STUDY ON THE NEXUS OF CSR AND SOCIAL MEDIA ENGAGEMENT ON TOURIST DESTINATION LOYALTY IN SUSTAINABLE DEVELOPMENT NATURE-BASED TOURISM

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Abstract

The purpose of this study is to examine the relationship between Corporate Social Responsibility (CSR), and destination brand loyalty and social media engagement, which is not well understood. This particularly occurs in the sustainable development context of nature-based tourism in managing the negative impact on the environment, which is rather challenging. Moreover, the current research aims to develop a simple model for investigating the interrelationship of CSR as well as destination loyalty by incorporating social media engagement as a moderating variable. This is to investigate the impact mechanism of CSR activities of tourists towards tourists' destination brand loyalty in the context of nature-based tourism. The data for this study were obtained from 285 tourists who visited a popular marine park site in Malaysia. The researchers used the partial least squares structural equation modeling technique to analyze the collected data. The findings revealed that both CSR and social media engagement had an impact on destination brand loyalty. These findings have important implications for destination operators, suggesting that incorporating CSR activities into their strategies can be a strategic approach for achieving sustainable success.

Keywords: CSR, Social media engagement, destination loyalty, marine park

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INTRODUCTION

Coastal and marine destination refers to the nature-based tourism product, which are also known as among the rapidly growing sectors within the global tourism industry (Marasinghe, Perera, Simpson, & Newsome, 2021). In this context, the European Union (EU) has acknowledged the capacity of this sector to promote sustainable development as part of its EU Blue Growth Agenda (Dimitrovski, Lemmetyinen, Nieminen, & Pohjola, 2021) as well as the EU Blue Economy studies (European Commission, 2019). Moreover, the United Nations (UN) General Assembly, in 2015, developed a set of 169 targets known as the Sustainable Development Goals (SDGs), which aim to monitor progress towards global sustainability. The 17 Sustainable Development Goals (SDGs), which encompass various areas of global development, must be achieved by the year 2030. One of these goals, Goal 14: Life Below Water, focuses on the preservation and sustainable use of seas, oceans as well as marine resources, with the aim of safeguarding marine ecosystems for future generations. These goals were developed through collaborative efforts across different disciplines worldwide, and they provide countries with the flexibility to choose context-specific solutions that align with their needs and circumstances.

According to Andolina, Signa, Tomasello, Mazzola, & Vizzini (2021), achieving sustainable development is challenging due to environmental as well as social obstacles, including limited resources, fragmented management of resources, and pollution. Meanwhile, Ghaderi, Mirzapour, Henderson, & Richardson (2019) emphasizes the importance of addressing these challenges by implementing effective CSR activities among outbound operators and tourists. In this scenario, customers engaging in nature-based tourism demonstrate a heightened awareness and concern for the importance of preserving the Earth's environmental resources. With a focus on environmental health, biodiversity conservation, and minimizing negative impacts, particularly in marine ecosystems, there is a growing recognition of the need to sustain these resources (Sayre et al., 2020; Schuhmann et al., 2019). Considering the pivotal role of tour operators in the tourism industry, they strive to incorporate specific CSR initiatives to meet stakeholder expectations and address these environmental concerns (Olajide, 2014). Similarly, Interviewee & Commentary (2020) stated that studies on CSR indicate a rising trend in consumer interest towards CSR.

The majority of research findings indicate that customers hold the belief that business or companies operators should participate in social initiatives, and these activities are beneficial for the firms (Lee, Ham, & Koh, 2019). Previous empirical studies have demonstrated a positive correlation between CSR and loyalty, yet no mediating variables have been identified (Kataria, Saini, Sharma, Yadav, & Kohli, 2021). The authors also suggested that adopting an integrated approach would provide a comprehensive conceptual framework to address these

issues. Studies have found that most of the CSR research revolves around hotel and image (Martínez, Pérez, & del Bosque, 2014), branding and decision-making (Ferrell, Harrison, Ferrell, & Hair, 2019) and organization (Martínez, Pérez, & Rodríguez del Bosque, 2014). However, there are limited studies available that provide a conceptual framework pertaining to the impact of CSR on loyalty within the travel industry (Chubchuwong, 2019) and recognize the existing gap in understanding the relationship between CSR and customer loyalty. Past research have recommended that future research should explore the influence of social media engagement on CSR activities, particularly in the context of ecotourism products, to better understand its impact on customer loyalty (Loureiro & Lopes, 2019).

The present study employs signalling theory to construct and test a model that provides better insight into destinations' CSR corporate social responsibility. Furthermore, it focuses on how CSR at the tourist destination level connects to critical relationship variables such as social media and, ultimately, tourist destination loyalty. The association between CSR and marketing outcomes has lately appeared in the literature; nonetheless, several study gaps remain. Initially, the existing research on the influence of CSR initiatives on customer loyalty is insufficient and incomplete (Fan, Haq, Moeriera, & Virk, 2018; Islam et al., 2023; Martínez, Pérez, & del Bosque, 2014)..This suggests that there is a limited comprehension of the mechanism that underlies the connection between CSR and customer loyalty (Ahmad et al., 2021; Gupta et al., 2021).

This study makes three contributions to academia and management practice. The concept of CSR is developed from the literature on corporate reputation. For the first time, this research develops an integrated model to test and explain how received CSR influences outcomes essential to both the general functioning of tourist social media engagement and destination loyalty. To address a significant yet unresolved query, the present study aims to explore the correlation between CSR and social media engagement towards destination loyalty. This relationship remains inadequately understood, especially in the realm of sustainable development in nature-based tourism, which further complicates the management of environmental impact. The study seeks to develop a concise model that examines the interconnectedness of CSR and destination loyalty, incorporating social media engagement as a mediating variable. By investigating the impact mechanism of stakeholder CSR activities on tourist destination brand loyalty within a nature-based tourism context, the study aims to shed light on this subject.

LITERATURE REVIEW
Signalling Theory
The concept of signalling theory arose as a solution to the common issue of information imbalance regarding the attributes of service providers and their capability to adequately meet customer needs (Connelly et al., 2011). Moreover, the theory has found widespread application in various domains as a means to elucidate the phenomenon of customer decision-making (Boateng, 2019). Service providers frequently employ communication strategies to shape their customers' future intentions by conveying information about the quality of their services as well as products. They effectively transform this information into signals and employ diverse channels to transmit these signals to their customers.

The concept of signalling theory involves three essential components: the signaller, the signal as well as the receiver (Connelly et al., 2011). Here, signalers are individuals who possess privileged information about a product that is not accessible to external parties (Kirmani & Rao, 2000). Signals are information indicators disseminated by signalers with the intention of influencing preferable outcomes (Taj, 2016). Receivers are individuals external to the product or service who possess limited information and are open to receiving such information (Connelly et al., 2011). Moreover, the utilization of the signaling theory in this study stems from the recognition that the interaction between tourists as well as CSR involves the exchange of signals.

In detail, these signals serve as conduits for transmitting novel information that can subsequently influence future behavior (Busenitz et al., 2005). In particular, the signal (i.e., CSR) has a direct impact on a tourist's loyalty towards marine park sites. Therefore, the observability of the signal plays a crucial role in signaling theory, representing the degree to which the signal is perceptible or observable.

Corporate Social responsibility (CSR)
The European Commission (2020) describes CSR as the deliberate incorporation of social and environmental considerations into the activities and engagements of businesses, with a focus on stakeholders. Understanding CSR classification is extremely important before moving further with the current investigation. Meanwhile, Carroll (1999) defined social responsibility as the set of expectations placed upon organizations by society, encompassing economic, legal, ethical, and discretionary (philanthropic) dimensions.

CSR is an innovative strategy for addressing social and environmental concerns (Henderson, 2007). CSR research in the tourism industry is currently limited and falls behind the broader research on CSR in other industries (Coles, Fenclova, & Dinan, 2013; Ayuso, 2006). Conclusions made regarding CSR in one organization are seldom directly applicable to similar organizations, let alone

across different industries (Dahlsrud, 2008). Additionally, research on CSR conducted in industries outside of tourism is unlikely to be relevant to the tourism industry. Although CSR research in tourism has primarily focused on visitor behavior at the individual level, there is limited understanding of employee behavior. CSR serves as a strategy to minimize the adverse effects of tourism on the cultural, natural as well as social environments.

CSR initiatives are long-term investments rather than monetary burdens for businesses. These activities are known to be more profitable for businesses than advertising, in which they can also attract consumer interest through CSR initiatives. Customers' heightened awareness of social and environmental issues prompts them to demand the preservation of historical and cultural sites they have visited. Although research has focused extensively on CSR activities, there are gaps in our understanding of the CSR impact towards consumer loyalty.

CSR and Social Media Engagement
As a result of following improvements in modern communication technologies, the way organizations plan and carry out their CSR activities has changed. Given that individuals employ social media platforms as a means to voice their perspectives on company policies and ethical considerations, social media has appear as a potent as well as efficient tool for establishing enduring corporate communication (Hussain et al., 2019).

In conclusion, social media serves as an efficient communication medium for sharing information about CSR endeavors and educating consumers about various CSR initiatives. Numerous scholars have highlighted the significance of utilizing social media as a platform for communicating social responsibility, whether through expressive or collaborative means, as it can contribute positively to shaping brand perception and image (Wang & Huang, 2018). This can also be accomplished by fostering customer trust in the brand. Social media platforms enable the swift dissemination of information, as consumers can share their views and engage with others regarding the social practices of different companies. It is vital to recognize that social media has reduced the costs associated with implementing CSR programs and activities for stakeholders while providing them with an interactive and dynamic environment. This study examines how CSR communication via social media influences tourists' decisions to visit tourism sites that communicate their CSR efforts via social media.

This study built upon the research conducted by Van Asperen et al. (2018) by examining tourist engagement from an online standpoint. Specifically, it focused on social networking platforms like Twitter, LinkedIn as well as Facebook, which are widely used and prominent tools for tourists to connect and share their experiences (Heller Baird and Parasnis, 2011). According to the

classifications of Men and Tsai (2013) and Pagani et al. (2011), the engagement of tourists on these platforms can be categorized into two primary components: active engagement, which involves actively contributing to social media content through actions like reacting, conversing, sharing, recommending as well as adding; and passive engagement, which involves the consumption of social media content by reading, watching and viewing. This study specifically focuses on the active and passive engagement of tourists on social media platforms, particularly in relation to corporate operations such as CSR. The aim is to examine how effectively CSR messages are and targeted and communicated stakeholders, as successful communication can transform stakeholders into advocates. Conversely, ineffective execution may lead stakeholders to become adversaries (Zizka, 2017).

H1a: There exists a positive relationship between CSR and passive social media engagement
H1b: There exists a positive relationship between CSR and active social media engagement

CSR and Destination Loyalty

Customers who had knowledge of a company's CSR initiatives had a more positive opinion of the company's employment practises and investment behaviour while purchasing their products (Creyer, 1997; Sen et al., 2006). The results of their study demonstrated that CSR factors such as the environment, mission, and vision significantly influenced the preferences of these visitors regarding their stay, their willingness to pay, their evaluation of service quality, and their perception of the brand. Previous research has also recognized the influence of the CSR environmental aspects on customer perceptions and their inclination to make purchases. For instance, Laroche et al. (2001) highlighted customers' strong intentions who seek a rather environmentally conscious lifestyle to support brands that are associated with eco-friendly practices.

H2a: There exists a positive relationship between CSR and affective loyalty
H2b: There exists a positive relationship between CSR and cognitive loyalty

Social Media Engagement and Destination Loyalty

Several studies conducted in the tourism industry indicate a positive correlation between engagement in social media and tourist loyalty. Laroche, Habibi, and Richard (2013) discovered that social media brand communities indirectly influence customer loyalty through the establishment of trust. Additionally, research has shown that the social media activities of tourism destinations possessed a positive impact on sales and consumer loyalty (Stephen & Galak,

2012; Erdomuş & içek, 20). By facilitating interactions, collaborations, information sharing, discussions, and co-creation of experiences and opinions, social media platforms encourage tourists to connect, engage, and actively contribute to their experiences with various entities, including businesses, on an unprecedented scale.

The Internet has become a vast platform for social interaction, collaboration and empowered consumers as a result of social media, with travellers playing a crucial role in both consumption and co-creation concerning their experiences. Despite the fact that businesses utilize social media extensively, little is known about how social media use by businesses affects customer loyalty. According to research by Hudson et al. (2016), social media can affect the emotional connection of customers to a travel brand and, consequently, their likelihood to recommend the business to others. According to Crofton and Parker (2012), utilizing social media as an efficient marketing strategy has a positive influence on a company's ability to enhance customer loyalty and influence purchasing behavior. Building upon this analysis, the subsequent hypotheses are formulated:

H3a: There exists a positive relationship between passive social media engagement and affective
H3b: There exists a positive relationship between passive social media engagement and cognitive loyalty
H3c: There exists a positive relationship between active social media engagement and affective loyalty
H3d: There exists a positive relationship between active social media engagement and cognitive loyalty

The Mediating of social media engagement

As previously said, most research in social media has concentrated on the effectiveness of promotional messages, the primary aims of which are to promote items or brands; however, understanding how CSR communications operate in social media is still in its early stages. Although several studies(Sánchez-Casado, Artal-Tur, & Tomaseti-Solano, 2019; van Asperen, de Rooij, & Dijkmans, 2018) discovered the mediating mechanisms in the association that exists between employee outcomes and CSR, (Yasin, Huseynova, & Atif, 2023)suggested that psychological factors, such as organizational identification as well as affective commitment, significantly mediate the relationship between employee outcomes as well as CSR. The present study investigates the mediating role of active as well as passive social media engagement, which refers to "the degree to which tourists actively or passively engage with social media like Facebook, Instagram, and Twitter" to communicate tourism destinations'

social responsibility towards environmental protection between stakeholders and visitors. Relying on the claims given above as well as past findings, the following hypotheses argue that passive/active media social interaction mediates the correlation that exists between CSR as well as attitudinal and behavioural loyalty. Thus, the hypotheses given below are formulated:

H4a: Passive social media engagement mediates the effect of corporate social responsibility on tourist affective loyalty
H4b: Active social media engagement mediates the effect of corporate social responsibility on tourist affective loyalty
H4c: Passive social media engagement mediates the effect of corporate social responsibility on tourist cognitive loyalty
H4d: Active social media engagement mediates the effect of corporate social responsibility on tourist cognitive loyalty
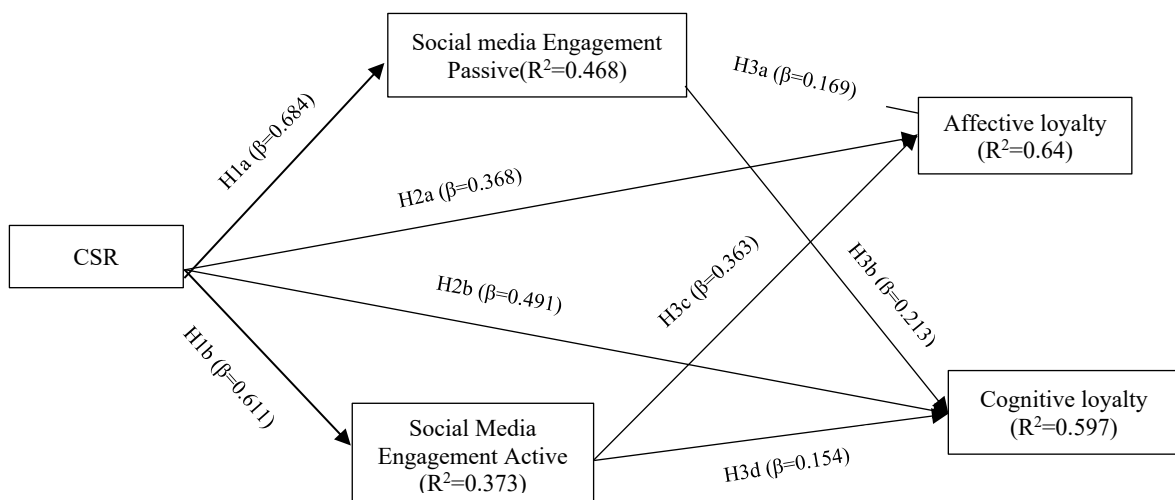
Figure 1: Research Framework

METHODOLOGY
Data Collection and Sample
The current study's approach includes the utilization of questionnaire surveys via a social media platform. The data collection for this research involved administering a questionnaire survey to 350 respondents using convenience methodology, employing a cross-sectional data collection approach. After removing incomplete surveys, 285 acceptable questionnaires were gathered and analyzed, yielding an 81.4% response rate. The participants of the present study

consisted of both outbound as well as inbound tourists who visited popular marine park sites in Malaysia in the month of June 2021. Additionally, the data collected was analysed using the PLS-based structural equation modeling (SEM) technique to evaluate the data and test the hypotheses formulated to address the research question.

Individual inbound and outbound tourists over the age of 18 who visited a marine park served as the unit of analysis with regard to this research. Data was collected through the utilization of an online survey questionnaire and structured interviews. The survey link was shared on WhatsApp, Facebook, and Instagram groups of marine parks and travel agents who have direct sales packages on marine park activities, and respondents were asked if they had visited any marine park destination. A total of 285 valid responses were collected and subjected to empirical analysis. The statistics revealed that females (57.5%) outnumbered males (42.5%). Meanwhile, 71.2% of respondents were between the ages of 20 and 24, followed by 25-28 years (15.8%) and over 46 years (1.1%). The majority of respondents (81.4%) had a college or university degree, with 11.9% obtaining a higher education. Furthermore, monthly family income ranging from RM500 to RM999 was the most common (82.8%), followed by RM2000-RM2999 (6.0%) and RM3000-RM4999 thousand (3.9%). Married respondents (84.6%) outnumbered single respondents (15.4%). The majority of visitors were domestic (99%) and international (1%). Respondents' occupations varied and were well dispersed across occupational levels.

Measurement of the construct
In this study, all constructs are included in the proposed model, and the measurement of the items is based on previous work to address content validity difficulties. The items comprise content type use, CSR, destination loyalty as well as social media engagement. CSR was adapted from (Liu, Wong, Rongwei, & Tseng, 2014; Öberseder, Schlegelmilch, Murphy, & Gruber, 2014; Rodrigues, Borges, & Vieira, 2020) and assessed employing a 7-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (7).Kataria et al., 2021 and van Asperen et al., 2018) created a set of seven social media engagement measuring items, which were also employed in this study. Social media participation was assessed employing 7-point Likert scales ranging from "strongly disagree" (1) to "strongly agree" (7). On the other hand, destination loyalty was adapted from (Kataria et al., 2021).Common method variance (CMV) in self-report surveys may impair the reliability as well as the validity with regard to the components and hypothesis relationship model. To eliminate and assess CMV, the researcher used a procedural remedy technique, maintained the item basic and concise, and reduced item ambiguity.

DATA ANALYSIS

This research utilised partial least squares (PLS) modeling using the SmartPLS 4 version (Ringle et al., 2022) as the statistical tool to examine the measurement and structural model as it does not require normality assumption and survey research is normally not normally distributed (Chin et al., 2003).

Common method variance

Since data was collected using a single source, we first tested the issue of Common Method Bias by following the suggestions of Kock and Lynn (2012), and Kock (2015) by testing the full collinearity. In this method all the variables will be regressed against a common variable and if the VIF ≤ 3.3 then there is no bias from the single source data. The analysis yielded VIF less than 3.3 thus single source bias is not a serious issue with our data.

Table 1: Full Collinearity Testing

CSR	SOMEA	SOMEP	AL	COL
1.399	3.225	2.562	2.141	1.600

Note:CSR = Corporate Social responsibility, SOMEA = Active Social Media Engagement, SOMEP = Passive Social Media Engagement, AL = Affective loyalty, COL = cognitive loyalty

Measurement Model

The measurement model followed the evaluation steps suggested by Hair et al. (2017). To ensure reliability and validity of the constructs in the measurement model, the indicator loadings and significance were assessed. The standardised loadings should have a value of at least 0.708 and an t-statistic above ±1.96 to be significant for a two-tailed test at the 5% level (Hair et al., 2020). Loadings ranging between 0.400 and 0.700 "should only be considered for removal from the scale if deleting this indicator leads to an increase in composite reliability above the suggested threshold value" (Hair et al., 2011, p. 145). It is recommended that Cronbach's Alpha (CA), Composite Reliability (CR), Average Variance Extracted (AVE) and Heterotrait-Monotrait Ratio (HTMT) be reported. The scores for CA should be 0.708 or more. This is followed with the examination of internal consistency, where the CR should be greater than 0.700, but lesser than 0.950 (Hair et al., 2020). Based on these results, Table 2 and Table 3, we can conclude that the model is sufficiently reliable and consistent. Table 2 shows the loadings, CA, CR, and AVE of all constructs.

Table 2: Measurement Model for the First Order Constructs

First Order Constructs	Items	Loading	Alpha	CR	AVE
Corporate Social Responsibility Community (CSRC)		Loading	0.919	0.874	0.661
	CSRC1	0.801			
	CSRC2	0.809			
	CSRC3	0.827			
	CSRC4	0.816			
	CSRC5	0.812			
Corporate Social Responsibility Society (CSRS)			0.804	0.893	0.678
	CSRS6	0.727			
	CSRS7	0.879			
	CSRS8	0.840			
	CSRS9	0.840			
Corporate Social Responsibility Environment (ENVD)			0.943	0.946	0.64
	ENVD1	0.699			
	ENVD2	0.734			
	ENVD3	0.798			
	ENVD4	0.825			
	ENVD5	0.862			
	ENVD6	0.841			
	ENVD7	0.806			
	ENVD8	0.862			
	ENVD9	0.868			
	ENVD10	0.787			
	EVD11	0.701			
CSRST (stakeholder)			0.901	0.927	0.717
	CSRST12	0.803			
	CSRST13	0.776			
	CSRST14	0.873			
	CSRST15	0.889			
	CSRST16	0.887			

Note: AVE= avarage variance extracted, CR=composite reliability   *Sources: Developed by authors*

Table 3: Measurement Model for the Second Order Constructs

Second Order Constructs	Items	loading	Alpha	CR	AVE
Social Media Engagement Active (SOMEA)			0.904	0.932	0.776
	SOMEA4	0.871			
	SOMEA5	0.91			
	SOMEA6	0.902			
	SOMEA7	0.839			
Social Media Engagement Passive (SOMEP)	SOMEP1	0.923	0.907	0.843	0.942
	SOMEP2	0.945			
	SOMEP3	0.886			
Affective Loyalty			0.898	0.902	0.713
	AL1	0.754			
	AL2	0.850			
	AL3	0.882			
	AL4	0.862			
	AL5	0.885			
Cognitive Loyalty			0.912	0.938	0.791
	COL6	0.902			
	COL7	0.887			
	COL8	0.926			
	COL9	0.842			
Corporate Social Responsibility			0.947	0.963	0.866
	CSRSC	0.947			
	CSRS	0.924			
	CSRSTH	0.941			
	ENVED	0.927			

Table 4: Discriminant Validity (HTMT)

	1	2	3	4	5
1. Affective loyalty					
2. Cognitive loyalty	0.817				
3. CSR	0.761	0.782			
4. Active Social media Engagement	0.795	0.679	0.652		
5. Passive Social media Engagement	0.780	0.736	0.734	0.861	

Structural Model

Assessment of Structural Model
Following the guideline proposed by Hair et al., (2017), the assessment of the structural model comprises of a set of procedures. However, the assessment for the model's predictive relevance Q^2 and q^2 are not included, following a recent recommendation against its usage (Sarstedt et al., 2022). As such, the assessment for structural model is limited to four steps as follows:

Step 1: Assessing the Structural Model for Collinearity
Table 5 demonstrates the outcome of the lateral collinearity test. The variance inflation factor (VIF) score for each individual construct is lower than the offending value of 3.3 (Diamantopoulos & Siguaw, 2006), indicating that collinearity is not an issue in the model.

Step 2: Assessing the Path Coefficients
Table 5 presents the results of path co-efficient assessment for each hypothesized relationship. All eight hypothesized relationships are significant at 99% and 95% confidence interval (p value < 0.01 and < 0.05) with t-values ranging from 1.802 to 15.461. This indicates that the eight hypotheses (H1a, H1b, H2a, H2b, H3a, H3b, H3c and H3d), of the relationships between the constructs are supported. Refer to Figure 2 below for the bootstrapping results.

Step 3: Assessing the Variance Explained in the Model (R^2)
Coefficient of determination or R^2 is commonly used measure to evaluate the structural model's predictive power. There are four endogenous variables: AL, COL, SOMEA, and SOMEP. The variance explained (R^2) for all the four endogenous constructs. The R^2 value of 0.640 (Affective loyalty) and 0.0.597 (Cognitive loyalty) shows that all the exogenous constructs; CSR, SOMEA and SOMEP explains 64% of the variance for AL and 59.7% for COL, whereas the R^2 value of 0.468 shows CSR explains 46.8% of the variance for SOMEP. The R^2 value of 0.373 shows CSR explains 37.3% of the variance for SOMEA. Overall, it shows that the relationships between the constructs under investigation are at the moderate level (Hair et al., 2017).

Step 4: Assessing the Effect Size (f^2)
The strength of the structural model link can also be measured by the mean effect size using the R^2 value. The f^2 effect size expresses the change in the R^2 value when a specific predecessor construct is excluded from the model. It differs from the path coefficient, which results from regression and endogenous construct on its immediate predecessor constructs. To examine the impact of exogenous

variables on endogenous variables, effect size (f^2) is used. Based on the results in for effect size of R^2 was explain that CSR has medium size on AL (0.1944), and COL (0.3077). Hence the effect size of SOMEA and SOMEP has a small effect on AL (0.0222), and COL (0.0347). The effect size indicates that all the exogenous latent variables are crucial in explaining the endogenous latent variables.

Mediation Analysis

In addition, the results provide information regarding the specific indirect effect in order to test the mediation effects of SOMEA and SOMEP in the relationship between CSR on AL and COL. As presented in Table 6, all specific indirect effects were found to be positive and statistically significant, supporting the mediating effects of SOMEP (t-value = 1.887 and p<0.05 and t-value=2.140, p<0.05) and SOMEA (t-value = 4.533 and p<0.01, t-value = 1.776 and p<0.05, and) in the relationships between CSR on AL and COL. Therefore, the hypothesis H4a, H4b, H4c, and H4d ware confirmed.

Table 5: Hypothesis Testing Direct Effects

Hypothesis	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL	BCI UL	f^2	VIF
H1a	CSR → SOMEP	0.684	0.044	15.461	0.000	0.604	0.752	0.879	1.000
H1b	CSR→ SOMEA	0.611	0.044	13.869	0.000	0.534	0.680	0.596	1.000
H2a	CSR → AL	0.368	0.066	5.591	0.000	0.265	0.482	0.195	1.933
H2b	CSR → COL	0.491	0.088	5.610	0.000	0.343	0.630	0.310	1.933
H3a	SOMEP→ AL	0.169	0.086	1.953	0.025	0.022	0.300	0.025	3.177
H3b				2.280	0.011				
H3c	SOMEP→ COL	0.213	0.093	4.819	0.000	0.048	0.358	0.036	3.177
H3d				1.802	P<0.001				
	SOMEA→ AL	0.363	0.075			0.243	0.490	0.138	2.647
	SOMEA→ COL	0.154	0.086			0.014	0.297	0.022	2.647

Note: Note: Effect size of Impact indicator f^2 values: 0.35 (large), 0.15 (medium) and 0.02 (small). R^2 values of 0.75 is considered as substantial, 0.5 as moderate and 0.25 as weak, of which higher values indicate higher levels of predictive accuracy (Hair et al., 2017). The 95% confidence interval with a bootstrapping of 10,000

Table 6: Hypothesis Testing Indirect Effects

Hypothesis	Relationship	Std Beta	Std Error	t-values	p-values	BCI LL	BCI UL
H4a	CSR → SOMEP → AL	0.115	0.061	1.887	0.030	0.019	0.216
H4b	CSR → SOMEA→ AL	0.222	0.049	4.533	0.000	0.147	0.307
H4c	CSR → SOMEP → COL	0.146	0.068	2.140	0.016	0.033	0.257
H4d	CSR → SOMEA→ COL	0.099	0.053	1.776	0.038	0.009	0.183

DISCUSSION AND CONCLUSIONS
Theoretical Contribution
The influence of CSR and engagement on social media platforms towards destination loyalty can contribute to environmental sustainability. This research provides substantial evidence supporting the notion that social media participation plays a significant mediating role in the relationship between CSR initiatives and customer loyalty in tourist destinations, aligning with previous studies (Bigne et al., 2019). Additionally, the study demonstrates that active involvement on social media reflects the impact of Marine Park's CSR activities, which subsequently affects customer loyalty. Mohammed and Mohammed & Al-Swidi, (2019)highlight that CSR practices have an immediate impact on consumer choices and encourage active engagement on social media platforms, where customers share their holiday experiences with family and friends.

This study has various theoretical ramifications. First, it contributes to the field of destination tourism by establishing the importance of CSR and active/passive social media participation in attracting tourists to return to a destination. This study differs from (Ahmad et al., 2021) in that it focuses on CSR and adoration as sources of consumer loyalty, whereas Mohammed & Al-Swidi, (2019) investigated the impact of perceived value, CSR as well as social media towards customer loyalty. Second, our study confirms the mediation function of active and passive media involvement, which had not previously been investigated. Third, this research contributes towards the knowledge on destination loyalty by confirming that CSR is one of the elements that contribute to the environmental sustainability of tourism destinations. Fourth, it contributes to signalling theory by demonstrating that when and focuses on active and passive social media involvement, tourists become more devoted to marine parks as their future tourist destination, sending favourable signals to existing stakeholders and tourists. Moreover, this study makes a valuable contribution to the field of signaling theory by demonstrating that CSR acts as an affect-based signal that

may be elucidated through tourists' engagement on social media platforms and their loyalty towards the visited marine park site.

Marine parks frequently disseminate information about CSR actions to maintain the environment as well as services with the aim of influencing the future intentions of tourists, in addition to preserving their maritime biodiversity. The marine park crew converts this data into signals that are properly conveyed to visitors via various channels. The implication is that stakeholders in ecotourism destinations serve as a significant and transparent signal that should be acknowledged and taken seriously in the relationship between visitors as well as their loyalty towards marine park sites.

Managerial Implication
In summary, the results indicate that destination managers of marine parks should allocate greater resources to socially responsible initiatives, specifically focusing on environmental activities. This is because visitors tend to appreciate and endorse marine park conservation and restoration efforts that are perceived as socially responsible, leading to the establishment of loyalty towards these destinations. Given the existing evidence and the rising emphasis on environmental preservation, this study reinforces the significant role of environmental CSR endeavors in sustaining and nurturing long-term customer relationships. Examples of such initiatives include green production/service, pollution prevention as well as energy conservation.

The core values of CSR extend beyond profitability, encompassing principles of righteousness, justice, and fairness. In the context of the Malaysian nature-based tourism sector, visitor and stakeholder engagement through social media plays a crucial role in mitigating information asymmetry. Destination managers need to recognize the significance of each element in relation to customer loyalty to gain a comprehensive understanding of their individual contributions. The study's results highlight that among the three components examined, the environment stands out as the sole factor that directly and significantly influences customer loyalty. Environmental activities are frequently observed as an important component in attracting clients and retaining repeat patronage in the nature-based tourist industry(Cheng & Wu, 2015).

LIMITATIONS AND FUTURE STUDY DIRECTION
This study has significant drawbacks. First, there are tourism and marine parks. In the present analysis, Facebook was the most popular social media network. According to research, an increasing number of tourists are switching from Facebook to other social media platforms, for instance, YouTube as well as Instagram, in communicating with their circle of family and friends. WhatsApp is presently the most used social media platform among the social population

(Meltwater, 2023). As a result, future research might use WhatsApp as an alternate venue to investigate the CSR effects messages on stakeholders' perceptions. Another disadvantage of the study is that the hypothesis is tested with marine park visitors using adequate samples from the Langkawi islands in Malaysia. Additional research is required to validate the proposed model using a larger and more diverse sample or in alternative contexts, such as different sectors within the tourism industry. This would enable the generalization of findings regarding destination image and perceived quality, as suggested by Sigala (2016), and enhance the explanatory capability of the model. Furthermore, employing mixed methods in future studies could offer deeper insights into the concepts and relationships examined in this research. It could shed light on questions related to customers' active engagement with hotels on social media and their specific concerns regarding CSR activities, particularly environmental initiatives.

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