

RESEARCH ARTICLE

Sustainable Synergistic Collaborative Marketing Ecosystem In Religious Tourism Destinations Of Java

Wiwi Hartati¹, Badawi Badawi² and Arif Nurudin^{3,*}

^{1, 2}Department of Management and Business, Universitas Muhammadiyah Cirebon, Jl. Tuparev No.70, Kedawung, Cirebon, 45153, West Java, Indonesia.

³ Faculty of Engineering, Universitas Muhammadiyah Cirebon, Cirebon, Indonesia.

* Corresponding author: Badawi, badawi@umc.ac.id

ABSTRACT

The rapid competition among tourist destinations cannot be separated from the influence of technology and digital platforms to attract tourists. Collaborative marketing synergy has become a strategic issue to increase religious tourist visits. Religious destinations have a distinctive religious or spiritual appeal that requires sustainable management and long-term value creation. **Sustainable destination development** is essential to ensure that tourism growth aligns with environmental preservation, cultural continuity, and community well-being. Loyalty to a destination, therefore, becomes a critical factor in ensuring the **sustainability of religious tourism ecosystems**. This study aims to examine the impact of collaborative marketing, which includes information exchange, content exchange, and personalization, on destination loyalty. This study uses a quantitative approach with a survey method, targeting tourists in Java. A purposive sampling technique was applied, resulting in a final sample of 256 respondents. The data were analyzed using Structural Equation Modeling (SEM) with SmartPLS. The findings reveal that the three dimensions of collaborative marketing have a significant effect on both tourist satisfaction and destination loyalty. Specifically, personalization has the strongest effect on destination loyalty, followed by content exchange and information exchange. These findings enrich the existing literature on tourism marketing by highlighting the role of personalization in shaping tourist experiences and loyalty. From a managerial perspective, tourism practitioners should enhance personalized marketing strategies, improve the quality and accessibility of shared content, and encourage better information exchange to strengthen tourist loyalty.

Keywords: Collaborative marketing; destination loyalty; tourist satisfaction; personalization; information sharing; content sharing

1. Introduction

Indonesia has enormous tourism potential, with its diverse culture, nature, and cuisine, which attract both domestic and foreign tourists. However, this sector still faces various challenges, including inadequate infrastructure, uneven service quality, and increasingly fierce competition from tourist destinations in other countries ^{[1][2]}. In addition, dependence on certain tourist markets, such as Chinese and Australian tourists,

ARTICLE INFO

Received: 11 October 2025 | Accepted: 12 December 2025 | Available online: 14 January 2026

CITATION

Hartati W, Badawi and Nurudin A. Sustainable Synergistic Collaborative Marketing Ecosystem In Religious Tourism Destinations Of Java. *Environment and Social Psychology* 2026; 11(1): 4321. doi:10.59429/esp.v11i1.4321

COPYRIGHT

Copyright © 2026 by author(s). *Environment and Social Psychology* is published by Arts and Science Press Pte. Ltd. This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<https://creativecommons.org/licenses/by/4.0/>), permitting distribution and reproduction in any medium, provided the original work is cited.

makes the tourism industry vulnerable to global economic fluctuations and international travel policies ^{[3][4]}. Therefore, more innovative and digital-based marketing strategies are needed to increase competitiveness and tourist loyalty **to ensure the long-term sustainability of religious tourism destinations**

Indonesia, particularly West Java and Yogyakarta, boasts a diverse range of cultural, natural, and culinary attractions that appeal to both domestic and foreign tourists. However, this sector still faces various challenges, including inadequate infrastructure, service quality issues, and increasing competition from tourist destinations in other countries ^{[1][2]}. Additionally, dependence on specific tourism markets, such as Chinese and Australian tourists, makes the tourism industry vulnerable to global economic fluctuations and international travel policies ^{[3][4]}. In recent years, the sector has seen an increase in international tourist arrivals in Indonesia, from 5.89 million in 2022 to 13.9 million in 2024 ^[5], as well as increases in Malaysia (15.99%), Australia (11.99%), and China (8.06%). This indicates the country's dependence on a few major markets, increasing its vulnerability to economic fluctuations and global policies ^[5]. Therefore, more innovative and digitally-based marketing strategies are needed to enhance competitiveness and tourist loyalty, ensuring the long-term sustainability of religious tourism destinations.

In this context, religious tourism on the island of Java has strategic potential because it combines unique spiritual, cultural, and historical values. The development of religious tourism, such as the Wali Songo pilgrimage and the integration of Islamic values with Javanese culture, is a form of sustainable tourism that can strengthen the destination's identity while attracting tourists with spiritual motivations ^{[5][6]}. This aligns with the concept of halal and sustainable tourism, which emphasizes synergy among religious, social, and economic aspects ^[7]. In addition, spiritual tourism has been recognized as a form of tourism that continues to grow globally, with great opportunities to build tourist loyalty through in-depth experiences and personalized services ^[8]. Therefore, building a collaborative marketing synergy ecosystem involving various stakeholders is key to strengthening religious tourism destinations on the island of Java so that they can compete and create sustainable tourist loyalty.

Destination loyalty is one of the key factors in the sustainability of the tourism industry because loyal tourists tend to make repeat visits and recommend destinations to others ^{[9][10]}. Tourists with high satisfaction levels are more likely to return and form a positive image of the destination ^{[1][2]}. With increasing competition between tourist destinations, destination managers must strive to maintain tourist loyalty through memorable experiences and services tailored to their individual needs ^{[11][3]}. The research results in ^[12] **study result proved that perceived destination image is positively correlated with tourism and hospitality sector performance**. Therefore, understanding the factors that influence destination loyalty is essential for designing more effective marketing strategies.

Several previous studies have examined how collaborative marketing strategies can increase destination loyalty ^{[13][14]}. This concept involves various stakeholders in sharing information and resources to create a more attractive and satisfying travel experience for tourists ^{[15][16]}. Previous studies have shown that effective collaborative marketing strategies can increase tourist engagement, build positive perceptions of destinations, and increase the intention to revisit ^{[17][18]}. However, further research is needed to understand specifically how each element of collaborative marketing affects destination loyalty.

Collaborative marketing in this study focuses on three main aspects, namely information sharing, content sharing, and personalization. Information sharing plays a role in providing accurate and up-to-date information about tourist destinations that can help tourists in making travel decisions ^{[19][20]}. Content sharing allows tourists to share their experiences through social media, which can influence the decisions of other tourists and strengthen the attractiveness of the destination ^{[21][22]}. Meanwhile, personalization focuses on

providing services tailored to individual travelers' preferences to enhance their satisfaction ^{[23][24]}. Further studies are needed to understand how these three elements collectively influence destination loyalty.

Although numerous studies have examined destination marketing strategies, a clear research gap remains in understanding how the three core dimensions of collaborative marketing—information sharing, content co-creation, and personalization—jointly contribute to the development of destination loyalty, particularly within the context of religious tourism. Existing studies on religious tourism in Indonesia have primarily emphasized the advancement of halal tourism, the integration of Islamic and Javanese cultural values, and the Wali Songo pilgrimage as both a spiritual and cultural foundation ^{[5][6][7]}. Furthermore, the broader literature on spiritual and religious tourism underscores the necessity of marketing strategies that reinforce destination identity through visitors' emotional and religious engagement ^[8]. Nevertheless, empirical understanding remains limited regarding how collaborative marketing mechanisms operationalize these experiences to enhance long-term destination loyalty, especially across Java's diverse religious tourism settings. Therefore, this study aims to address this gap by systematically investigating the interrelated roles of information sharing, content co-creation, and personalization in fostering destination loyalty within religious tourism destinations across the island of Java, while also offering theoretical contributions to the literature on collaborative marketing and practical insights for developing innovative, culturally grounded, and sustainable marketing strategies.

Although many studies have examined destination marketing strategies, there is still a research gap regarding how the three main aspects of collaborative marketing—information sharing, content sharing, and personalization—specifically contribute to building destination loyalty in the context of religious tourism. So far, research on religious tourism in Indonesia has emphasized the development of halal tourism, the integration of Islamic and Javanese cultural values, and the practice of Wali Songo pilgrimage as a spiritual and cultural basis ^{[5][6][7]}. In addition, the literature on spiritual tourism emphasizes the importance of marketing strategies that can strengthen destination identity through religious experiences and tourist emotional engagement ^[8]. Therefore, this study aims to fill this gap by comprehensively analyzing the role of the three aspects of collaborative marketing in strengthening destination loyalty in religious tourism destinations on the island of Java, while also providing practical contributions to the development of innovative and sustainable marketing strategies.

2. Materials and methods

2.1. Literature Review

2.1.1. Collaborative marketing and destination loyalty

Collaborative marketing is a strategy that emphasizes synergy among stakeholders, including the government, destination managers, businesses, local communities, and tourists, to share resources and information and increase a destination's attractiveness. In the context of tourism, this strategy encompasses three main aspects: information sharing, content sharing, and personalization. Information sharing allows various parties to provide accurate, relevant, and easily accessible information about a destination ^{[25][26]}. Content sharing supports the dissemination of creative, interactive, and engaging content through various communication channels to shape a positive image of the destination ^{[21][27]}. Meanwhile, personalization focuses on tailoring the tourist experience to their preferences, needs, and backgrounds, thereby increasing trust and loyalty to the destination ^{[28][29][30]}.

The development of collaborative marketing theory transcends mere cooperation; it embodies a strategic network-based collaboration that utilizes trust, value co-creation, and co-branding among partners ^{[31][32]}.

This approach acknowledges that marketing value is no longer produced exclusively by individual organizations; rather, it is co-created through dynamic interactions among diverse actors within the ecosystem. ^{[33][34]} assert that collaborative marketing can enhance long-term competitiveness by integrating complementary capabilities and sharing knowledge. In the tourism industry, this theoretical advancement manifests in collaborative destination marketing, in which alliances among tourism associations, local enterprises, and digital platforms create a unified narrative and joint branding initiative that bolsters destination identity and sustainability ^{[35][36]}. Collaborative marketing creates a synergistic value proposition that attracts tourists while empowering the community and making it more resilient across sectors by aligning interests and encouraging joint innovation.

In the context of religious tourism destinations on the island of Java, the application of collaborative marketing is very important because religious tourism offers not only recreational aspects but also a deep spiritual experience. Accurate information about history, religious values, and local cultural practices can enrich tourists' understanding and increase their interest in visiting. The dissemination of authentic content, such as narratives about the Wali Songo, the integration of Javanese culture with Islamic values, and worship practices during pilgrimages, can strengthen the destination's identity and attract the younger generation through digital media ^[36]. In addition, personalizing the experience, such as offering travel packages tailored to tourists' spiritual needs and comfort, will create a lasting impression that encourages loyalty. The factor of religiosity has also been proven to strengthen the relationship between destination marketing strategies and tourist loyalty, making it an essential element in building the sustainability of religious tourism ^[37]. Thus, building a collaborative marketing synergy ecosystem for religious tourism on the island of Java is a key strategy for maintaining destination sustainability, expanding the market, and increasing destination loyalty.

2.1.2. Information sharing and destination loyalty

Conceptually, information sharing can increase destination loyalty by providing accurate and up-to-date information about tourist destinations, thereby assisting tourists in their decision-making and enhancing their experience ^{[18][19]}. Content sharing also plays an important role in increasing the attractiveness of destinations through various digital and social media, which can create a more immersive travel experience ^{[22][27]}. ^[38] stated that improved quality and breadth of information promote better understanding of the destination, increase the intensity of tourist participation, and strengthen emotional engagement indicate that improved quality and breadth of information lead to a better understanding of the destination, increased tourist participation intensity, and strengthened emotional engagement.

Meanwhile, personalization enables tourist destinations to offer experiences that are more relevant and tailored to tourists' needs, thereby creating stronger emotional bonds ^{[23][28]}. Based on this logic, these three aspects are positively related to destination loyalty.

Several previous studies support the relationship between information sharing and destination loyalty. For example, research by ^[19] found that destination information features available on social media contribute to a more memorable travel experience and ultimately increase tourist loyalty to the destination. Additionally, research by ^{[20][39]} shows that social media-based communication plays a key role in shaping tourist perceptions and increasing repeat visits to a destination. These results reinforce the argument that information sharing has a positive impact on destination loyalty.

H1: Information sharing has a significant effect on destination loyalty

2.1.3. Content sharing and destination loyalty

Content sharing plays an important role in increasing destination loyalty, especially in the context of religious tourism. ^[21] emphasize that sharing content related to tourist destinations through social media can encourage tourist engagement and strengthen their emotional bond with the destination. In line with this, ^[22] and ^[40] highlight that authentic and interesting content can increase tourists' sense of attachment to a place. Furthermore, ^[41] found that social media contributes significantly to the development of the religious tourism industry, as it allows destinations to convey spiritual values while building interactions with tourists.

In the context of religious tourism, content sharing not only builds emotional attachment but also strengthens the image of the destination. ^[42] show that the structure and content in building the image of religious tourist destinations, such as Mecca and Medina, play a major role in creating a deep impression on tourists. Furthermore, ^[43] reveals that Islamic religiosity and value co-creation play an important role in building Muslim tourist loyalty. This is in line with the findings of ^[37] that religiosity can strengthen the relationship between service innovation, destination marketing, and tourist loyalty. Thus, content sharing is a key element in a collaborative marketing ecosystem that not only fosters engagement but also strengthens destination loyalty in religious tourism destinations.

H2: Content sharing has significant effect on destination loyalty

2.1.4. Personalization and destination loyalty

Personalization has been proven to be an important factor in increasing tourist loyalty to various destinations. ^[23] and ^[29] emphasize that appropriate service personalization can create a more relevant experience, thereby encouraging tourist satisfaction and strengthening their intention to return. However, ^[24] highlights that the influence of personalization on loyalty still requires further exploration, especially in the context of tourism oriented towards religious values. In this framework, personalization is not only about individualized services but also concerns the alignment of spiritual values with tourist needs.

Furthermore, recent research confirms that personalization can be strengthened through service innovation and the use of technology. ^[37] show that service innovation oriented towards tourist needs, taking into account religiosity factors, can increase destination loyalty. Meanwhile, ^[44] adds that the application of virtual reality in religious tourism can strengthen tourists' emotional attachment through immersive and personalized experiences. This shows that personalization in the context of religious tourism is not only about service adjustments but also involves technology-based innovation and spirituality to strengthen tourist loyalty to destinations.

H3: Personalization has a significant effect on destination loyalty

2.2. Methods

This study uses a quantitative approach with a survey method to examine the relationship between collaborative marketing and destination loyalty. Collaborative marketing in this study focuses on three main aspects, namely information sharing, content sharing, and personalization. Information sharing plays a role in providing accurate and up-to-date information about tourist destinations that can help tourists in making travel decisions ^{[19][20]}.

The population in this study consists of tourists who have visited various tourist destinations in Java three times, namely Cirebon, West Java (Sunan Gunung Jati), Central Java-Demak (Sunan Muria), and East Java-Surabaya (Sunan Ampel). Purposive sampling was used with a target sample of 256 respondents. This target sample meets the criteria for conducting a survey research using the Structural Equation Modeling (SEM) model with SmartPLS software, which requires a minimum of 100 respondents. Alternatively,

according to ^[45], the sample size should be 10 times the number of research indicators, which is 150 respondents.

The sample selection criteria for this study are: (1) over 20 years old, (2) visited at least 3 times. These criteria were applied to ensure that participants had sufficient experiential familiarity with the destination, enabling them to provide stable and meaningful evaluations. The sampling technique was carried out in two stages. The first stage involved taking samples proportionally in each region according to the specified target sample. Next, in the second stage, purposive sampling was used based on the known sample size. In determining the sample size, this study referred to the recommendation of ^[45], which states that the minimum sample size is five times the number of indicators in the research model. With 23 indicators, the minimum sample size required is 115 respondents. However, to increase the reliability of the research results, the sample size used in this study was set at 256 respondents.

Data collection was carried out using questionnaires distributed to Wali Songo religious tourists spread across West Java, namely Cirebon (Sunan Gunung Jati), Central Java-Demak (Sunan Muria), and East Java-Surabaya (Sunan Ampel) who were currently visiting or had visited. The questionnaire consisted of closed-ended questions with a five-point Likert scale to measure tourists' perceptions of collaborative marketing (information sharing, content sharing, and personalization), tourist satisfaction, and destination loyalty. Furthermore, data analysis was performed using the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) method with SmartPLS software. This method was chosen because it is capable of handling models with latent variables and reflective and formative indicators, and is suitable for medium-sized samples ^[45]. This analysis involved evaluating the measurement model (validity and reliability) and the structural model (hypothesis testing) to test the relationship between the variables proposed in this study.

This study analyzed five variables, including information sharing, content sharing, and personalization as collaborative marketing strategies, as well as tourist satisfaction and destination loyalty. Details of the measurement of the research variables are shown in Table 1.

Table 1. Variable Measurement

Variable	Indicator	Source
Information Sharing	1. Sharing new travel destination info	[46][47]
	2. Giving travel recommendations	
	3. Sharing travel deals and promotions	
	4. Exchanging travel experiences with others	
	5. Sharing tourism-related brand info	
Content Sharing	1. Sharing relevant tourism content	[48][49][50]
	2. Sharing new travel experience content	
	3. Sharing travel discount promotions	
	4. Sharing travel tips and guides	
	5. Sharing travel photos, videos, and reviews	
Personalization	1. Personalized travel deal emails	[51][52]
	2. Special occasion travel offers	
	3. Personalized travel ads	
	4. Addressing by name in travel promotions	
	5. Recognizing travel preferences	

3. Results

The following is a revised version of Table 2. Respondent Characteristics, adjusted to a total of 256 respondents.

Table 2. Respondent Characteristics

Characteristics	Frequency	Percentage
Gender		
Male	105	41.0%
Female	151	59.0%
Age		
<20 years	3	1.2%
20 – 30 years	68	26.6%
31 – 40 years	49	19.1%
41 – 50 years	42	16.4%
>50 years	94	36.7%
Education		
Elementary School	10	3.9%
Junior High School	14	5.5%
Senior High School	75	29.3%
Bachelor's Degree	83	32.4%
Master's Degree	74	28.9%
Total	256	100%

From a total of 256 respondents, the majority were female with 151 individuals (59.0%), while male respondents accounted for 105 individuals (41.0%). In terms of age distribution, the largest proportion fell into the over 50 years category, comprising 94 respondents (36.7%). This was followed by the 20–30 years group with 68 respondents (26.6%), the 31–40 years group with 49 respondents (19.1%), and the 41–50 years group with 42 respondents (16.4%). The smallest proportion was found among those under 20 years old, totaling 3 respondents (1.2%).

Regarding educational attainment, most respondents held a Bachelor's degree, representing 83 individuals (32.4%), followed by Senior High School graduates with 75 individuals (29.3%) and Master's degree holders with 74 individuals (28.9%). Meanwhile, Junior High School graduates accounted for 14 respondents (5.5%), and Elementary School graduates represented the smallest group with 10 respondents (3.9%). Overall, the demographic profile demonstrates diversity across gender, age, and education levels, providing a comprehensive representation of the study sample.

3.1. Outer model evaluation

3.1.1. Validity

External model analysis is conducted to test construct validity and reliability. Validity testing involves both convergent and construct validity. Convergent validity requires indicator factor loadings ≥ 0.7 to be considered valid indicators. Construct validity requires AVE values ≥ 0.5 to be considered valid constructs. The test results are shown in Table 3.

Table 3. Validity Analysis

	Outer loadings	Validity	AVE
CS1 <- Content Sharing	0.806	Valid	0.627
CS2 <- Content Sharing	0.757	Valid	
CS3 <- Content Sharing	0.841	Valid	
CS4 <- Content Sharing	0.849	Valid	
CS5 <- Content Sharing	0.696	Valid	
DL1 <- Destination Loyalty	0.810	Valid	0.699
DL2 <- Destination Loyalty	0.857	Valid	
DL3 <- Destination Loyalty	0.848	Valid	
DL4 <- Destination Loyalty	0.875	Valid	
DL5 <- Destination Loyalty	0.787	Valid	
IS1 <- Information Sharing	0.875	Valid	0.703
IS2 <- Information Sharing	0.827	Valid	
IS3 <- Information Sharing	0.798	Valid	
IS4 <- Information Sharing	0.838	Valid	
IS5 <- Information Sharing	0.852	Valid	
PR1 <- Personalization	0.761	Valid	0.680
PR2 <- Personalization	0.822	Valid	
PR3 <- Personalization	0.852	Valid	
PR4 <- Personalization	0.819	Valid	
PR5 <- Personalization	0.864	Valid	

Table 3 shows the outer model evaluation process in this study. the analysis was re-analyzed so that it was found that all indicators had a loading factor value > 0.7 and were concluded to be valid. The construct validity analysis is also shown in Table 3 where the AVE value on all variables has a value of > 0.5 so it is concluded that all variables have met the validity standards.

3.1.2. Reliability

The reliability value refers to the composite reliability value and the required Cronbach alpha value of ≥ 0.6 .

Table 4. Reliability Analysis

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Content Sharing	0.849	0.851	0.627
Destination Loyalty	0.892	0.892	0.699
Information Sharing	0.894	0.898	0.703
Personalization	0.882	0.889	0.680

Reliability analysis is also needed in this study by referring to the composite reliability value. The composite reliability value on all variables shows a value > 0.6 as well as the Cronbach alpha value has a value ≥ 0.6 so it is concluded that the variables in this study are reliable.

3.1.3. Inner model evaluation

Inner model testing includes several tests, namely the coefficient of determination, goodness of fit, and hypothesis testing. Hypothesis testing is done with bootstrap PLS with the output shown in Figure 1.

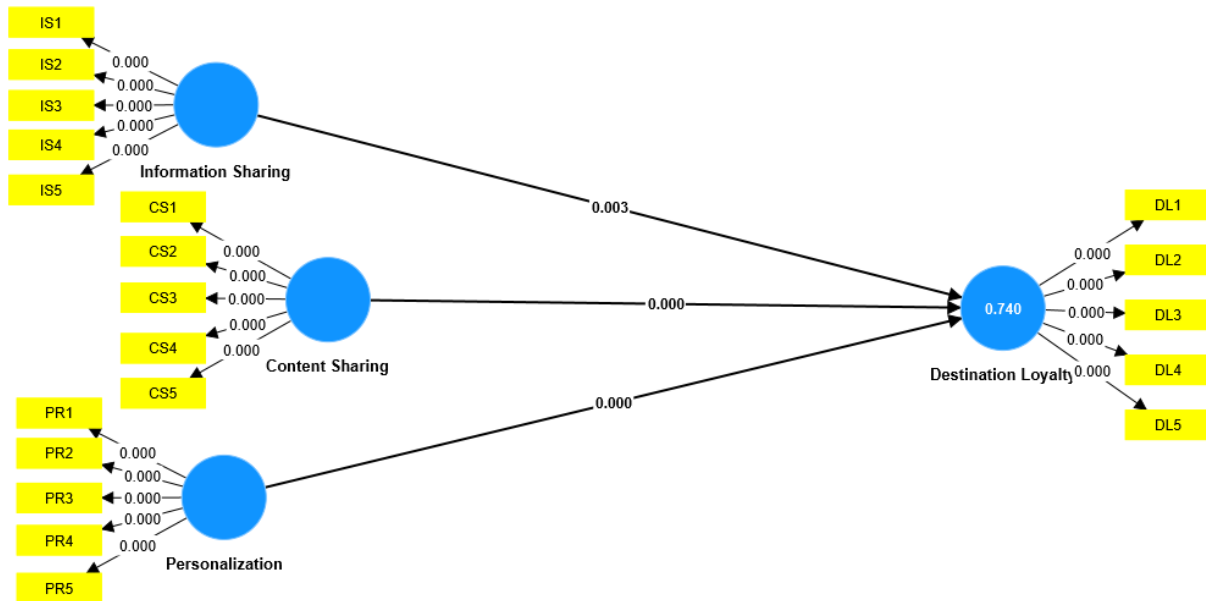


Figure 1. Inner Model

3.1.4. R Square

The coefficient of determination can be seen in the R-square table by multiplying the R-square value by 100%, the coefficient of determination shows the amount of influence of exogenous variables on endogenous variables. The results of the coefficient of determination test are shown in Table 5.

Table 5. R-Square

	R-square
Destination Loyalty	0.740

The analysis results show that the **R-square value for Destination Loyalty is 0.740**, which indicates that the independent variables in the model—namely information sharing, content sharing, and personalization—are able to explain **74.0% of the variance in destination loyalty**. This suggests that collaborative marketing factors play a substantial role in shaping tourists' loyalty toward religious tourism destinations in Java. The remaining 26.0% is influenced by other variables not included in the model, such as service quality, destination image, or cultural values. According to ^[53], an R-square value above 0.70 can be considered strong, which further emphasizes the robustness of this model in explaining destination loyalty.

3.1.5. Goodness of fit

The Gof index is calculated from the square root of the average communality index and the average R-squared value. GoF = 0.1 means small, GoF = 0.25 means medium, GoF = 0.36 means large. The GOF value can be calculated using the formula $\text{Goodness of fit} = \sqrt{\text{Communality} \times R^2}$. The calculation results are shown in table 6.

Tabel 6. Hasil Goodness of Fit Model (GoF)

Construct	Communality	R Square
Content Sharing	0.440	0.740
Destination Loyalty	0.543	
Information Sharing	0.549	
Personalization	0.516	
Average	0.512	
Gof	0,529	

Based on Table 6, it can be seen that the GoF value of the model reaches 0.529 which is greater than 0.36 so that the model is included in the large category.

Hypothesis Test

The measurement item used is said to be significant if the T-statistic value is greater than 1.96 and the p value is smaller than 0.05 at the 5% significance level. While the parameter coefficient that shows the direction of influence is by looking at the positive or negative of the original sample ^[54]. The results of hypothesis testing are shown in the table 7.

Table 7. Path Coefficients

	Original sample	T statistics	P values	Result
Content Sharing -> Destination Loyalty	0.335	5.480	0.000	H1 Supported
Information Sharing -> Destination Loyalty	0.156	2.716	0.003	H2 Supported
Personalization -> Destination Loyalty	0.457	7.440	0.000	H3 Supported

The path analysis results shown in Table 7 indicate that all hypothesized relationships between collaborative marketing dimensions and destination loyalty are significant. Specifically, content sharing has a positive and significant effect on destination loyalty ($\beta = 0.335$, $t = 5.480$, $p < 0.001$), indicating that sharing relevant and interesting content can strengthen tourist loyalty to a destination. Information sharing also has a positive effect on destination loyalty ($\beta = 0.156$, $t = 2.716$, $p = 0.003$), indicating that providing accurate and useful information contributes to visitor commitment. Among the three dimensions, personalization has the strongest influence on destination loyalty ($\beta = 0.457$, $t = 7.440$, $p < 0.001$), emphasizing that tailored experiences and personal interactions are crucial in encouraging repeat visits and long-term loyalty. Overall, these findings confirm that collaborative marketing strategies play a significant role in enhancing destination loyalty.

4. Discussion

This study aims to analyze the effects of collaborative marketing dimensions—namely, content sharing, information sharing, and personalization—on destination loyalty among tourists who have visited at least three tourist destinations in Java: Cirebon (Sunan Gunung Jati), Demak (Sunan Muria), and Surabaya (Sunan Ampel). The analysis was conducted using path analysis to test the influence of each dimension on destination loyalty, with a sample of 256 respondents selected through purposive sampling.

The analysis results show that content sharing has a positive and significant influence on destination loyalty ($\beta = 0.335$, $t = 5.480$, $p < 0.001$), thus supporting H1. This finding is consistent with previous research emphasizing that engaging, relevant, and interactive content can increase visitor loyalty, especially thru social media or digital platforms ^{[15][19][20][21]}. Compared to previous studies, the influence value of content sharing in this study is relatively higher than that found in ^[21], which found a moderate influence of

content sharing on nature-based destination loyalty, indicating that culturally and religiously relevant content, such as that found at the Sunan tourist destinations in Java, has a stronger emotional appeal. From a theoretical perspective, this study expands the literature on collaborative marketing and destination loyalty by demonstrating that content sharing serves as a crucial mechanism for fostering emotional attachment, particularly in culturally embedded destinations. The higher effect size indicates that content sharing can function as a quasi-relational construct, mediating the relationship between destination attributes and long-term loyalty by cultivating emotional resonance, meaning-making, and shared value creation between visitors and the destination. Managerially, these findings imply that destination managers should move beyond generic promotional content and prioritize storytelling strategies that highlight visitors' religious values, historical authenticity, and spiritual experiences. Encouraging user-generated content, such as pilgrim testimonials, reflective narratives, and visual documentation of spiritual journeys, can further strengthen emotional connections and perceptions of authenticity. Integrating these narratives across various digital platforms can strengthen destination identity, build trust, and ultimately retain visitor loyalty at religious tourism destinations.

For H2, information sharing also has a significant positive effect on destination loyalty ($\beta = 0.156$, $t = 2.716$, $p = 0.003$). This finding is consistent with the literature that highlights the importance of providing accurate and useful information in building tourist trust, satisfaction, and loyalty [20][21][25][46][47][55][56]. Compared to previous studies, the influence of information sharing in this study is relatively lower than content sharing and personalization, indicating that information alone is insufficient to build loyalty; rather, it must be combined with engaging content and personalized experiences. **From a theoretical perspective**, this finding reinforces the collaborative marketing model by confirming that information sharing functions as a core trust-building mechanism that reduces information asymmetry and perceived risk, particularly in experience-based tourism contexts. High-quality information serves as a credible signal of destination reliability and provides the foundation for other collaborative marketing dimensions, such as content co-creation and personalization. **From a managerial perspective**, destination managers should prioritize the accuracy, accessibility, and contextual relevance of information delivered across digital and offline platforms. Consistent and well-coordinated information—developed collaboratively by destination stakeholders—enhances tourists' sense of safety and confidence, strengthens emotional attachment, and ultimately increases the likelihood of repeat visitation, contributing to the long-term sustainability of the destination.

Hypothesis H3 shows that personalization has the strongest influence on destination loyalty ($\beta = 0.457$, $t = 7.440$, $p < 0.001$). These results are in line with previous literature that emphasizes the importance of experiences tailored to individual preferences in increasing customer loyalty [28][30][37][51][52][57]. Compared to the study by [52], which emphasizes personalization on online platforms, this study shows that personalization applies not only digitally but also in physical experiences at cultural and religious tourist destinations, thereby having a more tangible impact on long-term loyalty. Theoretically, these findings reinforce the understanding that personalization can increase tourists' perception of value, satisfaction, and trust. Managerially, destination managers should implement personalization through customized tour packages, personal interactions with guides, and digital communication relevant to individual interests, in order to encourage repeat visits and word-of-mouth recommendations.

Overall, this study confirms that collaborative marketing strategies—through content, information, and personalization sharing—significantly influence destination loyalty and contribute to the long-term sustainability of religious tourism development. From a theoretical implication perspective, this study strengthens the literature on collaborative marketing in the tourism sector by showing that these three dimensions contribute differently to loyalty, with personalization being the most dominant factor. From a

managerial perspective, destination managers are advised to integrate these three strategies in a comprehensive manner: presenting engaging content, providing accurate and useful information, and delivering personalized and relevant experiences for each tourist. This integrated strategy not only enhances long-term loyalty but also supports sustainable and culturally-based destination development.

5. Conclusion

Based on the results of this study, it can be concluded that collaborative marketing plays an important role in strengthening destination loyalty in cultural and religious tourism destinations in Java. This finding indicates that content sharing, information sharing, and personalization significantly contribute to tourist loyalty, with personalization emerging as the most influential dimension. These results indicate that tourism destinations that successfully provide personalized experiences, supported by relevant content and accurate information, are more likely to foster emotional attachment, repeat visits, and positive word-of-mouth behavior. From a theoretical perspective, this research expands the collaborative marketing literature by empirically validating the differential effects of its key dimensions on destination loyalty. Practically, these findings provide valuable guidance for destination managers and policymakers to design integrated, visitor-centric marketing strategies that enhance satisfaction and ensure the long-term sustainability of cultural and religious tourism destinations.

Theoretical and Managerial implication

This study contributes to the tourism marketing literature, particularly in the context of collaborative marketing and destination loyalty. The results confirm that the three dimensions—content sharing, information sharing, and personalization—significantly influence tourist loyalty, with personalization being the most dominant factor. These findings reinforce the theory of tourist engagement and customer loyalty in the context of cultural and religious tourism, showing that loyalty is built not only through information or content, but also through experiences tailored to individual preferences. Furthermore, this study expands the understanding of the role of digital media and collaborative communication strategies in shaping long-term loyalty, making it an important reference for future studies on the development of experience-based and personal interaction-based tourist destinations.

From a managerial perspective, the findings of this study provide practical guidance for tourist destination managers. First, managers must focus on personalization in designing tourism experiences, for example through customized tour packages, personal interactions with guides, and recommendations for activities relevant to tourists' interests. Second, content sharing needs to be maximized through the creation of informative, interesting, and unique cultural or religious story-based content, both through social media and the destination's official digital platforms. Third, information sharing must be accurate, transparent, and easily accessible, so that tourists feel confident and comfortable in planning their visits. By integrating these three strategies in a comprehensive manner, destination managers can increase long-term loyalty, encourage repeat visits, and strengthen the image and competitiveness of the destination, while supporting sustainable tourism development. **Future research will test the psychological** and social mechanisms through collaborative marketing management that influence destination loyalty in the context of religious tourism. Additionally, examining the moderating role of individual differences, including religiosity, cultural orientation, and environmental sensitivity, can enhance understanding of heterogeneous tourist responses. Future research will also test studies on other religious and cultural destinations or conduct cross-cultural comparisons, further strengthening the contribution of future research to environmental and social psychology, particularly in understanding human-place relationships and sustainable tourism behavior.

Acknowledgments

The authors would like to express their sincere gratitude to the Directorate General of Higher Education, Research, and Technology (DRTPM), Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia, for the financial support through the Fundamental Research Grant Scheme (Hibah Penelitian Fundamental) for Fiscal Year 2025 No.125/C3/DT.05.00/PL/2025. This funding has been instrumental in enabling the successful completion of the study titled “*Sustainable Synergistic Collaborative Marketing Ecosystem in Religious Tourism Destinations of Java.*” The authors also acknowledge the valuable contributions of Universitas Muhammadiyah Cirebon for institutional support and facilitation throughout the research process.

Conflict of interest

The authors declare no conflict of interest

References

1. Nasir M.N.M, Mohamad M, Ghani.N.I.A. Destination attractiveness & loyalty model. *Asia-Pac J Innov Hosp Tour*. 2021;10(2):1–19.
2. Hung VV, Dey SK, Vaculcikova Z, Anh LTH. Tourists’ experience on destination loyalty: Hue City. *Sustainability*. 2021;13(16):8889.
3. Zulvianti N, Aimon H, Abror A. Environmental value → loyalty: religiosity role. *Sustainability*. 2023;15(10):8038.
4. Jebbouri A, Zhang H, Wang L, Bouchiba N. Image formation, satisfaction, loyalty. *Front Psychol*. 2021;12:748534.
5. Pradana MYA, Wisadirana D, Rozuli AI. Islamic values in pilgrimage tourism Ngawonggo. *Int J Relig Tour Pilgrim*. 2024;11(6):11.
6. Uyuni B, Arief KM, Adnan M, et al. Wali-Songo pilgrimage tourism in Indonesia. *Cogent Arts Humanit*. 2024;11(1):2395110.
7. Danarta A, Pradana MYA, Abror I, Yahya NEPS. Encouraging religion and sustainable tourism in Indonesian halal tourism development. *Rev Gestão Soc Ambient*. 2024;18(7):1–15.
8. Halim MSA, Tatoglu E, Hanefar SBM. A review of spiritual tourism: conceptual model. *Tour Hosp Manag*. 2021;27(1):119–141.
9. Jeong Y, Kim S. Event quality, satisfaction & loyalty in sport tourism. *Asia Pac J Mark Logist*. 2020;32(4):940–960.
10. Kusumah EP. Sustainable tourism: satisfaction & loyalty. *Int J Tour Cities*. 2024;10(1):166–184.
11. Lu CS, Weng HK, Chen SY, et al. Port aesthetics & destination loyalty. *Marit Bus Rev*. 2020;5(2):211–228.
12. Mao X, Li Z, Su J. Destination information coverage, richness of evaluation content, construction of marketing image and tourism destination impression: mediating role of consumer involvement. *Environment and Social Psychology*. 2024.
13. Arica R, Cobanoglu C, Cakir O, Corbaci A, Hsu MJ, Della Corte V. Travel experience sharing on social media: effects of the importance attached to content sharing and what factors inhibit and facilitate it. *Int J Contemp Hosp Manag*. 2022;34(4):1566–1586.
14. Lam KL, Chan CS, Peters M. Accessible tourism for visually impaired. *J Destin Mark Manag*. 2020;17:100434.
15. Dedeoglu BB. Info quality and source credibility in shared content on social media: Gender as moderator. *Int J Contemp Hosp Manag*. 2019;31(1):513–534.
16. Chia SKS, Lo MC, Razak ZB, Wang YC, Mohamad AA. Impact of destination image on tourist satisfaction: IT as moderator. *GeoJournal Tour Geosites*. 2021;34(1):88–93.
17. Orden-Mejía M, Huertas A. Smart tourism tech attributes in chatbots. *Curr Issues Tour*. 2022;25(17):2854–2869.
18. Narangajavana Kaosiri Y, Callarisa Fiol LJ, Moliner Tena MÁ, et al. UGC & tourist satisfaction. *J Travel Res*. 2019;58(2):253–265.
19. Jamshidi D, Rousta A, Shafei R. Social media destination info, coolness, and tourism experience. *Curr Issues Tour*. 2023;26(3):407–428.
20. Choudhary FS, Khatoon N. Impact of social media communication on visitor loyalty. In: *Sustainable Tourism Part B*. Bingley: Emerald; 2024. p.165–180.

21. Mirzaalian F, Halpenny E. Destination loyalty using social media analytics. *J Destin Mark Manag.* 2021;20:100598.
22. Liu Y, Hultman M, Eisingerich AB, Wei X. Brand loyalty effect on place attachment. *Ann Tour Res.* 2020;81:102879.
23. Taghizadeh H, Panahi K, Iranzadeh S. Personalization & loyalty in e-banking. *Int Econ Stud.* 2021;51(2):37–52.
24. Khoa BT, Huynh TT. Tourism digitalization in heritage tourism: Vietnam. In: 2nd ICSH; 2024. p.26–30. IEEE.
25. Ngo T, Hales R, Lohmann G. Collaborative marketing for CBT enterprises. *Curr Issues Tour.* 2019;22(18):2266–2283.
26. Putri WSF, Praningrum P. Knowledge sharing & work engagement → loyalty. *Jurnal Ekonomi.* 2023;12(4):2375–2384.
27. Xu H, Cheung LT, Lovett J, et al. UGC influence on loyalty in heritage tourism. *Tour Recreat Res.* 2023;48(2):173–187.
28. Martínez-González JA, Álvarez-Albelo CD. Site personalization & youth loyalty. *Sustainability.* 2021;13(3):1425.
29. Azis N, Amin M, Chan S, Aprilia C. How smart tourism technologies affect tourist destination loyalty. *J Hosp Tour Technol.* 2020;11(4):603–625.
30. Primadona F, Hartoyo H, Yulianti LN, Arsyianti LD. Value, trust & loyalty in halal tourism (Lombok). *Syariah J Huk Pemikir.* 2025;25(1):23–42.
31. Achrol R.S, Kotler P. Frontiers of the marketing paradigm in the third millennium. *Journal of the Academy of Marketing Science.* 2012;40(1):35–52.
32. Piller F.T, Ihl C, Vossen A. A typology of customer co-creation in the innovation process. SSRN. 2010.
33. Håkansson H, Ford D. How should companies interact in business networks? *Journal of Business Research.* 2002;55(2):133–139.
34. Fyall A, Garrod B, Wang Y. Destination collaboration: A critical review of theoretical approaches to a multi-dimensional phenomenon. *Journal of Destination Marketing & Management.* 2012;1(1–2):10–26.
35. Baggio R, Cooper C. Knowledge transfer in a tourism destination: The effects of a network structure. *The Service Industries Journal.* 2010;30(10):1757–1771.
36. Burhanudin B, Ariani S, Suroso A, Suliyanto S, Kartawan K, Banin QA. Memorable experience and destination loyalty in Islam-related tourism. *J Islam Mark.* 2025;16(6):1527–1543.
37. Boon Liat C, Nikhashemi SR, Dent MM. The chain effects of service innovation components on tourism destination loyalty: Religiosity as moderator. *J Islam Mark.* 2021;12(9):1887–1929. Available from: <https://doi.org/10.1108/JIMA-12-2019-0254>.
38. Elshaer I, Azazz A, Alyahya M, Mansour M, Fayyad S. Sports investment to improve the destination image and optimize tourism performance in Saudi Arabia. *Environment and Social Psychology.* 2024;9.
39. Kuswanto A, Sundari S, Harmadi A, Hariyanti DA. Customer loyalty in Indonesian ride-sharing. *Innov Manag Rev.* 2019;17(1):75–85.
40. Jo H. Recommendation intention & loyalty of O4O consumers. *Sustainability.* 2023;15(6):4775.
41. Talukder MB, Das IR, Afchar MN. Social media in religious tourism industry. In: *Business Sustainability Practices in Society 5.0.* 2024. p.359.
42. Zarkada AK, Kashif M, Zainab. Religious tourism destination image construct. *J Islam Mark.* 2025;16(3):689–712.
43. Abror A, Patrisia D, Engriani Y, Wardi Y, Hamid RS, Najib M, et al. Antecedents of Muslim tourist loyalty: The role of Islamic religiosity and tourist value co-creation. *Cogent Business Manag.* 2023;10(2):2247871.
44. Alkhalifah E, Hammady R, Abdelrahman M, Darwish A, Cranmer E, Al-Shamailah O, et al. Enhancing tourist attitudes and behaviours in Islamic religious tourism through virtual reality: The role of emotional attachment and VR presence. *Hum Behav Emerg Technol.* 2025;2025(1). Available from: <https://doi.org/10.1002/hbe2>.
45. Hair JF Jr, Matthews LM, Matthews RL, Sarstedt M. PLS-SEM or CB-SEM guidelines. *Int J Multivar Data Anal.* 2017;1(2):107–123.
46. Bugshan H, Attar WR. Social commerce information sharing and their impact on consumers. *Technol Forecast Soc Change.* 2020;153:119875.
47. Hannan S, Suharjo B, Kirbrandoko K, Nurmalina R. Customer satisfaction, trust & information sharing on loyalty. *Int J Econ Perspect.* 2017;11(1):344–353.
48. Erdogmus IE, Cicek M. Social media marketing and brand loyalty. *Procedia Soc Behav Sci.* 2012;58:1353–1360.
49. Poturak M, Softic S. Social media content on purchase intention: brand equity mediation. *Eurasian J Bus Econ.* 2019;12(23):17–43.
50. Ramzan U, Syed AR. Content-based social media marketing & loyalty. *J Internet Bank Commer.* 2018;23(3):1–20.

51. Kaniewska-Sieba A, Pilarczyk B. Negative effects of personalization in direct marketing. *Int J Arts Sci.* 2014;7(2):89–98.
52. Lee J, Lehto X. E-personalization & online privacy in travel sites. *J Manag Mark Res.* 2010;4:1.
53. Hair JF, Risher JJ, Sarstedt M, Ringle CM. Reporting PLS-SEM results. *Eur Bus Rev.* 2019;31(1):2–24.
54. Ghozali I. *Structural Equation Modeling: Metode Alternatif dengan PLS.* Semarang: Undip Press; 2008.
55. Anabila P, Achiriga V, Okpattah B, Asare S. Market orientation and behavioural intentions of tourists in Ghana's tourist destinations: The mediation role of tourist satisfaction. *J Strateg Mark.* 2023;31(1):99–115.
56. Jeong Y, Kim S. Destination image model: small sporting event. *Asia Pac J Mark Logist.* 2019;31(5):1287–1307.
57. Zed EZ, Kartini TM, Purnamasari P. AI-driven personalization & loyalty in e-commerce. *Jurnal Ekonomi.* 2024;13(4):1303–1314.