INFLUENCE OF MUSLIM FRIENDLY TOURISM ORGANISATION FACEBOOK POST ON ONLINE ENGAGEMENT

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ABSTRACT: Social media has tremendously changed the way people gather information on products and services. Muslim-friendly tourism organisations utilised social media and developed its whereabouts to increase awareness and engagement with the online community on Muslim-friendly tourism. The type of content post that influences people's online engagement is crucial to determining the content that attracts online interaction. This paper aims to examine the kind of expected content to have an impact on influencing online engagement. The data were extracted from four Muslim friendly tourism organisations Facebook pages and analysed using ANOVA. This study resulted in the type of content post that exerts a significant effect in influencing online engagement. This finding hopefully assists tourism organisations in selecting and providing relevant information to attract online engagement thus, increasing awareness and popularity towards the respective tourism organisation Facebook pages.

1. INTRODUCTION

The 21st century is experiencing an explosion of information transmitted from the internet, (Mangold & Faulds, 2009). As of 2018, the penetration of internet users is 53% or about 4,021 billion of the total population of 7,593 billion, with 42% or about 3.196 billion internet users being active social media users, (Kemp, 2018). Social media channels such as Facebook, Twitter or Instagram are becoming more important in communicating information on related services, (Hennig-Thurau et al., 2010). As for businesses, the popularity of social media among the public has led them to leverage this technology for networking and mass collaboration, (Cummings, Massey & Ramesh, 2009). Social media has transformed how information is generated and disseminated, (Buhalis & Law, 2008; Xiang & Gretzel, 2010). The information entered Globalization 3.0, as mentioned by Friedman (2007), which empowered a consumer in determining information production and distribution. Social media also marks a shift from organisation oriented to user-oriented which users are taking charge of information (Schegg,

Liebrich, Scaglione, & Ahmad 2008) that, according to O'Reilly (2007,) emphasise user-generated content. Social media empower users to be corporate and act as co-incorporating and acting as co-author and multipliers of information, producing immense viral effects and creating opportunities for word of mouth marketing, (Kozinets, Valck, Wojnicki, & Wilner, 2010; Libai et al., 2010). Social media marketing has brought great interest to businesses and scholars, (Duffett, 2015).

In the tourism context, social media affects travel decisions where users are generally involved in finding and communicating with other users to satisfy their enjoyment. Social media is exceptionally beneficial for travel brands interested in engaging with travellers. Approximate 55% of users follow social media pages related to travel and tourism, and travel marketers capitalised on this phenomenon to generate profit, (Carter, 2017). Companies are now relying on online platforms to make themselves available to consumers, with 61% of their marketing budgets going to online marketing, (Sorrells, 2018).

Good social media accounts increase awareness of the product and create a sense of belongingness among customers, (Lange-faria & Elliot, 2012). Communicating with social media is likely to present both opportunities and challenges for marketers. Still, the ability of these platforms to become part of the lives of many of their users can eventually be seen as an opportunity for companies to create and strengthen customer relationships, (Lopes, Abrantes, & Kastenholz, 2012; Nezakati, Amidi, Yah, & Moghadas, 2015; Öz, 2015; Zeng & Gerritsen, 2014). Compared to other social networking sites, Facebook has earned 26.3% of users worldwide, with 2.375 billion of its users being active users, (Smith, 2019). Facebook has been considered the most enticing social media platform for marketing purposes, especially for businesses to engage with consumers, (Pletikosa Cvijikj & Michahelles, 2013).

Nonetheless, this is not always the case in the actual situation. The Facebook tourism organisation page seldom encourages customers to engage and interact with other consumers or tourism organisations. Therefore, this study examines the Muslim-friendly tourism organisations Facebook page and analyses Facebook content and post to analyse its impact on online interaction. This paper is structured as follows: literature reviews on Facebook use by Muslim friendly tourism organisations, social media engagement and literature on post media type (interactivity and vividness), and post-categories. The third section discusses the data acquisition process for analysing the post effect on online engagement with the research hypothesis. Next, the following section discusses the analytical findings, and the final section presents conclusions, recommendations for future research and discussion of this study's scholarly and practical contributions.

2. LITERATURE REVIEW

2.1 Facebook use by Muslim Friendly Tourism Organisation

Muslim friendly tourism industry has become a lucrative market for tourism marketers. The State of the Global Islamic Economy Report for 2018/2019 estimates that global Muslim spending across lifestyle sectors amounted to US$ 2.1 trillion in 2017, with Muslim spending on travel at US$ 177 billion and is projected to reach US$ 274 billion by 2023, (ThomsonReuters & DinarStandard, 2018). Muslim friendly tourism focuses on providing Muslim travellers with facilities and services to fulfil religious obligations during travel. COMCEC has defined Muslim friendly tourism as an activity of Muslim travellers who do not wish to compromise their faith-based needs while travelling for a purpose, which is permissible, (COMCEC, 2016).

Seeing that Muslim-friendly tourism has entered the global market that was not limited to *Hajj* and *Umra'*, the adoption of internet marketing technology seems inevitable because of the benefits it provides and because of the internet's potential to reach a wider audience. A significant development in internet growth is the increasing prevalence of social media platforms that allow internet users to collaborate, upload and publish original content, such as blogs, pictures, wikis, reviews or photos, (Boyd & Ellison, 2007). Social media has become the modus operandi of the 21st century. Building on Web 2.0, modern-day social media technology has allowed unprecedented growth in human interaction, (Jucan, Jucan, & Rotariu, 2013). Social media's continued growth and popularity have drawn tourism organisations interested in disseminating related services and promoting travel destinations. Tourism organisations can use social media to facilitate information to a user in different kinds of needs, for instance, before travel (to inspire, inform, engage), during the travel (to facilitate at destination) and after the holiday (to remember, share and engage), (Popesku, 2014).

Most Muslim friendly tourism organisations have adopted Facebook to promote Muslim friendly destinations and engage with Muslim travellers. However, most of them, especially in Southeast Asia, is late SNS adopter. For instance, *Halal* Trip, a tourism organisation based in Singapore, established its Facebook page in 2010 and, until September 2019, had reached 682,712 likes and 683,081 followers. As of September 2019, *Halal* Trip had become the fastest-growing travel Facebook page in Singapore, (Social, 2019). A government-based tourism organisation also takes this opportunity by promoting a local destination and Muslim friendly facilities to local and international Muslim travellers. For example, the Ministry of Tourism Malaysia had established a new centre for Islamic tourism in 2009, namely the Islamic Tourism Centre (ITC), since that ITC acted as a responsible agency to manage and promote Muslim friendly tourism in Malaysia through various media, including Facebook, which created in 2011.

Social networking site (SNS) research related to Muslim friendly tourism organisations is still in infancy yet to identify how Muslim friendly tourism organisations utilise SNS to promote Muslim-friendly tourism to the traveller. Not much research study focus on the content present in the SNS by Muslim friendly tourism organisations with prior researcher had focused on the user satisfaction, and content usefulness in Muslim friendly tourism organisation websites (Hasmida et al., 2013; Melatu Samsi, Mohd, & Jamaluddin, 2012; Samsi, Jamaluddin, Noor, Mohd, & Abdullah, 2016), social media as a destination marketing tools by Malaysia tourism government organisation (Hays, Page, & Buhalis, 2013; Roque & Raposo, 2015), representation of Islam in Malaysia official promotion (N. H. Hashim, Murphy, & Hashim, 2007; Henderson, 2003, 2008b), utilisation of social media to choosing Malaysia as a tourism destination (Hua, Ramayah, Ping, & Jacky, 2017), and social media use to engage with Malaysia hotel consumer (K. F. Hashim & Fadhil, 2017).

In general, most of the previous studies that focus on the promotion of Malaysia as a Muslim friendly destination mainly focused on the adoption issue (e.g. social media use to select tourism destination) (Hua et al., 2017), examining social media as the official marketing tools by Malaysia tourism government agency (Hashim et al., 2007; Henderson, 2003, 2008; Hays et al., 2013), user satisfaction towards website content and content usefulness (Samsi et al., 2012; Samsi et al., 2016) and utilisation of social media to engage with hotel customer (Hashim & Fadhil, 2017). Thus, motivated by the lack of research focus on customer engalasment towards promoting Muslim friendly tourism in social media, this research interest analyses the influence of posts in tourism organisation Facebook on online engagement.

2.2 Social Media Engagement

Tourism products and services are experiential, resulting from tourists' various services while travelling, (So, King, & Sparks, 2015). Content utilisation is an instrument to attract user projected interaction and engagement in social media. Tourism organisations must publish content pieces that attempt to address consumer motivation by providing exciting content when and where necessary. Consumers support good content by sharing it, adding value and creating derivative or original content that spreads through peer-to-peer interactions. Thus, content reaches popularity by those consumers who engage favourably with it, helping to spread it and becoming brand ambassadors who can affect other people's purchasing decisions, (Sabate, Berbegal-Mirabent, Cañabate, & Lebherz, 2014).

As a part of this ongoing evaluation and interaction process, tourism organisations such as destination marketing organisations from government agencies and private agencies have actively adopted customer engagement strategies to communicate with customers at different consumption stages, pre, during, and post, (So et al., 2015). Marketing Science Insitute (2010) described customer engagement as the customers' behavioural manifestation toward a brand or firm beyond purchase, resulting from motivational drivers including word-of-mouth activity, recommendations, customer-to-customer interactions, blogging, writing reviews, and other activities. Measuring social media engagement is crucial in determining the successful implementation. Aside from measuring post interactivity and promotional categories post to user participation, it is vital to measure post engagement by tourism organisations. Engagement is not a single process or collection of activities. It is an ongoing conversation that builds confidence and relationships, (Alam & Diamah, 2011). This study has developed a research hypothesis to examine the type of media post that could increase online engagement. Based on previous literature, this study refers to the concept of post interactivity, post vividness and promotional post categories (e.g. *halal* gastronomy, local destination, event, and report, etc.) that are commonly used to measure different types of online engagement.

2.3 Conceptual Model

Two essential elements correlate to the posting activity of an organisation as part to encourage engagement; 1) type of post and 2) category of to post trigger more engagement. The hypothesis was derived from previous literature in Muslim tourism content. To address the post media type, we apply the notions of vividness and interactivity, extensively used as a foundation for evaluating user responses to various types of online material, particularly in online advertising. Based on previous literature, social media engagement was measured by looking at this specific indicator, likes, comments and shares buttons, (Luarn, Lin & Chiu, 2015; Pletikosa & Michahelles, 2012; Sabate et al., 2014) (Figure 1).

2.4 Type of Post: Interactivity and Vividness

Interactivity is the degree to which two or more communications parties can act on each other, on the communication medium and on the messages and the degree to which those influences are synchronised, (Liu & Shrum 2002). For instance, users provide feedback or reviews on particular services or products. Social media such as Facebook allowed page administrators to use various interactivity levels by using text, links, voting, calling for action (e.g. telling fans to visit certain websites, clicking the 'like' button and commenting on the

information) and conducting competitions and quizzes, (De Vries, Gensler, & Leeflang, 2012). Interactivity is a crucial variable in measuring affective and behavioural outcomes such as satisfaction, mood, decision-making, and involvement, (Fortin & Dholakia, 2005; Stewart & Pavlou, 2002).
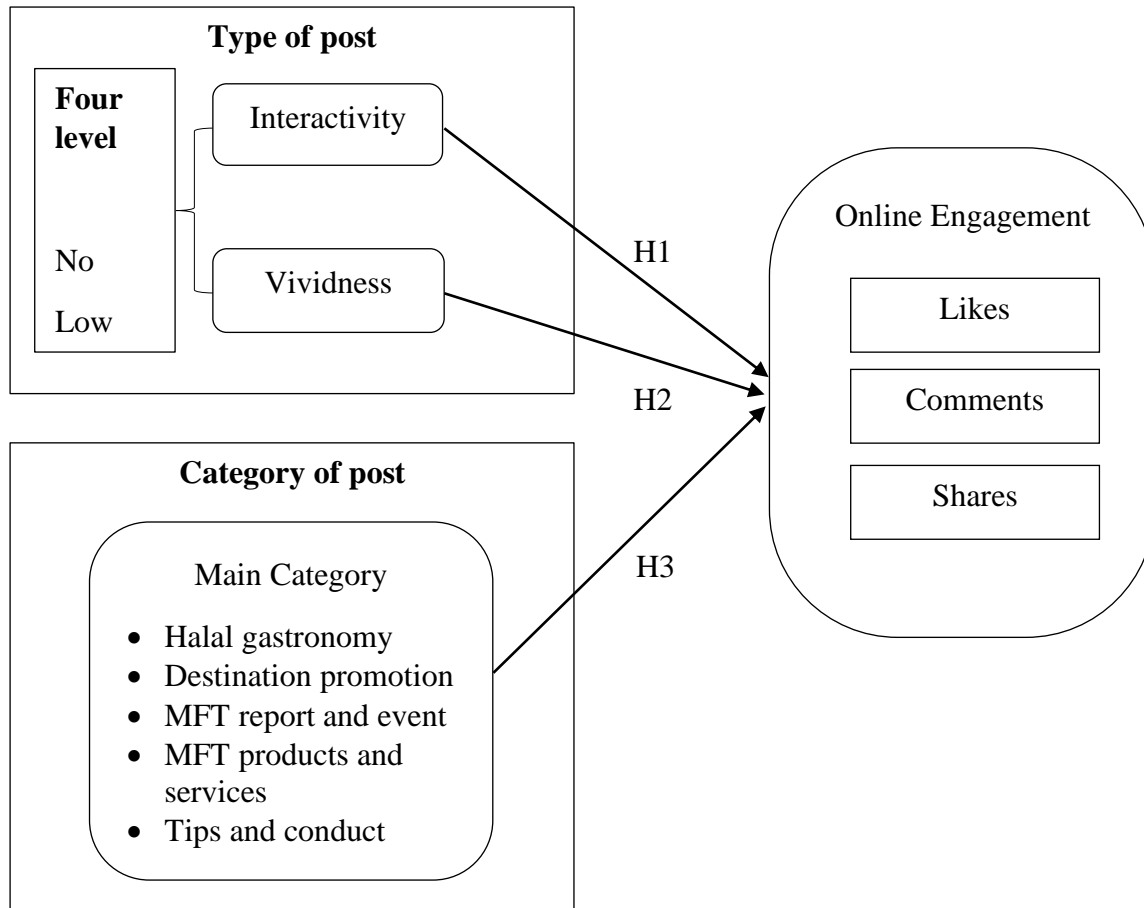

Figure 1: Conceptual Model

Consumers have more impact on the process and subsequent marketing messages in an interactive context by searching for, selecting, processing, using, and responding to information, (Fortin & Dholakia, 2005). For example, links to the website post have been considered interactive compared to post with text only, (Fortin & Dholakia, 2005), while Luarn, Lin, and Chiu (2015) pointed out that accompanied content with attractive photo might be an excellent strategy to attract user's engagement. A high degree of interactivity can lead to favourable communication outcomes, (Sicilia, Ruiz, & Munuera, 2005). Thus, this study suggests that the post contains a high interactive post may lead to a high level of online engagement as in the following hypothesis:

H1: A high interactive content post leads to more online engagement than a low interactivity content post on Muslim friendly tourism organisation Facebook pages.

Online promotion has become popular among consumers because of the richness of its content (Saat & Selamat, 2014). Sabate et al. (2014) affirm that different media types require

different immediate input capabilities that contribute to the definition of media richness. Richness also refers to vividness reflecting the complexity of a post's formal characteristics, in other words, the degree to which a post stimulates the various senses, (Steuer, 1992). Previous research indicated that vividness is a crucial factor in forming a positive attitude towards online promotion and promoting online engagement, (De Vries et al., 2012; Fortin & Dholakia, 2005; Luarn et al., 2015; Pletikosa Cvijikj & Michahelles, 2013; Saat & Selamat, 2014; Sabate et al., 2014). For instance, a high level of vividness has been said as the most effective in improving attitudes towards a website, (Coyle & Thorson, 2001; Fortin & Dholakia, 2005). In social media, environment vividness may increase click-through rates (number of likes, comments and shares) as an indicator of online engagement behaviour, (Lothia, Donthu, & Hershberger, 2003). However, the vividness of Facebook content is no different from the traditional channel that also includes text, photos, videos and links. Thus, this study suggests the following hypothesis.

H2: Post displayed with a high level of vividness leads to more online engagement than post displayed low vividness.

2.5 Categories of Posts

Generally, tourism information revolves around promoting food, tourism destination, tourism products and services. According to De Vries et al. (2012), the information relates to the organisation page. For instance, a travel page promoting tourism destinations may encourage participation from page followers. The information can also include specific products, brands, companies, and related marketing activities. The study chooses promotion categories because it performs multiple functions. The more obvious one is increasing awareness of a tourism destination and attracting visitors through the communication of attractive images, (Middleton, Fyall, Morgan, & Ranchhod, 2009). Information provided by tourism organisations is essential to determine which information was interactive to followers, consequently enabling tourism organisations to quickly comprehend and measure feedback, (Hays, Page, & Buhalis, 2013). Thus, this study proposed the following hypothesis.

H3: People displayed a different degree of online engagement on different Facebook posts in tourism organisations.

3. METHODS

This study adopted a deductive approach to investigate the tourism organisation engagement on Facebook. This study applied a quantitative content analysis method to analyse how tourism organisations utilise Facebook to engage consumers. Content analysis was chosen as the most suitable method for this research as it allows the researcher to 'use a set of procedures to make valid inferences from the text', (Weber, 1990). Social media is relatively new, so tourism organisations' use of social media as part of their marketing efforts varies significantly. In the field of communication, if the research aims to investigate the effect of content, Krippendorf (1980) has suggested a content analysis as the most appropriate research method since 'the pursuit of content analysis is fundamentally empirical in orientation, exploratory, concerned with real phenomena, and predictive in intent'. There are many types of social media to choosing as a study sample. However, this study focuses on utilising social

network sites by tourism organisations, such as Facebook, on engaging with users. This study chooses Facebook because it has millions of active users, extensive participation from businesses and organisations, and varies significantly in functionality, scope and usage, (Hays et al., 2013).

3.1 Sampling Process and Data Coding

The non-probability sampling technique is used to select Muslim friendly tourism organisations pages. The selected tourism organisation pages must be active in posting content regularly on Muslim friendly tourism in Malaysia. Hence, four Muslim friendly tourism organisations Facebook pages were selected based on the criteria mentioned above. Islamic Tourism Centre (ITC), Tripfez Travel, Have *Halal* Will Travel and *Halal* Trip. Facebook allowed for either long or short content posts accompanied by photos, videos, and links to websites. Firstly, this study conducted a pilot study to determine appropriate categories and post themes and understand content, information, and engagement produced by tourism organisations. This study investigates posts during the festive seasons of 2017. It was hypothesised that the busy festive season would require increased tourism organisation marketing efforts and provide a comprehensive and diverse sample of social media content for review, (Hays et al., 2013). As for Malaysia, the festive season related to Muslims were *Nuzul Qur'an* and *Eid Fitri* in June, *Eid-Adha* and *Awwal Muharram* (beginning of Islamic calendar) in September, and prophet Muhammad's birthday in December. These Muslim festivals were an annual public holiday in Malaysia.

This study compared posts on Muslim friendly tourism organisations Facebook pages. Facebook Graph API was used to gather information on the list of all posts posted by the page administrator, the posting, the type of media post, the number of likes, comments and shares, and the post time and date created. Two independent coders were hired to code data manually. The coder has explained the codes used and codes procedures that later consulted the principal researcher for clarification. For the pilot study, a coder had coded 35 random posts from HHWT and Tripfez Travel; the inter-coder reliability test produced .953 coefficients that showed high agreement between two coders, (Zheng Xiang, Wöber, & Fesenmaier, 2008).

3.2 Independent Variables: Post Media Type

3.2.1 Interactivity

As suggested by previous studies (De Vries et al., 2012; Luarn et al., 2015), four-level interactivity was assigned to classified and group collected data. No interactivity for text and photos; Low interactivity for links to a website where users clicked on links if they wish to view other content; Medium interactivity if users are asked to provide feedback (e.g. ask a user to visit a specific website, like a post, comment and enter contests for which offering users a prize); and High interactivity if post asking the user to answer questions, quizzes or joining a competition.

3.2.2 *Content Type*

This study content type was coded based on previous studies, (Fortin & Dholakia, 2005; Hays et al., 2013a; Luarn et al., 2015; Pletikosa Cvijikj & Michahelles, 2013; Sabate et

al., 2014). There are four content types of posts related to four levels of vividness. There is no vividness for text status, low vividness for photos and images, medium vividness for links to the website, and high vividness for videos.

3.2.3 *Content categories*

This study extends previous categories (Hashim et al., 2007; Henderson, 2003, 2008) in the promotional content of Muslim friendly tourism based on content analysis pilot test. This study had identified 13 promotional content categories in Muslim friendly tourism based on 416 posts in tourism organisation Facebook pages. However, from 13 identified categories, only five were chosen based on past occurrences: *Halal* gastronomy, promoting the destination, report, and event on Muslim friendly tourism, Muslim friendly tourism products and services, and tips and conduct.

3.3 Dependent Variables: Online Engagement

The engagement has been conceptualised as a multilevel, multidimensional construct that emerges from the thoughts and feelings about one or more rich experiences in reaching a personal goal, (Voorveld, van Noort, Muntinga, & Bronner, 2018). Voorveld et al. (2018) further added that engagement is not exclusive to social media and may vary across contexts and in the context of social media. Thus, define engagement as the emotional, intuitive experiences or perceptions that people undergo when using a particular medium at a particular moment. In SNS, the act of liking, commenting and sharing has been recognised as an act of online interaction, (Lin & Lu, 2011; Ruiz-Mafe, Marti-Parreno, & Sanz-Blas, 2014). Thus, for this study, three dependent variables were selected to proxy for online interaction on Facebook pages of Muslim friendly tourism organisations; like comment and share, (De Vries et al., 2012; Luarn et al., 2015; Pletikosa Cvijikj & Michahelles, 2013; Sabate et al., 2014). The number of like in SNS act as an indicator of how famous the brand is, and the brand post updates will likely appear on the news feeds of all its follower (Phua & Ahn, 2014), thus leading to the dissemination of the brand message to additional potential customers via the SNS algorithm, (Sabate et al., 2014). Sabate et al. (2014) also added that a large number of comments on a post reflect the degree of success or effect, as it indicates that users have invested their time in sharing their views.

4. RESULTS AND DISCUSSION

This study collected 416 posts from four tourism organisations on Facebook. Table 1 illustrates the general characteristics of the Muslim friendly tourism organisation page. *Halal* Trip has become the earliest Muslim friendly tourism organisation to utilise Facebook to promote Muslim friendly tourism; It has been a Facebook member since 2010. The average number of tourism organisations likes per tourism organisation was 267,319 (SD = 287,271.99). The average number of followers per tourism organisation was 270,125 (SD = 288,515.01). The average number of posts per tourism organisation was 104 (SD = 28.06). Furthermore, the average number of likes, comments and shares per tourism organisation post was 301.70 (SD = 831.34), 45.74 (SD = 175.51), and 124.37 (SD = 427.52), respectively.

Table 1: General characteristics of the analyse tourism organisation Facebook pages.

Facebook Link	Facebook Page Name	No. of likes	No. of followers	Member since	Total post
facebook.com/Islamic-Tourism-Centre-21188	Islamic Tourism Centre	7,671	7,671	May 23, 2011	69
facebook.com/tripfez	Tripfez Travel	69,135	69,395	2016	84
facebook.com/*Halal*Trip	*Halal* Trip	630,542	630,710	2010	129
facebook.com/have*halal*willtravel	Have *Halal* Will Travel	361,927	372,724	February 2015	134
M		267,319	270,125		104
SD		287,271.99	288,515.01		28.06

Notes: *M,* means: SD, standard deviation

4.1 Summary and Descriptive Statistics

Table 2 illustrates the summary statistics of the online engagement per tourism organisation. The average number of likes, comments and shares per tourism organisation post was 310.70 (SD = 831.34, 45.74 (SD = 175.51), and 124.37 (SD = 427.52), respectively. Regarding descriptive statistics of different online engagement, Table 3 illustrates that all three online engagement measurements were heavily skewed and moderately correlated with each other.

Table 2: Summary statistics of the online engagement per tourism organisation page.

Tourism organisation	Post	Like		Comment		Share	
		M	SD	*M*	SD	*M*	SD
ITC	69	68.04	252.79	0.19	0.58	1.26	1.74
Tripfez Travel	84	3.92	4.05	0.29	1.35	0.44	1.40
Halal Trip	129	50.86	110.58	1.26	6.17	10.69	62.48
HHWT	134	850.16	1289.83	140.49	287.64	374.89	687.90

Table 3: Descriptive statistics of different online engagement types.

	M	SD	Skewness	Kurtosis	1	2	3
Like	301.70	831.34	7.23	74.44	1.00		
Comment	45.74	175.51	9.56	119.06	0.42	1.00	
Share	124.37	427.52	6.62	51.42	0.60	0.62	1.00

4.2 Distribution of Post

Before discussing the study hypothesis, we first need to determine the utilisation of Facebook by Muslim friendly tourism organisations by examining the distribution of selected variables. For the post interactivity distribution, posts presented in a low level of interactivity often used by tourism organisations (330 occurrences, 79.33%), followed by those presented in no level of interactivity (70 occurrences, 16.83%), medium interactivity (9 occurrences, 2.16%), and high interactivity (7 occurrences, 1.68%). For the media type post, links to website (medium vividness) were frequently used by tourism organisations (280 occurrences, 67.31%), followed by a post in the form of video (high vividness) (61 occurrences, 14.66%), photo with text (low vividness) (51 occurrences, 12.26%) and text-only post (no vividness) (24 occurrences, 5.77%). Regarding the post categories, a post containing promotion of *halal* gastronomy was the most frequent post by tourism organisations (82 occurrences, 19.7%), followed by post promoting local destination (64 occurrences, 15.4%), post related to reporting and events on Muslim friendly tourism (58 occurrences, 13.9%), post promoting Muslim friendly products and services (45 occurrences, 10.8%) and post providing tips and conduct to the traveller (43 occurrences, 10.3%). Independent variables influenced online engagement measures to varying degrees. The results details for each analysed factor is presented in the following section.

4.3 Hypothesis Results

The study uses One-way ANOVA (analysis of variance) to analyse the hypothesis. The actual value of likes, comments and shares had to be transformed to logarithms values (LN +1) as suggested by Moore, McCabe, and Craig (2014) to ensure a normal distribution. This method was commonly used in previous research, (Luarn et al., 2015; Pletikosa Cvijikj & Michahelles, 2013; Sabate et al., 2014). According to H1, high interactive content may lead to favourable communication outcomes. ANOVA result showed a significant effect for the level of interactivity (like: F=6.25, p<0.05, comment: F=10.14, p<0.05, share: F=7.61, p<0.05), which was consistent with H1. Later the post hoc analysis was conducted, and the findings differed significantly. Results showed that people likely to like a post with medium level of interactivity (like: M = 4.64, SD = 1.60), comment on medium level of interactivity post (comment: M = 2.80, SD = 2.64) and share post both with medium (share: M = 2.40, SD = 2.40) and high level of interactivity (share: M = 2.40, SD = 2.31) (Table 4). Therefore, H1 was only partly supported.

Table 4: ANOVA analysis for the effect of post interactivity.

Dependent Variable	Interactivity	n	M	SD	F	p
Like	No	70	2.62	1.60	6.25	0.05*
	Low	330	3.74	2.22		
	Medium	9	4.64	2.06		
	High	7	4.20	2.71		
Comment	No	70	0.32	0.80	10.14	0.05*
	Low	330	1.62	2.07		
	Medium	9	2.07	2.67		
	High	7	2.80	2.64		
Share	No	70	0.87	1.45	7.61	0.05*
	Low	330	2.30	2.42		
	Medium	9	2.40	2.40		
	High	7	2.40	2.31		

*Notes: n = number of posts, M = mean, SD = standard deviation; F = f-value; p = p-value

Next, to test H2 we conducted an ANOVA to determine whether post with high level of vividness leads more online engagement than post with low vividness. Based on the ANOVA results, relationship between online engagement and various level of vividness differed significantly (like: $F = 2.60$, $p<0.05$, comment: $F = 4.81$, $p<0.05$, share: $F = 6.30$, $p<0.05$). The results showed that people were likely to like, comment and share post presented with high level of vividness (like: $M = 3.81$, $SD = 2.18$, comment: $M = 1.93$, $SD = 2.29$, share: $M = 2.92$, $SD = 2.43$) than post with medium vividness (like: $M = 3.67$, $SD = 2.22$, comment: $M = 1.52$, $SD = 2.00$, share: $M = 2.09$, $SD = 2.36$) and post with no vividness (like: $M = 3.43$, $SD = 1.85$, comment: $M = 0.81$, $SD = 1.46$, share: $M = 1.67$, $SD = 2.24$) and post presented with low vividness (like: $M = 2.81$, $SD = 2.02$, comment: $M = 0.66$, $SD = 1.54$, share: $M = 1.07$, $SD = 1.67$) (Table 5). Therefore, H2 was supported.

Table 5: ANOVA analysis for the effect of post vividness.

Dependent Variable	Vividness	n	M	SD	F	p
Like	No	24	3.43	1.85	2.60	0.05*
	Low	51	2.81	2.02		
	Medium	280	3.67	2.22		
	High	61	3.81	2.18		
Comment	No	24	0.81	1.46	4.81	0.05*
	Low	51	0.66	1.54		
	Medium	280	1.52	2.00		
	High	61	1.93	2.29		
Share	No	24	1.67	2.24	6.30	0.05*
	Low	51	1.07	1.67		
	Medium	280	2.09	2.36		
	High	61	2.92	2.43		

*Notes: n = number of posts, M = mean, SD = standard deviation; F = f-value; p = p-value

For the categories of the post, one-way ANOVA showed a significant primary effect. People were presumably to like on post related to *halal* gastronomy (M = 4.81, SD = 2.04) than they did to post related to tips and conduct (M = 3.82, SD = 2.27), promoting Muslim friendly tourism products and services (M = 3.61, SD = 2.25) and promoting destination (M = 3.04, SD = 2.24). Furthermore, people were less towards the post related to reporting and events on Muslim friendly tourism (M = 2.34, SD = 1.47) (F = 13.79, p<0.05).

Next, people were more likely to comment on post related *halal* gastronomy (M = 3.05, SD = 2.24). The remaining four post categories face a lower people engagement with a post related to the promotion of Muslim friendly tourism products and services on average was 1.69 (SD = 2.07), followed by promoting destination on average was 1.23 (SD = 1.78), post related to tips and conducts on average was 1.03 (SD = 1.85). Post related to reporting and event on Muslim friendly tourism on average was 0.10 (SD = 0.38) (F = 24.67, p< 0.05).

The third result related to people's engagement to share post categories. The results showed that, people likely to share post related *halal* gastronomy (M = 3.78, SD = 2.18), than post related to promotion of Muslim friendly tourism products and services (M = 2.29, SD = 2.43), promoting destination (M = 1.88, SD = 2.36) and post related to tips and conducts (M = 1.82, SD = 2.47). In addition, results showed that people were less likely to share a post related to a report and event on Muslim friendly tourism (M = 0.63, SD =0.71) (F = 20.22, p<0.05) (Table 6). Thus, it concluded that posts related to reporting and events on Muslim-friendly tourism unmotivated people to like, comment, and share among five main post categories.

Table 6: ANOVA analysis for the effect of post categories.

Dependent Variable	Vividness	*n*	*M*	SD	*F*	*p*
Like	*Halal* Gastronomy	82	4.81	2.04	13.79	0.05*
	Destination	64	3.04	2.24		
	Report and Event on MFT	58	2.34	1.47		
	MFT Products and Services	45	3.61	2.25		
	Tips and Conducts	43	3.82	2.27		
Comment	*Halal* Gastronomy	82	3.05	2.24	24.67	0.05*
	Destination	64	1.23	1.78		
	Report and Event on MFT	58	0.10	0.38		
	MFT Products and Services	45	1.69	2.07		
	Tips and Conducts	43	1.03	1.85		
Share	*Halal* Gastronomy	82	3.78	2.18	20.22	0.05*
	Destination	64	1.88	2.36		
	Report and Event on MFT	58	0.63	0.71		
	MFT Products and Services	45	2.29	2.43		
	Tips and Conducts	43	1.82	2.47		

*__Notes__: *n* = number of posts, *M* = mean, SD = standard deviation; *F* = *f*-value; *p* = *p*-value

This study explored the influence of media and type of content on online engagement. The results show that the effects of each type of content on online engagement differed. Our first analysis showed that our H1 was only partly supported. However, consistent with a previous study (Liu & Shrum, 2002; Luarn et al., 2015), the results indicate that interactivity has substantial effects on the level of engagement. Although partly supported, people were more likely to engage in medium and high interactivity content than low and no interactivity level posts. In this study, a Muslim-friendly related tourism organisation posts less content on medium and high-level interactivity. Compared to a no, and low-level interactivity post, a medium and high interactivity content gained more interaction from page followers.

Second, consistent with the previous study, the results showed that content vividness significantly influences online engagement, (Coyle & Thorson, 2001; Fortin & Dholakia, 2005; Luarn et al., 2015). This study results showed that people were likely to like, comment and share video content as it usually contains all information needed by a user; as previously mentioned by Luarn et al. (2015) that information presented in the form of the video was highly favourable and exhibited more online engagement that presented with only text or photo. Thus, supporting H2.

According to De Vries et al. (2012), a content type is a crucial component of post strategies, as it strongly influences the degree of online engagement. *Halal* gastronomy posts were highly influential and exhibited a high level of engagement. It can be associated with previous research by Du, Ernie, and Alberts (2003) as well as Mitchell and Hall (2008) that mentioned the importance of food in tourism and for Muslim travellers, *halal* food has always been an essential factor to consider during travelling, (Bon & Hussain, 2015; Kamarudin & Ismail, 2016; Omar, Omar, & Karim, 2014; Rahman, 2014). Tips and conducts posts were highly influential in exhibited engagement through liking but did not affect commenting and sharing. Muslim friendly tourism products and services post exhibited low engagement through liking but influenced people to comment and share information on this type of post. A possible explanation for this result might be that Muslim traveller was interested in gathering information on products and services available for Muslims during travel. As mentioned in previous research, among important attributes for Muslim travellers is information on Muslim friendly products and services, (Kamarudin & Ismail, 2016). Previous research indicates that destination attributes influence the tourist's satisfaction and decision making process, (Rahman, 2014). This study showed that people were likely to like and comment on content related to promoting destination but unlikely to share the information. Muslim friendly tourism reports and events exhibited the lowest liking, commenting, and sharing. It mainly shared facts in a report or shared upcoming events on Muslim friendly tourism.

5. CONCLUSION

This study showed the importance of social media in influencing people to engage with a corporate organisation related to Muslim friendly tourism. This paper also contributed to a better understanding of Muslim-friendly related tourism organisations' social media strategies. Notably, we identified factors influencing online engagement in social media, which are content interactivity, vividness and post categories. Muslim friendly related tourism organisations may use results obtained from this study to improve their social media content to increase engagement. In addition, this study's findings can encourage tourism organisations to plan their engagement strategies to enhance their social media page performance.

5.1 Scholarly Implications

This research offers several scholarly contributions. First, this study examined Muslim friendly tourism organisations' social media content that previously focused on the official website. Therefore, it offered an understanding of how Muslim friendly tourism organisations use social media to promote and engage with followers. Second, this study was the first study that investigates the interaction between Muslim friendly tourism organisations and social media followers empirically thus, providing a benchmark for future research to apply its methodology in a different social media setting. In addition to that, this study applied online engagement measurement (like, comment, and share) to measure the impact of different types of content on online engagement, which was not discussed in the previous study, (Hashim et al., 2007; Hays et al., 2013; Henderson, 2003, 2008). Most importantly, aside from listed down promotion categories in Muslim friendly related tourism organisation social media page, this study examined the influence of specific categories on online engagement. For instance, *halal* gastronomy is the most influential promotion information that exhibited a high level of online engagement consistent with previous research that mentioned the importance of *halal* food to Muslim travellers.

As for the practical contributions, this study guides Muslim friendly tourism organisations Facebook administrators regarding which content can be increased in every post. For example, to achieve a high level of engagement, they can post a high or medium level of interactive and vivid content. Administrators who aim to attract more followers can post more exciting video content as they exhibit more like, comment, and share. Secondly, our results indicate that different kinds of categories influenced online engagement. For instance, people were more likely to engage in *halal* gastronomy posts as *halal* food had an important influence on Muslim travellers, (Bon & Hussain, 2015; Mitchell & Hall, 2008). Finally, social media administrators can adopt the measurement used in this study to monitor their performance and increase awareness and engagement with the followers. Aside from that, this study findings hopefully assist administrators in designing and establishing their engagement strategies that increase followers' activities aside to increase awareness of Muslim friendly tourism.

5.2 Limitations and Future Directions

This study has several limitations. First, this study used only Facebook as a sample for investigation. Thus, the results may vary when adapted to a different type of social media. Second, this study sample may not represent the whole tourism organisation related to Muslim friendly. Thus, future research may broader a study sample to include other tourism organisations related to Muslim friendly tourism. Third, this study was meant to examine the impact of content on online engagement without considering what motivates followers to actually like, comment and share certain content. Therefore, further investigation is needed to understand followers' motivations to engage with social media.

ACKNOWLEDGEMENTS

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