



The Influence of Youtuber Vlogs on Consumer Loyalty Mediated by Brand Love at Laut Tawar Lake, Central Aceh

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Abstract. The decline in visitor interest in tourist sites is certainly caused by many factors, including issues with facilities, security, and the object itself. Therefore, this study will examine the influence of YouTuber vlogs on YouTube vlogs mediated by Brand Love and intervened by tourist loyalty at Laut Tawar Lake, Central Aceh. This type of research is included in the associative research category and an in-depth literature approach. The population in this study were tourists who came to Laut Tawar Lake in 2023, with a total of 15,887 visitors according to the Central Aceh Regency Tourism Office. The sample size was calculated using the Slovin formula, so that in this study the number of visitors was 470 visitors who became the sample in this study. Research data was also taken from primary and secondary data. The results of the study indicate that YouTuber vlogs have a positive influence on halal tourism, Brand Love, and consumer loyalty at Laut Tawar Lake, Central Aceh. Furthermore, halal tourism and brand love have a positive influence on tourist loyalty at Laut Tawar Lake, Central Aceh. Halal tourism strengthens the influence of YouTuber vlogs on tourist loyalty at Laut Tawar Lake, Central Aceh. Finally, Brand Love Mediates the Influence of YouTuber Vlogs on Tourist Loyalty.

Keywords: YouTuber Vlogs, Brand Love, Lake Laut Tawar Tourist Loyalty.

1 Introduction

With intense competition to attract foreign tourists, especially from ASEAN countries, Indonesia needs to develop new tourism destinations. Lake Laut Tawar in Central Aceh is one of Indonesia's must-visit destinations. Despite its significant tourism potential, the region still faces challenges in attracting tourists. Several factors, such as inadequate promotion and inadequate supporting facilities, continue to hamper visitor growth. Studies suggest that travel YouTubers should focus more on Lake Laut Tawar. Although their videos and content can increase the destination's visibility, the number of travel vloggers is limited.

Not all videographers can accurately and captivatingly depict the beauty and uniqueness of Lake Laut Tawar. Furthermore, unprofessional content or content that doesn't fully convey the experience can affect visitors' perceptions of the destination's quality.

Influencers are crucial in promoting tourist destinations because they increase tourist loyalty. YouTube vloggers use digital marketing strategies to reach a wide audience and build strong credibility. This, in turn, can attract more visitors and strengthen tourists' relationships with the destination. Previous studies have shown that the quality of content and the credibility of vloggers significantly influence tourist loyalty [1–3]. This credibility encompasses the trustworthiness and expertise of vloggers, which enhances tourists' confidence in the information provided through their videos. High-quality and informative content attracts tourist interest and loyalty.

Lake Laut Tawar boasts extraordinary natural beauty, but the destination has not successfully promoted its local culture or unique history. Local businesses, such as restaurant, hotel, and tour operator managers, may not understand halal tourism standards or the values essential for serving Muslim tourists due to a lack of education and awareness. The Lake Laut Tawar area is not yet widely recognized as a halal tourism destination nationally and internationally. Muslim tourists seeking Sharia-compliant destinations are less interested if there is no promotion that demonstrates the potential of halal travel. It is difficult for the region to attract tourists seeking halal experiences without a clear marketing plan. To address this issue, local governments, businesses, and local communities must work together to support the growth of inclusive, environmentally friendly, and culture-based halal tourism. Halal tourism is crucial for increasing visitor loyalty because it meets the needs of Muslim travelers, a key concern for the tourism industry worldwide [4, 5].

Halal tourism focuses on providing facilities and services that comply with Sharia principles, such as halal food, easily accessible places of worship, and Muslim-friendly accommodation. By meeting these needs, tourist destinations can provide a comfortable and religiously compliant experience, which is highly valued by Muslim travelers.

Destination managers at Lake Laut Tawar must consider several key elements that can enhance the destination's attractiveness and uniqueness to attract more visitors. To become a halal tourism destination, Lake Laut Tawar must have facilities that meet the needs of Muslim tourists, such as places of worship, halal restaurants, and easy accessibility for worship. Destination managers must build an emotional connection with visitors by reinforcing the destination's identity and values to increase visitor loyalty. By using this strategy, Lake Laut Tawar managers can create memorable experiences for visitors and encourage them to return. Based on this analysis, the study will test the influence of YouTuber vlogs on YouTuber vlogs mediated by Brand Love and intervened by tourist loyalty at Lake Laut Tawar, Central Aceh.

2 Literature Review

2.1 Tourist Loyalty (Y)

Tourist satisfaction is the goal of tourism, and tourist satisfaction is crucial because it helps tourism organizers earn more money. A company's success in providing services to its customers is determined by tourist loyalty. The feeling of pleasure or disappointment that arises from comparing their impressions of the actual performance of a tourism product with their expected performance is known as loyalty or dissatisfaction. Consumer satisfaction with a product or service purchased and used will encourage consumers to use it again, which results in consumer loyalty. Lesmana et al. [6] define loyalty as the degree to which a product or service is perceived to meet customer expectations. [7] define tourist loyalty as the feeling of pleasure or disappointment that arises when someone compares their perceived product performance with their expected performance. Tourists are dissatisfied if performance is below expectations; if it meets expectations, they are satisfied; and if performance exceeds expectations, they are highly satisfied or delighted. Customer satisfaction is defined as the level of satisfaction after a purchase, when the chosen option at least matches or exceeds customer expectations. However, loyalty is the level of satisfaction a person feels after comparing a product's performance or perceived outcome with their expectations.

In general, visitor loyalty can be defined as a person's devotion to a product, which can be a specific good or service. Loyalty is a behavioral response that results in a long-lasting commitment. Another opinion suggests that customer satisfaction, barriers to switching, and complaints determine customer loyalty. Satisfied customers are more likely to make repeat purchases in the future and share their feelings with others. Loyalty is defined as a visitor's willingness to frequently visit a particular location over a long period of time and willingly recommend the location to others; this loyalty will attract many new visitors. This means that loyal visitors are not only highly beneficial to a tourist attraction, but they can also function as marketers by recommending the attraction's products to those closest to them and those seeking information.

2.2 Halal Tourism (Z1)

The concept of halal tourism refers to the incorporation of Islamic principles into every aspect of tourism activities. Tourism activities are based on Islamic sharia principles, the belief system and faith of Muslims. Halal tourism considers the core principles of Muslims when providing everything from accommodation and restaurants to tourist activities, often adhering to Islamic standards. Halal tourism has become a trend in the development of Indonesia's Islamic economy. This is evident in the emergence of halal products (food and beverages), halal cosmetics, halal fashion, and lifestyle. Besides being a trend in Indonesia, the halal concept has also entered other economic sectors, such as Japan, Australia, Thailand, and New Zealand. The halal tourism concept can also contribute to

the growth of halal tourism in Indonesia, as mentioned below [8]. Using technology and big data to disseminate information that is beneficial, trustworthy, and valuable to Muslim tourists. Tourism practitioners have anticipated the rapid growth of the Muslim world market compared to other markets globally by developing tourism that follows this market, namely halal tourism. According to Islamic law, halal is anything that is permitted for consumption and permitted by the Supreme Lawgiver, Allah SWT. Therefore, the term "halal" means "permissible." One of the five acts that determine human morality in Islam is halal. Therefore, from an Islamic perspective, halal tourism consists of all types of travel permitted by Islamic law [9].

Halal tourism, also known as halal tourism, is a type of tourism that meets the needs of Muslim travelers by providing goods and other services. Meanwhile, the Organization of the Islamic Conference (OIC) defines halal tourism as Islamic tourism. The OIC uses this term because both tourism and Islam share a common thread: Allah SWT encourages humans to explore the Earth and benefit from all that He created, which is a blessing for all mankind. Halal Tourism, Sharia Tourism, and Muslim-Friendly Tourism are some terms used alongside Islamic tourism [10]. Halal tourism can be defined as a tourist destination that meets Islamic sharia requirements for use in the tourism sector. According to this definition, halal tourism refers to Islamic law when selecting tourism products such as hotels, food, attractions, and travel. This type of tourism is not always aimed at religious travel; it is not limited to Muslim countries or regions but also occurs in countries or regions with a non-Muslim majority [11].

Sharia tourism, also known as halal tourism, is a type of tourism that prioritizes Islamic principles in all its activities. Tourism businesses still frequently use the term "halal tourism." Halal tourism is often associated with religious tourism, such as pilgrimages to places of worship or other places of worship. However, halal tourism focuses not only on the tourist destination but also on the behavior demonstrated during the trip and other supporting facilities [12].

Initially, halal tourism, or halal tourism, was an activity undertaken by tourists to cultivate their religious sense or values by visiting places of worship, cemeteries, or historical sites of religious significance related to their religion. Religious tourism then evolved because its segment was not limited to a particular religion. Values such as local wisdom and education, which are more general and beneficial to the community, were also maintained. Halal tourism itself encompasses cultural, natural, and man-made tourism combined with Islamic principles and values. However, the public perception of halal tourism is that it involves visits to mosques and cemeteries [13].

Halal tourism is an activity supported by various facilities and services implemented in accordance with Sharia law by entrepreneurs, the government, and local governments. Due to the universal nature of its goods and services, halal tourism attracts many people. Products, services, and tourism destinations associated with halal tourism can be considered identical to tourism products, services, and destinations that generally do not conflict with Sharia principles and ethics. Therefore, halal tourism is not just a religious destination. Halal

tourism is a subset of the tourism sector aimed at Muslim travelers. In halal tourism, Islamic regulations are applied to serve tourists.

Halal tourism, particularly halal tourism, is currently a major attraction for both local and international tourists. This presents an opportunity to boost the local economy. Every year, tourist visits, especially those of Muslims, increase, demonstrating that the tourism sector plays a significant role in economic growth. Halal tourism has become increasingly popular due to increasing interest in visiting countries with halal tourism attractions. According to data collected in 2018 by the Mastercard Crescent Rating Global Muslim Travel Index (GMTI), the United Arab Emirates and Indonesia tied for second place in terms of top halal destinations, each with a score of 72. Malaysia remains at the top with a score of 81, with a total of 130 destinations. Indonesia currently has ten priority destinations for halal tourism development. These destinations include Lombok (West Nusa Tenggara), Aceh, West Sumatra, Riau and the Riau Islands, Jakarta, West Java, Central Java, the Special Region of Yogyakarta, East Java, and South Sulawesi [14].

Interest in halal tourism is growing along with the increasing number of Muslim tourists every year. Muslim tourists are expected to increase by 30% by 2020, spending up to \$200 billion. Many countries with Muslim and non-Muslim majorities are starting to provide tourism goods, facilities, and infrastructure for Muslim tourists to capitalize on the vast potential of halal tourism. However, many business actors and parties involved in the tourism sector still struggle to understand the products, facilities, and infrastructure of halal tourism [?]. Indonesian halal tourism is now a global tourist destination.

Indonesian halal tourism has enormous potential for growth. Indonesia is increasing the presence of sharia-compliant hotels in an effort to boost halal tourism. Guidelines for the management of sharia-compliant hotels have been established by the Indonesian Ministry of Creative Economy. Sharia refers to the basis of Islamic law as stipulated by a fatwa or approved by the Indonesian Ulema Council (MUI). Tourism is a highly promising industry not only in Indonesia but also worldwide. The rise in investment and tourism destinations has driven the tourism sector into a significant component of foreign exchange earnings, employment, business development, and infrastructure.

Halal tourism is typically defined as tourism goods and services that meet all the needs of Muslim travelers, including food and religious activities. Bon and Hussain describe halal tourism as a Muslim travel itinerary designed as an alternative. The concept of halal itself is used generally to refer to permissible acts; however, it applies not only to food but also to every aspect of the product offered. Therefore, to implement the concept of halal tourism, several criteria must be considered [15].

2.3 Brand Love (Z2)

Love is the foundation of brand love because the word "love" has many meanings, and each person perceives it differently [16]. Love is defined as a combination of human emotions, thoughts, and behaviors, closely related to romantic

traits [17]. Emotions indicate liking and cognition based on deep recognition, and human behavior shows reactions in the form of actions. Love for brands has been found [18]. Brand love is a joyful emotional bond accompanied by a pleasurable dining experience. The phenomenon of brand love may be more common among more hedonistic consumers [18]. Consumers who experience feelings of love develop emotional bonds and relationships with brands [19]. The relationship between customers and brands is stronger than satisfaction [20]. Consumer behavior demonstrating their ability and desire to think, feel, and act in accordance with their chosen brand is known as brand love. Customer love for a brand can influence market share [21]. This love makes a brand difficult to replace [22]. Previous research has shown that brand love influences various marketing factors, including consumer behavior and its relationship to key concepts such as loyalty and higher prices [17]. The brand love experienced by customers impacts customer commitment to the brand and encourages them to be more loyal to the chosen brand and experience the brand as liked or loved [20].

A more interpersonal love can be built through brand relationships, an affective foundation. Consumers develop passion, obsession, and dependence on a brand, and when it is not used, these feelings diminish. Positive experiences with a brand lead to greater customer affection [23]. Brand experience is crucial because, in addition to caring about how a brand performs its function, consumers enjoy the moment or experience of interacting with the brand, which stimulates emotions and feelings of affection. Furthermore, customers with emotional attachments are more loyal, speak more highly of the brand through word of mouth, and are willing to pay a higher price for the brand. The results indicate that increased brand affection will increase consumer loyalty and also enhance self-concept [24].

Because the concept of brand affection involves a strong connection between visitors and a tourist destination, it is crucial in the tourism sector. Brand affection is a strong feeling of affection, attachment, and emotional attraction to a particular brand, in this case a tourist destination, that encourages visitors to return and recommend others to visit. Positive and memorable experiences, the beauty and uniqueness of the destination, emotional connections and personal memories, quality of services and amenities, authenticity and cultural values are some of the factors that shape a destination's brand love [25].

A traveler's brand love for a destination is an emotional bond formed by valuable experiences and personal memories created during the trip. This love is shaped by factors such as the destination's beauty, positive experiences, quality of service, and cultural values. Brand love increases loyalty and repeat visits, and encourages travelers to recommend new destinations and participate in environmental conservation. Therefore, understanding and enhancing brand love can be a useful strategy for developing sustainable tourism and instilling a strong image of the destination in travelers' minds.

2.4 Vlog Youtuber (X1)

One of the most popular social media platforms offering video is YouTube. According to statistics on its website, YouTube has over one billion users. More than 65,000 videos were uploaded to YouTube daily in 2017. This is because you can earn money by creating a YouTube account or channel with a large number of viewers [26]. YouTube is a website that allows you to share and download videos. YouTube offers a wide variety of videos, including music, movies, news, information, sports, lifestyle, video games, and video blogs [27].

Users can upload, watch, and share videos on YouTube. Chad Hurley, Steve Chen, and Jawed Karim, three former PayPal employees, founded the video-sharing website YouTube in February 2005. YouTube officially operates as a subsidiary of Google after being acquired by Google in November 2006. YouTube's slogan, "Broadcast Yourself," aims to create an image as a multimedia site featuring videos across a variety of themes and categories. In other words, YouTube's goal is to make users feel like they're watching television. The YouTube site allows users to watch local and international content [28].

According to Ladhari et al. [29], there are two categories of YouTube visitors: registered members and unregistered members. Unregistered visitors cannot enjoy the service. According to DN & Okta [30], YouTube's strengths as a medium include subscriptions, streaming, buffering, VLOGs (Video Blogs), and YouTubers. YouTube's strengths as a medium are promotional due to its potential, practicality, informational nature, and interactivity.

Based on the explanation above, researchers believe that YouTube is highly suitable for promoting tourist destinations because the site is free to access and provides a wealth of information. One type of content available on YouTube is the "vlog," a term used by YouTube viewers to describe a combination of blogs and videos. Creators of these video blogs or vlogs are usually called "vloggers." A vlogger is typically a blog that uploads video content or media to the social media platform YouTube. To create a video blog (Vlog), various devices are commonly used, such as digital cameras, camera phones, microphones, and other tools. Vlogs are another type of internet television. Video blogs can be created as a single recording or a recording cut into several parts. Using specific software, someone can edit the video, add audio, or combine multiple recordings into one image to create a cohesive blog recording.

Vlogs are typically used to convey interesting, funny, silly, unique, educational, and other content. Vlogs typically involve speaking in front of the camera, giving tips, sharing ideas, using montages, or even creating film-like clips. Nowadays, vloggers typically create video blogs regularly; they may produce videos daily, weekly, or even monthly. Although YouTube provides specific content for these vlogs, video diaries or vlogs are commonly uploaded to YouTube. Because this category feels more intimate, many people have incorporated their videos into it. However, to create video blog content on YouTube, users must have a YouTube account. Many people in Indonesia enjoy video blogging. This can be seen in the increasing number of Indonesian vloggers who have become famous, both online and in the real world, through their video blogs.

These different blog presentation styles certainly impact how vloggers present themselves to their viewers; blogs allow vloggers to present themselves more easily. Because blogs consist of written text, bloggers' self-presentation is limited to words. Many people believe that videos seem to "talk" more than words. This is undoubtedly due to the audiovisual nature of video itself. The motivation that drives vloggers to create their video blogs is what differentiates each vlogger's self-presentation in their video blogs.

YouTube vlogging is based on the activity of disseminating information in the form of images, videos, and writing, considered content, which is then disseminated through digital media platforms such as YouTube, Instagram, and others. Over time, vlogging requires specialized skills. Furthermore, users are using YouTube as a tool for business and work. Vlogger personal branding is crucial because it possesses unique features that attract YouTube users to watch shows or content created by content creators. Vloggers must align their identity and branding to achieve agreed-upon content goals, for example, to encourage, teach, inform, or entertain. The content is then tailored to the chosen platform, followed by an evaluation of the content displayed.

Peter Montoya's theory of the eight laws of personal branding is used to evaluate YouTube content [31]. This theory is used to determine the suitability of the selected content, indicating the quality of the content created and the vlogger's ability to attract a large number of fans to watch their channel and maintain its presence there. This theory can be used as a measuring tool in analyzing the use of Vlogs presented by a Vlogger on his YouTube channel.

3 Research Method

This type of research falls into the associative category and uses an in-depth literature approach. This research will build a theory to explain, predict, and control phenomena. The results can be used to develop broader theories and aid better decision-making in the field. According to the Central Aceh Regency Tourism Office, 15,887 visitors will visit Lake Laut Tawar in 2023, according to this study. The Slovin formula was used to calculate the sample size in the study. Consequently, the sample size in this study was 470 participants.

Primary and secondary data were also used for this study. The measurement scale used in this study was a Likert scale with a gradient from lowest to highest. The documentation method utilized literature and theoretical journals relevant to the research. This study used PLS SEM (partial least squares structural equation model) to analyze the data. The purpose of this statistical analysis was to conduct path analysis with latent variables.

4 Results Discussion

4.1 The Influence of YouTuber Vlogs on Halal Tourism

YouTube, as a social media platform, has become a primary source of information for tourists seeking destination references. In the context of Halal Tourism,

which focuses on providing travel experiences that align with the values and needs of Muslim travelers, YouTubers' vlog content plays a crucial role in shaping tourists' perceptions and preferences for these destinations [32]. YouTubers' vlogs can introduce Halal Tourism destinations to a wider audience, including Muslim travelers seeking travel experiences aligned with Islamic values. Through engaging video content, YouTubers can showcase various aspects of destinations, such as the availability of prayer facilities, halal restaurants, and environments that support religious values. This comprehensive and visual information makes Muslim travelers more aware of the existence and comfort offered by halal destinations, which in turn increases their interest in visiting those destinations.

YouTubers' vlogs are often more convincing because they typically present tourists' personal experiences honestly and transparently. Through firsthand reviews and authentic experiences shared in vlogs, Muslim tourists can assess the extent to which a destination or service meets their halal needs [33]. This type of content fosters a higher sense of trust than commercial promotions. When tourists feel confident in the information presented by trusted YouTubers, they tend to feel more comfortable and motivated to choose that halal destination.

YouTubers who focus their content on Halal Tourism typically highlight facilities important to Muslim travelers, such as mosques or prayer rooms, halal-certified restaurants, or hotels that offer Muslim-friendly amenities [34]. By watching these vlogs, prospective tourists can learn in advance about available halal facilities and how they can enjoy their travel experience without having to worry about fulfilling their religious needs. This knowledge gives Muslim tourists confidence that the destination will support their comfort in practicing their religion and living a halal lifestyle.

YouTuber vlogs present information in video form that directly showcase visual aspects of the destination, such as its natural beauty, culture, and facilities. These engaging visualizations can reinforce the positive image of Halal Tourism destinations in the eyes of audiences. When YouTubers present Halal Tourism destinations as attractive, comfortable, and suited to the needs of Muslim travelers, this positive perception is formed in the minds of potential travelers. This encourages tourists to consider halal destinations as a primary choice in their travel plans.

YouTuber vlogs have significant potential to create digital word of mouth. The influence of a YouTuber with a large following can influence tourists' perceptions in choosing a Halal Tourism destination [35]. When viewers see positive reviews of halal destinations from travelers' favorite YouTubers, tourists are more likely to be influenced and consider those destinations as an option. Thus, YouTuber vlogs serve as an effective marketing tool to increase the appeal of halal destinations among both Muslim tourists and general travelers interested in Muslim-friendly travel experiences [36].

Content shared by YouTubers often creates an emotional connection for their viewers, especially when YouTubers share relatable and enjoyable experiences at Halal Tourism destinations. Tourists who feel emotionally connected to the content they watch are more likely to intend to visit that destination. When Muslim

tourists have a positive experience, whether based on vlog reviews or real-life experiences, they tend to develop loyalty to that destination and may revisit in the future. Through visualization and conveying personal experiences, YouTuber vlogs provide in-depth insights into halal destinations that are difficult to obtain through traditional promotional media. Thus, YouTubers play a crucial role in promoting halal tourism and encouraging tourists' intention to visit destinations that meet their religious needs and values [37]. With an engaging and interactive approach, vloggers can create positive experiences for their traveler audiences, fostering loyalty to halal destinations [38,39]. Therefore, collaboration between the tourism industry and social media influencers such as vloggers is crucial for effectively developing the halal tourism market. H1: YouTube vlogs have a positive and significant impact on halal tourism.

4.2 The Influence of YouTuber Vlogs on Brand Love

YouTube vlogs, particularly those focused on travel and tourist destinations, have become a primary source of information for many travelers. Through videos that are often presented in an engaging and informative manner, YouTubers can present a vivid picture of experiences at a particular destination, making viewers feel as if they are participating in the journey [26]. When tourists see a destination presented through the YouTuber's personal perspective, they are more likely to feel an emotional connection, especially if the experience showcases the authenticity, cultural values, or other unique attractions of the destination. This leads to increased brand love for the destination, as tourists feel more emotionally connected and appreciate the destination more [27].

YouTube vlogs that showcase authentic experiences without excessive manipulation or editing can increase positive perceptions of the destination. Audiences watching these videos perceive the experiences as real and relatable, making it easier for tourists to develop feelings of love for the destination [40]. Many YouTubers have a personal and approachable speaking style, enabling tourists to build strong relationships with their audiences. When tourists feel close to a YouTuber and admire their perspective, they tend to view the recommended destination with greater curiosity and, ultimately, build brand love [23].

Vlogs provide a firsthand visualization of a destination, which is often more effective in conveying its appeal than written descriptions or static images. Through videos, tourists can experience the environment, culture, and atmosphere of a destination firsthand, making it easier for them to imagine themselves there and feel a love for the destination. YouTubers with large audiences and good reputations tend to have strong social influence. When a YouTuber recommends a destination, their audience often trusts the recommendation and is more likely to develop an emotional attachment to it [41].

Authentic and engaging tourism vlogs have a strong influence on the audience's emotional attachment to the destination, significantly increasing brand love. Influencer content on social media, including YouTube, fosters positive perceptions and emotional attachment to a brand or destination. Audiences who feel a sense of connection with influencers are more likely to develop brand

love for the recommended destination. Furthermore, [22] found that YouTuber vlogs have a positive and significant impact on tourists' brand love by creating engaging content, building emotional engagement, and providing strong recommendations. Brand love then serves as a link between positive experiences at a destination and tourist loyalty. By leveraging the power of social media and video content, destinations can build long-term relationships with visitors, ensuring not only repeat visits but also positive word-of-mouth. H2: YouTuber vlogs have a positive and significant impact on brand love.

4.3 The Influence of Youtuber Vlogs on Tourist Loyalty

YouTuber vlogs are an effective medium for promoting tourist destinations because they present information visually, engagingly, and easily accessible to a wide range of audiences [29]. In the tourism context, vlogs play a crucial role in influencing tourist perceptions and decisions to visit a destination. This aligns with the development of digital technology and the increasing popularity of video-sharing platforms like YouTube, which allow tourists to gain a firsthand glimpse into the travel experience before they travel [41].

YouTuber vlogs present authentic visual content, covering various aspects of the destination, such as scenery, activities, culture, and local cuisine. This authenticity allows potential tourists to feel a "virtual presence" at the destination, which then builds emotional appeal [37]. When vlogs are well-managed, presenting in-depth, honest, and interactive stories, viewers tend to become more engaged, fostering interest in actually visiting the destination.

A YouTuber's credibility as a "travel influencer" is highly influential in influencing tourist opinions and decisions. When a YouTuber has a good reputation and demonstrates sincerity in their content, this creates a bond of trust between them and their audience. Viewers who trust YouTubers are more likely to accept traveler recommendations and use travel guides as a reference for their travels. A YouTuber's high credibility can strengthen positive perceptions of a destination, ultimately increasing tourist loyalty to that destination [42].

After being exposed to a YouTuber's vlogs, tourists will develop certain expectations regarding the experience they will have at that destination. If the experience meets or even exceeds expectations, tourists tend to feel satisfied. This high level of satisfaction can foster loyalty in the form of a desire to revisit and a willingness to recommend the destination to others [43]. Vlog content that provides destination information, tips, and details of personal experiences from YouTubers serves as a practical guide for tourists, strengthening their interest in returning in the future.

In the context of modern tourism, loyalty is demonstrated not only through repeat visits but also through digital word of mouth. Tourists who feel inspired by YouTuber vlogs have the potential to share their positive impressions with friends, family, or followers on social media. This creates a ripple effect, attracting more people to the destination, increasing the flow of visitors, and ultimately strengthening the destination's position in the tourism market [44].

Youtuber vlogs have a significant influence on tourist loyalty because they can build emotional bonds, establish credibility, increase tourist satisfaction, and encourage digital word-of-mouth (WOM). Therefore, destinations seeking to increase tourist loyalty can utilize promotions through YouTubers as an effective marketing strategy. Youtuber vlogs can serve as an effective marketing tool in the tourism industry by influencing tourist decisions and loyalty [45,46]. Through credibility, quality content, and social interaction, vloggers can build emotional connections with their tourist audience, encouraging interest in visiting the featured destination. H3: Youtuber vlogs have a positive influence on tourist loyalty.

4.4 The Influence of Halal Tourism on Tourist Loyalty

Halal tourism is growing in line with the growing number of Muslim tourists globally. This tourism offers Muslim travelers convenience in fulfilling their religious obligations, such as the availability of prayer facilities, halal food, and activities in accordance with Islamic teachings. The presence of halal tourism can create high levels of satisfaction for Muslim travelers, which in turn encourages loyalty and a desire to return to destinations that offer halal tourism experiences.

Tourists tend to feel more comfortable and committed to destinations that provide halal food, prayer facilities, and policies that align with Islamic values. When tourists receive good service that meets their religious needs, they are more likely to have a positive experience, which encourages them to recommend the destination. Tourists who are satisfied with the facilities and experiences of halal tourism are more likely to be loyal and recommend the destination to others, thus increasing tourist loyalty. Halal tourism provides Muslim travelers with assurances regarding the halalness of food, places of worship, and activities that comply with Sharia principles [47].

The mandatory halal marketing policy, implemented in October 2024, is a crucial step to ensure that food and beverage products at tourist destinations meet halal standards. This will enhance the sense of safety and comfort for Muslim tourists [48]. Halal tourism development also has the potential to empower local communities. With increasing Muslim tourist visits, local businesses can capitalize on this opportunity to increase tourist revenue by providing services and products tailored to their needs. This can also help develop the potential of previously neglected regions. Overall, increasing halal tourism in Indonesia is not only about attracting more visitors but also about building an ecosystem that supports local economic growth, meets the needs of Muslim tourists, and ensures the sustainability of the national tourism industry.

Research by Musnia et al. [36] found that halal facilities, including halal food, places of worship, and Muslim-friendly accommodations, can increase Muslim tourist satisfaction, ultimately encouraging tourists to return to the destination. Furthermore, [5] stated that satisfaction with halal tourism elements, such as service quality and the availability of appropriate facilities, directly impacts Muslim tourist loyalty. Tourists who feel their needs are met tend to be willing to recommend the destination to others. Furthermore, Mashlil & Dwi Swasana [49]

stated that positive perceptions of halal destinations are closely related to loyalty, as tourists perceive the destination as welcoming and comfortable. Satisfaction with halal tourism has been shown to encourage repeat visits. H4: Halal tourism has a positive and significant influence on tourist loyalty.

4.5 The Influence of Brand Love on Tourist Loyalty

Brand love refers to a strong emotional attachment between consumers and a brand, encompassing positive feelings and a deep commitment to the brand. In the tourism context, brand love can be applied to tourist destinations, where tourists feel emotionally connected to the places they visit [19]. By building strong emotional connections through positive experiences, effective marketing, and active engagement, destinations can ensure that tourists not only return but also become ambassadors for the brand through recommendations to others.

Brand love in the tourism context plays a crucial role because it helps destinations or tourism brands build long-term relationships with tourists [50]. Factors that contribute to the formation of brand love include satisfying experiences, fond memories, and an emotional bond with a destination. When tourists feel brand love for a destination, they tend to be more loyal and desire to repeat the experience. When tourists feel love and admiration for a destination, they feel more connected to that place. This attachment makes tourists want to revisit the place and continue to remember it [36].

Brand love strengthens tourist loyalty because tourists feel that the destination or brand understands their needs and preferences. This can create loyalty that is difficult to break with competing destinations or brands [25]. Tourists who feel brand love for a destination are more likely to recommend it to others. Tourists often share positive experiences on social media or with family and friends. Research shows that the higher the level of brand love, the greater the customer loyalty to that brand. Tourists who feel love for a destination are more likely to return and recommend it to others.

Tourists who love a brand or destination are more likely to provide positive recommendations and are willing to pay more for experiences they find valuable. This creates a ripple effect that can attract more new tourists. Brand love creates a strong emotional engagement, which can increase tourists' desire to interact with the brand, both through social media and in-person experiences during their visit [21]. This engagement strengthens the relationship between tourists and the destination.

Research by Robertson et al. [51] states that brand love triggers a strong emotional attachment between consumers and brands, leading to long-term loyalty. Travelers who feel brand love for a particular destination are more likely to return and recommend that place. Brand love has a significant influence on consumer loyalty, especially in the context of brands that evoke positive emotions [43, 52]. When tourists feel love for a destination, their loyalty increases significantly. H5: Brand love influences tourist loyalty

4.6 Halal Tourism Mediates the Influence of YouTuber Vlogs on Tourist Loyalty

YouTube vlogs often feature firsthand experiences at halal tourism destinations, which helps create a positive image of the destination. Engaging and informative visual content can reinforce the perception that the destination is friendly to Muslim tourists, while also showcasing facilities and services that comply with halal principles [38]. Research shows that travel vlogs can significantly shape a destination's image and attract tourists.

YouTubers who focus on halal tourism provide highly relevant information for Muslim travelers, including reviews of halal food, places of worship, and Sharia-compliant activities [53]. By sharing their travel experiences, YouTubers can provide clear and reliable guidance to their travel audience, thereby increasing trust and interest in visiting the destination. This has the potential to increase traveler loyalty, as travelers feel more informed and prepared before traveling [54].

Engaging vlog content not only provides information but also builds emotional engagement between YouTubers and viewers. When viewers see YouTubers' positive and authentic experiences at halal destinations, tourists are more likely to feel emotionally connected. This engagement can foster loyalty, as tourists feel a connection to the destination through the experiences shared by YouTubers [26]. YouTubers' use of social media to promote halal tourism creates an effective marketing channel. Content shared in real time allows information about halal destinations to spread rapidly, reaching a wider audience. This not only increases visibility but also creates positive buzz around the destination, encouraging more people to visit and return.

Overall, halal tourism functions as a mediator in the influence of YouTuber vlogs on tourist loyalty by creating a positive image, providing relevant information, building emotional engagement, and leveraging the power of digital marketing. Synergy between content creators and the halal tourism industry can be a key strategy for attracting more Muslim tourists and ensuring their return to a destination [55]. Halal tourism content on social media, including YouTube, plays a role in increasing Muslim tourists' interest and loyalty to specific destinations [56]. Tourists interested in halal tourism will feel more loyal if the information conveyed through vlogs aligns with their expectations. YouTube plays a significant role in introducing the concept of halal tourism and increasing interest among Muslim audiences [57]. Vlogs focused on halal tourism not only introduce destinations but also foster loyalty through in-depth information about halal experiences at tourist attractions. H6: Halal tourism mediates the influence of YouTuber vlogs on tourist loyalty.

4.7 Brand Love Mediates the Influence of YouTuber Vlogs on Tourist Loyalty

Brand love plays a crucial role as a mediator connecting the influence of YouTuber vlogs on tourist loyalty. When tourists are exposed to vlog content that

presents a destination in an engaging and authentic way, they can begin to develop brand love for that destination [23]. This brand love deepens tourists' emotional attachment to the destination and fosters long-term loyalty, both through return intentions and through word-of-mouth promotion. Destinations that successfully leverage the power of YouTuber vlog content to foster brand love are better able to maintain tourist loyalty amidst the competitive landscape [58].

Vlogs from YouTubers promoting tourist destinations can be highly effective in capturing the attention and interest of tourists. YouTubers who are skilled at conveying travel experiences authentically and engagingly create a lasting positive impression in the minds of viewers, ultimately encouraging tourists to fall in love with the destination [16]. This brand love then serves as a bridge that strengthens the influence of YouTuber vlogs on tourist loyalty [18]. In other words, after watching an engaging vlog, tourists are not only drawn to the destination but also begin to develop feelings of affection toward it, leading to greater loyalty.

YouTubers who are able to provide an authentic and personal portrayal of a destination help shape positive perceptions and emotional attachment to the destination, which then leads to brand love. Tourists who experience brand love for the destination they see in their vlogs are more likely to be loyal [19]. They may want to revisit or even become unofficial ambassadors, recommending the destination to others. The brand love built through vlog content helps create stronger bonds, making tourists more loyal and more likely to return or talk about the destination with others.

When tourists develop brand love for a destination, they are more likely to be satisfied with their experience. This satisfaction is a key factor in building loyalty, as satisfied tourists are more likely to return to that destination in the future. Tourists who love a brand or destination are more likely to recommend it to others. Word-of-mouth recommendations are invaluable in the tourism industry, as they can attract more new visitors and strengthen the loyalty of previous visitors [19]. Tourists who have an emotional attachment to a destination are more likely to revisit. Brand love creates a sense of connection that makes tourists want to return and relive the experience, thus increasing the frequency of visits.

Brand love mediates the influence of YouTuber vlogs on tourist loyalty by building emotional attachment through engaging content, increasing satisfaction and positive recommendations, and encouraging repeat visits. By leveraging the power of social media and video content, tourist destinations can build long-term relationships with tourists, ensuring not only repeat visits but also positive word-of-mouth.

Vlogs created by YouTubers increase brand love, and this brand love plays a significant role in mediating the influence of content on loyalty. [35] showed that brand love fostered through social media has a positive impact on customer loyalty. Travelers found that viewers who felt connected to a brand through YouTuber content tended to be more loyal to the promoted destination. H7: Brand love mediates the influence of YouTuber vlogs on tourist loyalty.

5 Conclusion

Based on the description above, as well as the research formulation and objectives, the conclusions based on the hypothesis testing of this study are as follows: 1. YouTuber vlogs have a positive and significant effect on halal tourism. 2. YouTuber vlogs have a positive and significant effect on brand love. 3. YouTuber vlogs have a positive effect on tourist loyalty. 4. Halal tourism has a positive and significant effect on tourist loyalty. 5. Brand love has a positive and significant effect on tourist loyalty. 6. Brand love mediates the effect of YouTuber vlogs on tourist loyalty. 7. Brand love mediates the effect of YouTuber vlogs on tourist loyalty.

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