will be necessary to determine whether this level of explanatory power reflects a stable property of the model or is, at least in part, an artefact of the specific sample characteristics.

A further analytical limitation concerns the heterogeneous religious composition of the sample (64% Muslim, 36% non-Muslim). Although the theoretical arguments presented in this study anticipate that AHIM will exert its strongest moderating effect among Muslim tourists, for whom halal compliance is a religious imperative rather than a preference, the current analysis does not formally test whether the moderation strength differs across religious segments. PLS multi-group analysis (PLS-MGA) would enable a direct comparison of the DI–RI path coefficient and the AHIM moderation effect across Muslim and non-Muslim subgroups, and would yield more nuanced theoretical conclusions about the mechanism through which AHIM operates. Such analysis is strongly recommended for future studies employing larger, adequately powered subgroup samples. Additionally, measurement invariance testing using the MICOM (measurement invariance of composites) procedure (Henseler et al., 2016) should be conducted before PLS-MGA to confirm that constructs are measured equivalently across religious and origin-based subgroups.

A related theoretical gap concerns the cultural and institutional context in which AHIM operates. The present study treats the heterogeneous Muslim and non-Muslim sample primarily as a demographic characteristic rather than as a cultural variable with theoretical implications. However, broader institutional and cultural dimensions, including collectivism versus individualism, the centrality of religious identity in daily decision-making, and culturally-specific norms of trust formation, are likely to moderate the degree to which AHIM influences the DI–RI relationship. In collectivist and high religious-centrality contexts, halal information signals may function as stronger trust cues and carry greater weight in loyalty formation compared to more individualistic or secular tourist segments (Battour & Ismail, 2016; Eid & El-Gohary, 2015). Future research should incorporate cultural frameworks, such as Hofstede's cultural dimensions or the Theory of Planned Behaviour in culturally-comparative designs, to examine when and for whom AHIM's moderating effects are strongest, thereby providing a more complete theoretical account of the boundary conditions governing the image–loyalty conversion process.

6. Conclusion

This study offers two complementary empirical contributions. First, within the context of Southeast Asian island destinations that remain comparatively under-represented in the global destination image literature, it confirms that the positive association between destination image and revisit intention is both substantial and meaningful, consistent with the prevailing meta-analytic consensus. Second, by introducing Adaptive Halal Information Marketing (AHIM) as a moderator, it demonstrates that a destination's capability to communicate halal attributes adaptively, transparently, and consistently does not operate merely as an antecedent of image, as it has typically been treated in the halal tourism literature, but as a factor that actively governs how effectively an already-formed positive image converts into revisit intention.

On the theoretical side, the study opens a line of inquiry that has received little sustained attention: how the quality and adaptivity of religiously-oriented informational communication function as a moderating variable in tourist behaviour models, rather than as a straightforward independent predictor or antecedent. On the managerial side, the findings signal that investment in destination image-building needs to be accompanied by the development of halal communication capability that is integrated and consistent across touchpoints, a consideration that is especially pressing for island destinations where digital channels constitute the primary information source available to prospective visitors before arrival.

Several boundaries of the study should be kept in mind when interpreting these findings. The cross-sectional design precludes causal inference. The HTMT value between destination image and revisit intention, which approaches the conservative discriminant validity threshold, calls for caution in claiming full conceptual separation between the two constructs. And AHIM as a construct still requires validation across different contexts and samples. Longitudinal designs that test the model at multiple time points, analytical reporting of simple slopes for the moderation effect, and replication of the AHIM construct at other island destinations, both those with Muslim-majority visitor populations and those with heterogeneous compositions, would provide a more comprehensive basis for assessing the generalisability of these findings.

Additional methodological limitations deserve explicit acknowledgement. First, the absence of measurement invariance testing (MICOM procedure) means that cross-group comparisons between domestic and international, or Muslim and non-Muslim, subgroups cannot be made with full confidence that constructs are measured equivalently across groups. Second, despite the post-hoc CMV checks conducted, specifically Harman’s single-factor test and full collinearity VIF, cross-sectional self-report designs are inherently susceptible to shared measurement context effects that statistical remedies cannot fully eliminate; future research should adopt procedural safeguards such as time-lagged data collection, multi-source measurement, or the combination of survey perceptions with objective measures of information system performance. Third, while moderation is specified and tested as linear in this study, non-linear interaction effects, whereby the strengthening of the DI–RI association by AHIM may plateau at very high levels, are theoretically plausible and should be tested in future work using polynomial regression or quadratic interaction terms. Fourth, the study does not incorporate perceived risk as an explicit construct in the structural model, despite discussing its theoretical relevance; including perceived risk as a mediator or additional moderator in future specifications would provide a more complete account of the mechanisms connecting AHIM to revisit intention. Fifth, the generalisability of findings to island destinations with different halal infrastructure maturity levels, different tourist compositions, or located outside the Indonesian archipelago context cannot be assumed and requires systematic comparative investigation.

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