

## THE INFLUENCE OF INTEGRATED DIGITAL MARKETING TOURISM AND DESTINATION IMAGE ON INTENTION TO ENGAGE IN MUSLIM FRIENDLY TOURISM, MEDIATED BY CITY BRAND TRUST



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### Abstract

The mechanism through which City Brand Trust strengthens tourist engagement in Muslim-friendly destinations remains underexplored, particularly in emerging halal tourism markets. This study offers novelty by integrating Integrated Digital Marketing Tourism (IDMT) and Destination Image within the Muslim-Friendly Tourism framework, examining City Brand Trust as a critical mediating mechanism a previously untested relationship in Indonesian urban tourism contexts. This study investigates the effects of IDMT and Destination Image on Intention to Engage, with City Brand Trust as a mediator, focusing on Bandung City as an emerging Muslim-friendly destination. Using a quantitative approach, survey data from 200 tourists were analyzed via Partial Least Squares Structural Equation Modeling (PLS-SEM). Results indicate that IDMT and Destination Image significantly and positively influence both City Brand Trust and Intention to Engage. Furthermore, City Brand Trust significantly mediates the relationships between these antecedents and engagement intentions. This research contributes to tourism marketing literature by establishing City Brand Trust as a pivotal variable that bridges digital marketing strategies and destination image with behavioral engagement in Muslim-friendly tourism, a novel theoretical extension beyond conventional revisit intention models. This study highlights the strategic role of city brand trust in the digital tourism ecosystem. Practically, it underscores the necessity of aligning digital marketing with destination image enhancement to foster sustainable tourist engagement in Muslim-friendly contexts.

**Keywords:** Digital Marketing, Halal Tourism, City Branding, Tourist Engagement, Destination Marketing

## INTRODUCTION

Tourism destination marketing has evolved rapidly, yet subjective metrics like destination image often fail to capture dynamic digital perceptions, leading to fragmented brand identities and tourist distrust. Kota Bandung, a creative urban tourism hub, exemplifies this challenge. While Bandung offers strong culinary, shopping, and nature attractions (Rizal et al., 2022), and has shown impressive post-pandemic recovery reaching 7.75 million visitors in 2023, an estimated 8.5 to 9.5 million in 2024, and 6.5 million by September 2025 its digital promotions frequently overemphasize modern urban lifestyles. Dominated by Jabodetabek millennials and families utilizing the Purbaleunyi toll and Whoosh fast train, these visitors seek halal culinary experiences and iconic spots like the Al-Jabbar Mosque. However, the overemphasis on modern lifestyles fragments Bandung's authentic identity as a Muslim-friendly destination, potentially reducing city brand trust and revisit intention.

To address this, Bandung and West Java have strategically positioned themselves as premier Muslim Friendly Tourism (MFT) destinations. Aligned with Indonesia's national strategy which prioritizes regions like Lombok, Aceh, and West Sumatra and global trends, MFT focuses on halal attributes, accessible worship facilities, and Sharia-compliant accommodations (Suryawardani et al., 2024). This commitment, which helped Indonesia secure multiple Global Muslim Travel Index (GMTI) awards, earned West Java the title of Best National Muslim-Friendly Tourism Destination. Fulfilling these spiritual and lifestyle needs creates positive experiences that drive Muslim tourist loyalty. However, the sustainability of this sector relies heavily on transparent digital marketing. Bandung currently faces critical issues in integrated digital tourism marketing, where uncensored content saturation and sporadic promotions fragment the city's brand message, causing real-time inaccuracies. Furthermore, an over-reliance on shallow engagement metrics ignores the reliability needed to build initial trust. Consequently, a mismatch emerges between the promoted modern urban image and the authentic Muslim-friendly reality, creating doubts among Muslim tourists regarding halal certainty and worship accessibility.

To overcome this fragmented destination image, Bandung must leverage smart technologies like Artificial Intelligence (AI). AI can curate personalized, transparent, and reliable halal tourism experiences, providing credible trust signals. By integrating authentic physical services with ethical, AI-driven digital communication, Bandung can strengthen its city brand trust, ensure Sharia-compliant service alignment, and ultimately enhance the revisit intention of domestic and international Muslim tourists.

## REVIEW OF LITERATURE

According to Shelby D. Hunt (2010), strategic marketing extends beyond transactional tactics to managing tangible and intangible resources for competitive advantage. In digital tourism, this involves leveraging digital resources to create memorable experiences, where effective management enhances destination image and city brand trust. Building on this, Jerome McCarthy's marketing mix theory emphasizes managing product, price, place, and promotion, which in digital tourism expands to incorporate digital platforms and social media interactions as promotional channels to attract tourists and build relationships (Syafriani et al., 2025). Furthermore, the promotion mix is defined as integrated

communication tools comprising advertising, sales promotion, personal selling, public relations, and direct marketing, which are utilized to inform, persuade, and remind consumers about a product or brand (Kotler & Keller, 2021).

To execute these strategies, digital marketing utilizes platforms like social media, SEO, and online advertising to build city brand awareness and foster closer relationships with audiences, including Muslim tourists (Alnajim & Fakieh, 2023). This is further operationalized through integrated digital marketing, which leverages various digital technologies to provide personalized and accessible information that boosts revisit intention (Kamyabi et al., 2025). Its key dimensions include engaging digital content, strategic social media use, digital interactivity, clear online information availability, and digital advertising. High-quality content reduces decision uncertainty for Muslim tourists, consistent social media communication enhances authenticity, digital interactivity fosters relational closeness and trust, accurate online information serves as a crucial trust signal for halal services, and ethical digital advertising reinforces destination professionalism and transparency.

These digital efforts directly shape the destination image, which is formed by tourists' perceptions of physical and psychological attributes. In this context, Bandung's image as a Muslim-friendly destination encompassing halal facilities, food, and Islamic-compliant activities is communicated broadly through digital marketing to influence return decisions (Sodawan & Hsu, 2022). Concurrently, city brand trust refers to consumers' evaluation of a brand's reliability and integrity, acting as a mediating factor between digital marketing strategies and revisit intention. Within Muslim Friendly Tourism, tourists tend to trust destinations that consistently demonstrate commitment to Islamic values, such as providing halal certifications and relevant reviews (Chaudhuri & Holbrook, 2001). This trust is actively built through customer engagement, which reflects the level of consumer involvement and interaction with destination-provided digital content, ultimately deepening relationships and enhancing revisit intention (Brodie et al., 2013).

The underlying mechanisms of these perceptions are explained by Signaling Theory and the Theory of Planned Behavior (TPB). Originally developed by Spence (1973) to address information asymmetry, Signaling Theory posits that tourists, lacking pre-visit information, rely on credible external signals from destination managers (Connelly et al., 2011). Digital marketing and destination image serve as primary signals demonstrating competitive advantages; their effectiveness hinges on information honesty and consistency, which reduces perceived risk and enhances city brand trust (Cambra-Fierro et al., 2021). Complementing this, TPB explains how attitudes, subjective norms, and perceived behavioral control such as accessing accurate information via digital channels influence revisit intention, effectively predicting tourist engagement in Muslim Friendly Tourism based on digital trust (Febriandika & Millatina, 2023; Sodawan & Hsu, 2022). Ultimately, the intention to engage posits that an individual's intention to revisit a destination or share

experiences is driven by psychological and social factors, including destination image, brand trust, and digital experiences (Ajzen, 1991).

## RESEARCH METHOD

This study employs a quantitative causal research method with descriptive correlational design to examine the effects of Integrated Digital Marketing Tourism (X1) and Destination Image (X2) on City Brand Trust (Z) and Intention to Engage (Y), including the mediating role of City Brand Trust. The research was conducted in Kota Bandung from 2023 to 2025, selected for its strategic position as a primary Muslim-friendly tourism destination in Indonesia with active digital promotion and Sharia-compliant facilities. Data were collected through online questionnaires distributed to Muslim tourists who had visited Bandung and experienced its digital tourism promotions.

Purposive sampling was employed with inclusion criteria: (a) Muslim; (b) aged  $\geq 17$  years; (c) familiar with Bandung tourism information via digital media; and (d) intending to engage in Muslim-friendly tourism activities. Based on PLS-SEM requirements of 5-10 times the number of indicators (Suryawardani et al., 2024; Febriana et al., 2026), with 40 measurement indicators, the minimum sample of 200 respondents was achieved. Data analysis utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS, appropriate for testing complex multivariate relationships without strict normality assumptions (Hair et al., 2021). The analysis proceeded in two stages: First, the measurement model (outer model) evaluated convergent validity (outer loadings  $> 0.70$  and AVE  $> 0.50$ ), discriminant validity (HTMT  $< 0.85$ ), and reliability (Cronbach's Alpha and Composite Reliability  $> 0.70$ ). Second, the structural model (inner model) assessed collinearity (VIF  $< 5.0$ ), predictive power ( $R^2$  and  $f^2$ ), and predictive relevance ( $Q^2$  Predict) (Shmueli et al., 2019). Hypotheses for direct, indirect, and mediating effects were tested via bootstrapping with T-statistic  $> 1.96$  and  $p < 0.05$  significance criteria.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The study involved 200 Muslim tourists visiting Bandung City, selected through purposive sampling. As shown in Table 1, respondents were predominantly female (64.0%), aged 17-25 years (47.0%), and from Jabodetabek (57.0%). Most held bachelor's degrees (39.0%), worked as students (43.0%), and had visited Bandung more than five times (55.0%), indicating experienced tourists capable of providing objective assessments.

**Table 1.**  
**Respondent Characteristics**

| Characteristic | Category    | Number | Percentage |
|----------------|-------------|--------|------------|
| Gender         | Male        | 72     | 36,0%      |
|                | Female      | 128    | 64,0%      |
| Age            | 17–25 Years | 94     | 47,0%      |

|                 |                               |     |       |
|-----------------|-------------------------------|-----|-------|
|                 | 26–40 Years                   | 82  | 41,0% |
|                 | >40 Years                     | 24  | 12,0% |
| Residence       | Jabodetabek                   | 114 | 57,0% |
|                 | Bandung Raya                  | 62  | 31,0% |
|                 | Other                         | 24  | 12,0% |
| Education       | High School/Vocational School | 48  | 24,0% |
|                 | Diploma                       | 28  | 14,0% |
|                 | Bachelor's Degree             | 78  | 39,0% |
|                 | Graduate Degree               | 46  | 23,0% |
| Occupation      | Student                       | 86  | 43,0% |
|                 | Employee                      | 70  | 35,0% |
|                 | Entrepreneur                  | 24  | 12,0% |
|                 | Other                         | 20  | 10,0% |
| Visit Frequency | 1–2 Times                     | 34  | 17,0% |
|                 | 3–5 Times                     | 56  | 28,0% |
|                 | >5 Times                      | 110 | 55,0% |

*Source: Processed primary data (2026)*

Based on Table 1, the majority were female (128 respondents, 64.0%), while males comprised 72 respondents (36.0%), indicating greater female participation in Muslim-friendly tourism research in Bandung City. Regarding age, respondents were dominated by the 17-25 age group (47.0%), followed by 26-40 years (41.0%). This indicates that most respondents belong to generations actively using digital media, thus having high intensity in obtaining tourism information through internet and social media. Based on domicile, the majority came from Jabodetabek (57.0%), while Bandung Raya comprised 31.0%.

This finding shows that Bandung City remains a primary tourism destination for visitors from surrounding metropolitan areas. Regarding education level, most respondents held bachelor's degrees (39.0%), while occupation was dominated by students (43.0%). This profile indicates respondents have adequate education levels to provide objective assessments of research variables. Regarding visit frequency, 55.0% of respondents had visited Bandung City more than five times, indicating that most respondents were experienced tourists capable of providing assessments based on actual experience with Muslim-friendly tourism destinations in Bandung City.

### Measurement Model Assessment

The outer model evaluation confirmed convergent validity, discriminant validity, and reliability (Table 2). All indicators demonstrated outer loading values above 0.70 (range: 0.807-0.890), AVE values exceeded 0.50 (range: 0.713-0.750), and reliability metrics (Cronbach's Alpha and Composite Reliability) ranged from 0.955-0.968, well above the 0.70 threshold.

**Table 2.**  
**Outer Model Measurement Results**

| Variable | Indicators   | Outer Loading | AVE   | Cronbach's Alpha | Composite Reliability |
|----------|--------------|---------------|-------|------------------|-----------------------|
| IDMT     | IDMT1-IDMT10 | 0.821-0.883   | 0.728 | 0.958            | 0.964                 |
| DI       | DI1-DI10     | 0.810-0.890   | 0.713 | 0.955            | 0.961                 |
| CBT      | CBT1-CBT10   | 0.807-0.885   | 0.725 | 0.958            | 0.963                 |
| ITE      | ITE1-ITE10   | 0.848-0.882   | 0.750 | 0.963            | 0.968                 |

*Source: SmartPLS Analysis Results (2026)*

*Note: All indicators have an outer loading > 0.70, an AVE > 0.50, and a reliability > 0.70*

Discriminant validity was confirmed through HTMT analysis ([Table 3](#)), with all values below 0.85 (range: 0.526-0.682), indicating constructs are empirically distinct.

**Table 3.**  
**Results of the Discriminant Validity Test (HTMT)**

| Variable | CBT   | DI    | IDMT  | ITE |
|----------|-------|-------|-------|-----|
| CBT      | -     |       |       |     |
| DI       | 0.530 | -     |       |     |
| IDMT     | 0.618 | 0.526 | -     |     |
| ITE      | 0.682 | 0.600 | 0.568 | -   |

*Source: SmartPLS Analysis Results (2026)*

*Note: All HTMT values are < 0.90, indicating good discriminant validity*

### Structural Model Assessment

The structural model demonstrated moderate to strong predictive capability (Table 4). City Brand Trust was explained by IDMT and DI by 41.2% ( $R^2 = 0.412$ ), while Intention to Engage was explained by all predictors by 52.5% ( $R^2 = 0.525$ ). Effect size analysis revealed medium effects for IDMT  $\rightarrow$  CBT ( $f^2 = 0.259$ ) and CBT  $\rightarrow$  ITE ( $f^2 = 0.216$ ), with small effects for other relationships. Predictive relevance was confirmed with  $Q^2$  values > 0

for all indicators, and VIF values ranged from 2.713-4.534, indicating no multicollinearity issues.

**Table 4.**  
**Inner Model Evaluation Results**

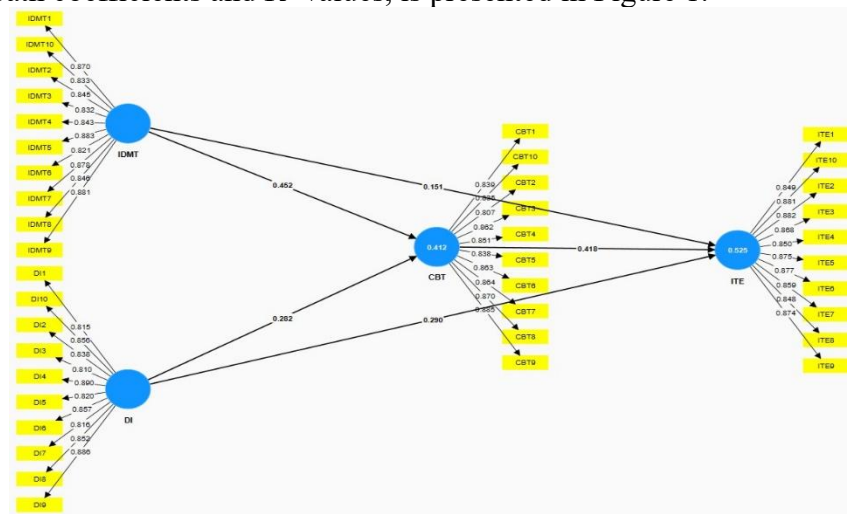
| Variable Endogen | R <sup>2</sup> | Adjusted R <sup>2</sup> | Q <sup>2</sup> Predict |
|------------------|----------------|-------------------------|------------------------|
| CBT              | 0.412          | 0.407                   | -                      |
| ITE              | 0.525          | 0.519                   | 0.296-0.366*           |

| Relationship | f <sup>2</sup> | Category |
|--------------|----------------|----------|
| IDMT → CBT   | 0.259          | Medium   |
| IDMT → ITE   | 0.029          | Small    |
| DI → CBT     | 0.101          | Small    |
| DI → ITE     | 0.120          | Small    |
| CBT → ITE    | 0.216          | Medium   |

Source: SmartPLS Analysis Results (2026)

\*Q<sup>2</sup> range for the ITE indicator

The complete structural model illustrating the relationships among latent variables, along with path coefficients and R<sup>2</sup> values, is presented in Figure 1.



**Figure 1.**  
**PLS-SEM Structural Model Showing Path Coefficients, Outer Loadings, and R<sup>2</sup> Values**

Source: SmartPLS Output, 2026

## Hypothesis Testing

Bootstrapping results (Table 5) confirmed all seven hypotheses were supported. Integrated Digital Marketing Tourism had the strongest direct effect on City Brand Trust ( $\beta = 0.452$ ,  $p < 0.001$ ), followed by Destination Image ( $\beta = 0.282$ ,  $p < 0.001$ ). City Brand Trust significantly influenced Intention to Engage ( $\beta = 0.418$ ,  $p < 0.001$ ), while direct effects of IDMT ( $\beta = 0.151$ ,  $p = 0.022$ ) and DI ( $\beta = 0.290$ ,  $p < 0.001$ ) on engagement intention were also significant. Mediation analysis revealed City Brand Trust significantly mediated both IDMT  $\rightarrow$  ITE (indirect effect = 0.189,  $p < 0.001$ ) and DI  $\rightarrow$  ITE (indirect effect = 0.118,  $p < 0.001$ ) relationships. Since direct effects remained significant, CBT functioned as a partial mediator in both cases.

**Table 5.**  
**Direct Effects**

| Hypothesis | Relationship           | Original Sample | T-Statistic | P-Value | 95% CI         | Decision |
|------------|------------------------|-----------------|-------------|---------|----------------|----------|
| H1         | IDMT $\rightarrow$ CBT | 0.452           | 7.084       | 0.000   | [0.325; 0.572] | Accepted |
| H2         | DI $\rightarrow$ CBT   | 0.282           | 4.563       | 0.000   | [0.161; 0.402] | Accepted |
| H3         | CBT $\rightarrow$ ITE  | 0.418           | 6.587       | 0.000   | [0.287; 0.538] | Accepted |
| H4         | IDMT $\rightarrow$ ITE | 0.151           | 2.283       | 0.022   | [0.023; 0.284] | Accepted |
| H5         | DI $\rightarrow$ ITE   | 0.290           | 4.992       | 0.000   | [0.174; 0.403] | Accepted |

*Source: SmartPLS Analysis Results (2026)*

**Table 5.**  
**Indirect Effects (Mediation)**

| Hypothesis | Relationship                             | Original Sample | T-Statistic | P-Value | 95% CI         | Decision |
|------------|------------------------------------------|-----------------|-------------|---------|----------------|----------|
| H6         | IDMT $\rightarrow$ CBT $\rightarrow$ ITE | 0.189           | 5.187       | 0.000   | [0.119; 0.261] | Accepted |
| H7         | DI $\rightarrow$ CBT $\rightarrow$ ITE   | 0.118           | 3.636       | 0.000   | [0.060; 0.186] | Accepted |

*Source: SmartPLS Analysis Results (2026)*

*Note: Significance criteria: T-statistic > 1.96, P-value < 0.05*

## The Influence of Integrated Digital Marketing Tourism on City Brand Trust

The first hypothesis testing confirmed that Integrated Digital Marketing Tourism (IDMT) positively and significantly influences City Brand Trust (CBT). This finding indicates that effective integrated digital marketing strategies enhance tourist trust toward

Bandung City as a Muslim-friendly destination. Integrated digital marketing through social media, official websites, digital content, promotional videos, and collaborations with various digital platforms improves information quality received by tourists. Accessible, accurate, and consistent information reduces tourist uncertainty before traveling, thereby increasing destination trust. This finding aligns with Integrated Marketing Communication (IMC) theory, which states that consistent marketing message delivery across various media forms positive perceptions and enhances consumer brand trust. In this research context, Bandung City as a tourism destination is viewed as a city brand requiring integrated marketing communication to gain tourist trust. These results support previous studies indicating that digital marketing quality positively influences consumer trust formation and tourism destination trust. Such trust becomes crucial capital for building long-term relationships between destinations and tourists. Therefore, destination managers must continuously improve digital communication quality by providing up-to-date, interactive, and easily understandable information to sustain increasing trust toward Bandung City as a Muslim-friendly tourism destination.

#### **The Influence of Destination Image on City Brand Trust**

The second hypothesis testing showed that Destination Image positively and significantly influences City Brand Trust. This means that more positive destination images lead to higher tourist trust levels toward the destination. Destination Image represents the overall picture of a destination formed from tourist experiences, information, and perceptions. In this study, Bandung City's positive image is reflected through tourist attractions, Muslim-friendly facilities, environmental comfort, community hospitality, and accessibility to various tourist destinations (Suryawardani et al., 2024). According to destination image theory, positive perceptions influence tourist beliefs regarding the destination's ability to meet their expectations. When experiences match information received before visiting, tourist trust levels increase. This finding demonstrates that destination image building functions not only as a promotional tool but also as an important factor in building emotional relationships between tourists and destinations. Therefore, local governments and tourism industry stakeholders must maintain destination quality to sustainably preserve the positive image that has been formed.

#### **The Influence of City Brand Trust on Intention to Engage**

The results showed that City Brand Trust positively and significantly influences Intention to Engage in Muslim Friendly Tourism. This indicates that tourists with high trust levels toward Bandung City tend to have stronger intentions to revisit, recommend to others, and participate in various destination promotional activities. Trust is a primary factor in building long-term relationships between consumers and brands. In tourism contexts, city brand trust drives tourist loyalty and destination engagement formation. Tourists who trust service quality, safety, comfort, and Muslim-friendly tourism facilities will be more confident in conducting revisit intentions and spreading positive experiences through social media. These activities indirectly strengthen destination promotion through electronic word-of-mouth communication. These results demonstrate that trust building is an effective strategy for increasing tourist engagement with tourism destinations.

#### **The Influence of Integrated Digital Marketing Tourism on Intention to Engage**

Hypothesis testing showed that Integrated Digital Marketing Tourism positively and significantly influences Intention to Engage. This indicates that effective digital marketing

strategies enhance tourist interest in interacting with destinations. Integrated digital marketing enables tourists to obtain information quickly and easily through various digital platforms. Attractive information and quality visual content increase tourist curiosity, encouraging them to seek further information, conduct visits, or share experiences with other tourists. This finding demonstrates that digital media no longer functions solely as promotional media but also becomes a means of building sustainable relationships with tourists. Therefore, destination managers must continuously develop innovative digital marketing strategies to maintain long-term tourist engagement.

#### **The Influence of Destination Image on Intention to Engage**

The results showed that Destination Image positively and significantly influences Intention to Engage. This means tourists with positive perceptions toward Bandung City tend to show greater intentions to revisit or recommend the destination to others. Positive destination images create pleasant emotional experiences for tourists. Such experiences increase satisfaction and form psychological relationships between tourists and destinations, thereby encouraging higher engagement. This finding indicates that improving destination quality, environmental cleanliness, safety, and Muslim-friendly tourism facility provision are important factors in maintaining Bandung City's positive image among tourists.

#### **The Mediating Role of City Brand Trust on the Influence of Integrated Digital Marketing Tourism toward Intention to Engage**

Mediation testing results showed that City Brand Trust mediates the relationship between Integrated Digital Marketing Tourism and Intention to Engage. This indicates that digital marketing strategies influence tourist engagement not only directly but also through increased trust levels toward Bandung City as a Muslim-friendly tourism destination. Consistently and credibly delivered digital information enhances tourist destination beliefs. Such trust subsequently encourages tourists to interact more actively with destinations through revisit intentions, positive reviews, and information dissemination via social media (Febriana et al., 2026). This finding demonstrates that trust serves as an important mechanism connecting digital marketing strategy effectiveness with tourist behavior.

#### **The Mediating Role of City Brand Trust on the Influence of Destination Image toward Intention to Engage**

The results showed that City Brand Trust also mediates the relationship between Destination Image and Intention to Engage. This indicates that positive destination images increase tourist trust first, which then drives intentions to engage more deeply with the destination. Tourists who perceive Bandung City as comfortable, safe, attractive, and suitable for halal tourism needs will have higher trust levels. This trust ultimately encourages tourists to revisit, provide recommendations to others, and participate in destination promotion through various digital media.

Overall, these findings demonstrate that City Brand Trust plays a strategic mediating role in building tourist engagement. Therefore, beyond improving digital marketing quality and destination image, tourism managers must maintain service quality consistency, information transparency, and positive tourist experiences to preserve tourist trust. The research confirms that integrated digital marketing and positive destination images function both directly and indirectly (through trust) in shaping tourist engagement intentions. This underscores the importance of holistic destination management approaches that simultaneously address digital communication strategies, destination quality enhancement,

and trust-building mechanisms. For Muslim-friendly tourism development specifically, these findings highlight the necessity of ensuring halal facility availability, prayer room accessibility, halal food options, and Sharia-compliant services as fundamental components of destination image and trust formation.

## CONCLUSION

Based on the PLS-SEM analysis, this study concludes that Integrated Digital Marketing Tourism and Destination Image significantly and positively influence City Brand Trust, which subsequently enhances tourists' Intention to Engage in Muslim Friendly Tourism. Additionally, both Integrated Digital Marketing Tourism and Destination Image exert direct positive effects on this engagement intention. Crucially, City Brand Trust effectively mediates the relationships of both Integrated Digital Marketing Tourism and Destination Image on Intention to Engage, demonstrating that digital marketing strategies and positive destination perceptions drive tourist engagement such as revisit and recommendation intentions by first establishing trust in Bandung as a Muslim-friendly destination. Ultimately, these interconnected factors underscore that prioritizing integrated digital marketing, elevating destination image quality, and strengthening city brand trust are essential for advancing Muslim-friendly tourism in the city.

Based on these findings and study limitations, several practical and theoretical recommendations are proposed. Practically, the local government and destination managers must optimize Integrated Digital Marketing Tourism by providing comprehensive, accurate information across digital platforms, while strengthening the Destination Image through improved cleanliness, safety, and Sharia-compliant facilities. Building City Brand Trust requires transparent communication and consistent service delivery, complemented by interactive digital engagement via social media campaigns, influencer collaborations, and electronic word-of-mouth management. For future research, scholars are advised to incorporate additional variables such as Tourist Satisfaction, Destination Loyalty, e-WOM, Perceived Value, Tourist Experience, and Service Quality to develop a more comprehensive model. Future studies should also expand the geographical scope to compare multiple Muslim-friendly destinations in Indonesia for higher generalizability, utilize larger sample sizes with probability sampling for better representation, and employ mixed-methods approaches for deeper insights. Finally, subsequent research should explore the impact of emerging technologies, including Artificial Intelligence (AI), digital content personalization, and algorithm-based social media, on enhancing digital marketing effectiveness and tourist engagement.

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