ISSN 2409-2665
Journal of Logistics, Informatics and Service Science
Vol. 12 (2025) No. 6, pp. 138-156
DOI:10.33168/JLISS.2025.0608

A Moderated Mediation Analysis on The Influence of E-Tourism Quality in Predicting Revisit Intentions in Nias Island Tourism

Yupiter Mendrofa [1], Endang Sulistya Rini [2], Iskandar Muda [2],Fadli [2]

[1] Doctoral Program in Management Science,
[2]Faculty of Economics and Business, Universitas Sumatera Utara, Indonesia
endang.sulistya@usu.ac.id (Corresponding author)

Abstract. This study examines how digital platform quality influences tourist revisit intentions in island destinations, testing the mediating roles of perceived value and tourist satisfaction while investigating destination familiarity as a moderating factor. Using validated E-S-QUAL instruments adapted for tourism contexts, we conducted PLS-SEM analysis on data from 250 tourists who visited Nias Islands, Indonesia. The sample included 149 domestic and 101 international visitors surveyed within four months of their visit. Results supported the proposed serial mediation model. E-tourism quality significantly influenced perceived value ($\beta = 0.398$, $p < 0.001$), which in turn affected tourist satisfaction ($\beta = 0.336$, $p < 0.001$), ultimately influencing revisit intention ($\beta = 0.515$, $p < 0.001$). The serial mediation pathway achieved statistical significance ($\beta = 0.069$, $p = 0.013$), confirming sequential processing from platform quality through value perception to satisfaction and behavioral intention. Destination familiarity significantly moderated the e-tourism quality-perceived value relationship ($\beta = -0.397$, $p < 0.001$), with first-time visitors demonstrating stronger sensitivity to digital platform quality than repeat visitors. The findings provide practical insights for island destination management, suggesting that digital platform quality serves as critical infrastructure requiring sustained investment. While first-time visitors show greater sensitivity to digital quality, repeat visitors also maintain substantial reliance on digital platforms for trip planning. For tourism researchers, the study contributes evidence about sequential processing of digital tourism experiences and the boundary conditions of destination familiarity effects in island contexts.

Keywords: e-tourism quality, perceived value, tourist satisfaction, revisit intention, destination familiarity, island destinations, Indonesia

1. Introduction

Digital transformation has significantly influenced the global tourism ecosystem, creating new technology-enabled tourism experiences that affect destination competitiveness (Gutierriz et al., 2025). Digital transformation in tourism encompasses the systematic integration of data components, digital technologies, and diverse digital formats through networks and big data analytics to enhance visitor experiences (Do Bui Xuan Cuong et al., 2025). Smart tourism technologies have emerged as *important* determinants of tourist experiences and behavioral intentions, with transformative adventure tourism experiences showing significant impacts on destination image, satisfaction, and future intentions (Chauhan, 2025). In this context, e-tourism—encompassing the entire spectrum of digital interactions between tourists and destinations—has become important infrastructure for destination success.

Tourist decision-making processes now heavily depend on digital interaction quality throughout the search-evaluate-book-experience-share stages. Recent advances in sustainable tourism experiences demonstrate that digital technology and government support play crucial roles in creating tourists' memorable experiences (Jokom et al., 2025), while official destination websites, online travel agencies, search engines, social media platforms, and mobile applications have become primary touchpoints that shape pre-visit expectations, facilitate decisions during travel, and serve as arenas for electronic word-of-mouth post-visit (Mathew & Soliman, 2020).

This phenomenon becomes particularly relevant for island destinations facing accessibility challenges and information asymmetry. The Nias Islands, as one of Indonesia's notable island destinations, confront unique complexities including transportation access requiring air-sea combinations, weather and wave condition variability, and information fragmentation across islands. In this context, digital channel quality functions not merely as a promotional window but as important infrastructure for destination understanding—helping tourists comprehend logistical complexities, evaluate accommodation alternatives, understand cultural event calendars, and access real-time surfing condition information.

Service marketing literature has consistently demonstrated the causal chain: service quality → satisfaction → loyalty intentions initially established by Parasuraman et al. (1988) and later enhanced by Del Bosque and San Martín (2008) who revealed the cognitive-affective nature of this process. Contemporary research on transformative experiences in tourism reveals that these relationships operate through complex consumer and managerial perspectives that integrate cognitive and emotional mechanisms (Amaro et al., 2025).

In destination tourism contexts, this model is enhanced with perceived value as a key mediator as demonstrated by Zeithaml (1988) and further validated by Bagheri et al. (2024) and destination image as an antecedent established by Baker and Crompton (2000). When research focus shifts to digital interactions, an important psychological mechanism is perceived value—tourists' evaluation of trade-offs between benefits and sacrifices from digital platform usage originally conceptualized by Parasuraman et al. (2005) and later applied to tourism contexts by Yu et al. (2021).

Despite rapid e-tourism literature development, several theoretical and empirical gaps require attention. First, more comprehensive understanding of the integration between e-tourism quality and destination loyalty models within one causal framework is needed, particularly exploring serial mediation through perceived value and tourist satisfaction. Recent advances in small non-coastal tourism destinations highlight the complexity of factors influencing revisit intentions and recommendations (da Costa et al., 2025). Second, destination familiarity's role as a boundary condition moderating e-tourism quality effectiveness has received insufficient attention, with mixed-method approaches using PLS-SEM and fsQCA revealing insights into how familiarity affects destination image and travel intention (Wang, 2025). Third, island destination contexts—characterized by geographical fragmentation, accessibility constraints, and higher perceived risk—remain underexplored in digital tourism literature.

This study aims to develop and test an integrative model connecting e-tourism quality with revisit intention through serial mediation of perceived value and tourist satisfaction, examine destination familiarity's moderating role on the e-tourism quality → perceived value relationship, provide empirical insights about digital tourism dynamics in island destinations with limited accessibility characteristics, and develop strategic recommendations for optimizing island destination digital ecosystems.

2. Literature Review and Hypothesis Development

2.1. Theoretical Framework

This study integrates service quality theory and destination loyalty theory to understand how e-tourism quality influences destination loyalty formation. Parasuraman et al. (1988) established service quality theory as the foundation for understanding how digital service quality creates customer value and satisfaction. Building on this foundation, Del Bosque and San Martín (2008) demonstrated the cognitive and emotional nature of tourist satisfaction formation through their cognitive-affective model. Research on digital transformation in the tourism industry demonstrates that digital technologies serve as powerful catalysts for innovative change and sustainable growth, fundamentally reshaping how tourism businesses conceptualize and deliver their services (Tran Khanh et al., 2025). The established service quality → perceived value → satisfaction → loyalty intentions causal chain has been validated across service industries and provides the theoretical backbone for this research.

Information processing theory (Alba & Hutchinson, 1987) explains how destination familiarity moderates information utilization and decision-making processes, with mixed-method research revealing insights into these relationships (Wang, 2025). Information systems research reveals that digital transformation creates opportunities for tourism development, with technology enabling sustainable visitor economies through enhanced information processing and decision-making capabilities (McKenna et al., 2025). Expectation-confirmation theory (Oliver, 1980) explains the satisfaction formation process through expectation-performance comparisons, supported by evidence in tourism contexts (Bagheri et al., 2024).

2.2. E-Tourism Quality and Perceived Value

E-tourism quality (ETQ) represents tourists' evaluation of interaction quality with tourism digital platforms, encompassing functional and recovery dimensions originally established by Parasuraman et al. (2005) in their seminal E-S-QUAL framework and later adapted for tourism contexts by Bai et al. (2008). However, the evolution of this concept reveals theoretical tensions between traditional service quality frameworks and digital tourism realities. This concept has evolved considerably with smart tourism technologies creating higher standards for digital service excellence (Jeong & Shin, 2020). While Parasuraman et al. (2005) focused on general e-commerce contexts, contemporary studies reveal that digital tourism quality operates through more complex psychological processes than originally theorized.

Research on information systems in tourism demonstrates how digital transformation enables sustainable visitor economies, with technology affordances playing important roles in heritage preservation and tourism development (McKenna et al., 2025). Recent research in tourism development contexts demonstrates that knowledge and understanding of tourism services significantly influence community support and destination sustainability (Satrya et al., 2024). Yet this body of research reveals a critical gap: most studies examine digital quality in isolation rather than investigating how it interacts with traditional tourism constructs in geographically constrained environments.

The E-S-QUAL framework originally identified four key dimensions: efficiency, fulfillment, system availability, and privacy, along with a recovery service scale (E-RecS-QUAL) containing responsiveness, compensation, and contact dimensions (Parasuraman et al., 2005). Notably, this dimensionality raises questions about whether frameworks developed for general e-commerce contexts

adequately capture the unique requirements of island tourism, where information needs may differ substantially from mainstream destinations.

In tourism contexts, ETQ becomes important due to high involvement and perceived risk inherent in travel decisions (Sparks & Browning, 2011; Filieri & McLeay, 2014). Research on employee perceived value formation in the tourism industry reveals that service-oriented strategic human resource management practices significantly influence value creation processes (Wang et al., 2025). Based on service quality theory established by Parasuraman et al. (1988), e-tourism quality enhances perceived value through several mechanisms: efficiency reduces search costs and cognitive effort, system reliability reduces perceived risk, information accuracy increases decision-making confidence, and privacy protection enhances trust.

However, these mechanisms may operate differently in island contexts where geographical constraints create information dependencies that challenge traditional service quality assumptions about customer expertise and information processing.

Perceived value represents consumers' overall evaluation of product/service utility based on perceptions of what is received versus what is given (Zeithaml, 1988). In digital tourism contexts, perceived value reflects trade-offs between benefits (information access ease, planning efficiency, uncertainty reduction) and costs (time, cognitive effort, privacy concerns). Studies on tourism dependency show that destinations with high tourism reliance demonstrate different dynamics in value perception, with resident support playing crucial moderating roles in tourism development (Satrya et al., 2024). Empirical evidence demonstrates significant impacts on tourist satisfaction and behavioral intentions across various tourism contexts (Chen & Chen, 2010; Yu et al., 2021).

H1: E-tourism quality positively influences perceived value.

2.3. Perceived Value and Tourist Satisfaction

Tourism perceived value is multidimensional, encompassing functional value, emotional value, social value, and value for money (Chen & Chen, 2010). Research on transformative tourism experiences demonstrates that perceived value formation involves complex psychological processes that integrate consumer expectations with managerial capabilities (Amaro et al., 2025). In digital contexts, perceived value becomes an important mediator translating technical platform quality into psychological and behavioral outcomes.

Research on structural relationships between perceived value, satisfaction and loyalty among disabled tourists in world heritage sites reveals that perceived value dimensions vary across different tourism contexts, with satisfaction and loyalty precedents remaining consistent regardless of specific destination characteristics (Moreno-Manzo et al., 2024). Based on expectation-confirmation theory (Oliver, 1980), high perceived value leads to positive disconfirmation and high satisfaction. When tourists perceive high value from digital interactions, they experience positive emotions and satisfaction with their pre-visit digital journey. Empirical evidence confirms this relationship across various tourism contexts (Bagheri et al., 2024).

H2: Perceived value positively influences tourist satisfaction.

2.4. Tourist Satisfaction and Revisit Intention

Tourist satisfaction represents comprehensive affective evaluation of destination experiences, based on comparisons between expectations and actual performance (Oliver, 1999; Baker & Crompton, 2000). In digital tourism contexts, satisfaction is influenced not only by on-site experiences but also by pre-visit digital interaction quality that shapes expectations and facilitates trip planning.

The satisfaction → revisit intention relationship is among the most consistent in destination loyalty literature (Oliver, 1999; Chen & Tsai, 2007; Chi & Qu, 2008). Meta-analytic evidence demonstrates that satisfaction creates positive affect and approach behavior encouraging repeat visitation, with satisfaction identified as a strong predictor among five key factors influencing tourist loyalty (Wang & Li, 2023). Research on psychological determinants of tourist satisfaction and destination loyalty

confirms this relationship while identifying boundary conditions related to perceived overcrowding and overtourism (Papadopoulou et al., 2022). Revisit intention represents behavioral intention to make repeat visits to the same destination (Chen & Tsai, 2007), serving as a key destination sustainability performance indicator since repeat visitor acquisition costs are significantly lower than first-time visitors.

H3: Tourist satisfaction positively influences revisit intention.

2.5. Direct Effects of E-Tourism Quality

Service quality theory (Parasuraman et al., 1988) suggests that e-tourism quality may influence tourist satisfaction through multiple pathways beyond perceived value mediation. High-quality digital interactions create positive brand associations, reduce pre-visit anxiety, and establish confidence in destination management capabilities, potentially contributing to overall satisfaction through halo effects and trust formation. Research on responsible tourism practices demonstrates that digital quality affects destination perceptions through both direct and mediated pathways (Mathew et al., 2024).

H4: E-tourism quality positively influences tourist satisfaction.

2.6. Mediation Hypotheses

The theoretical model proposes several mediation pathways that explain the underlying mechanisms through which e-tourism quality influences tourist outcomes. Based on the established causal chain in service quality literature (Parasuraman et al., 1988; Zeithaml, 1988), perceived value serves as a key mediator translating technical platform quality into affective responses.

Research investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions demonstrates the importance of satisfaction as a linking mechanism between cognitive evaluations and behavioral outcomes (Rasoolimanesh et al., 2022).

H5: Perceived value mediates the relationship between e-tourism quality and tourist satisfaction.

Furthermore, destination loyalty literature (Oliver, 1999) demonstrates that satisfaction serves as a primary mechanism through which value perceptions influence behavioral intentions (Gannon et al., 2021).

H6: Tourist satisfaction mediates the relationship between perceived value and revisit intention.

The complete theoretical framework suggests a serial mediation process where e-tourism quality influences revisit intention through sequential mediation of perceived value and tourist satisfaction. This serial pathway reflects the psychological progression from technical quality evaluation → value perception → affective response → behavioral intention.

H7: There is a serial mediation effect of e-tourism quality on revisit intention through perceived value and tourist satisfaction.

2.7. Destination Familiarity

Destination familiarity reflects tourists' knowledge and experience levels regarding destinations, encompassing cognitive familiarity (factual knowledge) and experiential familiarity (direct experience) (Baloglu & McCleary, 1999). Mixed-method approaches with PLS-SEM and fsQCA reveal insights into how destination familiarity affects destination image and travel intention, with implications for tourism marketing strategies (Wang, 2025). Information processing theory (Alba & Hutchinson, 1987) demonstrates that individuals with high prior knowledge depend less on external information cues and have more developed cognitive schemas for processing destination-related information, supported by research on tourist satisfaction and subjective well-being (Saayman et al., 2018).

First-time visitors to island destinations face higher uncertainty and information asymmetry regarding transportation logistics, accommodation quality, activity availability, and cultural norms. Consequently, they may exhibit higher dependency on digital platform quality for forming value

perceptions. Repeat visitors possess experiential knowledge that may reduce their reliance on external information sources, making them potentially less sensitive to e-tourism quality variations.The moderation hypothesis proposes that destination familiarity serves as a boundary condition where e-tourism quality's effectiveness in creating perceived value may decrease as familiarity increases.
H8: Destination familiarity moderates the relationship between e-tourism quality and perceived value, such that the positive effect is stronger for tourists with low destination familiarity (first-timers) than those with high destination familiarity (repeat visitors).

3. Research Method

3.1. Research Design and Approach

We conducted a quantitative field study examining tourist behavioral intentions within a service quality framework. Our research design follows established marketing research traditions for investigating consumer decision-making processes in services contexts (Zeithaml et al., 1996). The theoretical model integrates service quality, perceived value, and satisfaction constructs through structural equation modeling to capture the complexity of tourist choice behavior.

Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected as the analytical approach given its performance in exploratory structural modeling and ability to handle complex mediation pathways typical in consumer behavior research (Hair et al., 2019). WarpPLS 7.0 provided the analytical framework for testing our integrated model of digital service quality effects on destination loyalty formation.

3.2. Sampling Framework and Target Population

Our target population comprised tourists who had recently experienced digital interactions with Nias Islands tourism platforms, consistent with established consumer behavior research protocols requiring recent experience for attitude-behavior studies (Bagozzi & Yi, 1988). The four-month recall window balances memory accuracy with sufficient sample heterogeneity, following recommendations for experiential service research (Cronin & Taylor, 1992).

We employed convenience sampling at tourist sites with post-hoc categorization to ensure representation across theoretically relevant consumer segments. Categorization criteria included visitor type (domestic versus international) and destination familiarity levels (novice versus experienced), consistent with information processing research traditions examining expertise effects on consumer decision-making (Alba & Hutchinson, 1987). Sample size requirements followed established PLS-SEM guidelines (Hair et al., 2020) and G*Power calculations, yielding a target of 250 respondents to ensure adequate statistical power for complex moderation analysis.

3.3. Data Collection

Data collection employed a multi-touchpoint approach capturing tourists across various stages of their destination experience. Field data collection occurred at three strategically selected marine tourism sites representing different tourist segments: Sorake Beach (adventure tourism), Asu Island (cultural tourism), and Turedawola Beach (leisure tourism). This approach aimed to ensure representativeness across distinct consumer motivations and involvement levels.

Research assistants trained in marketing research protocols conducted structured interviews during peak tourist activity periods. Online data collection complemented field efforts through sampling within relevant consumer communities, including specialized surfing networks, Indonesian destination enthusiast groups, and tourism operator networks. This dual-channel approach aimed to maximize sample diversity while maintaining data quality standards.

3.4. Measurement and Scale Development

All constructs employed established scales adapted for digital tourism contexts, following standard marketing research practices for scale validation in new domains (Churchill, 1979). Seven-point Likert

scales provided sufficient variance for structural modeling while maintaining respondent comprehension across cultural groups.

E-tourism Quality measurement adapted the validated E-S-QUAL framework (Parasuraman et al., 2005) with 18 indicators across seven dimensions: efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact. This comprehensive approach captures both core service quality and recovery dimensions important in digital service contexts. Perceived Value employed Chen and Chen's (2010) tourism-specific adaptation of Zeithaml's (1988) conceptualization, measuring benefit-cost evaluations specific to digital platform interactions. Tourist Satisfaction followed Baker and Crompton's (2000) destination satisfaction scale, while Revisit Intention utilized Chen and Tsai's (2007) behavioral intention measures. Destination Familiarity served as our moderator variable, operationalized through Baloglu and McCleary's (1999) cognitive and experiential familiarity dimensions.

3.5. Scale Validation and Pre-testing

Scale validation followed established psychometric evaluation procedures standard in marketing research. Back-translation protocols ensured linguistic equivalence across Indonesian and English versions. Content validity assessment involved expert evaluation by tourism marketing academics and destination management practitioners familiar with Indonesian tourism markets.

Pre-testing with 30 qualified respondents confirmed scale reliability and factor structure through exploratory factor analysis. All scales exceeded established reliability thresholds (Cronbach's $\alpha > 0.80$), confirming measurement quality prior to main data collection. Terminology adjustments enhanced clarity for international respondents while maintaining construct integrity.

3.6. Data Quality and Research Ethics

Data quality controls followed established marketing research standards. Respondent qualification criteria ensured recent destination experience, digital platform usage, and survey completion adequacy. Response quality checks identified and excluded suspicious patterns including straight-lining and demographic inconsistencies.

Research ethics protocols adhered to marketing research professional standards. Informed consent procedures clearly communicated research purposes, voluntary participation, and data confidentiality. No incentives were provided to prevent response bias, consistent with best practices for attitude-behavior research where authentic responses are important.

3.7. Analytical Approach

Our analytical strategy employed the two-stage SEM approach recommended for consumer behavior research (Anderson & Gerbing, 1988). Measurement model evaluation assessed reliability, convergent validity, and discriminant validity following established criteria. Structural model analysis examined path significance, effect sizes, and predictive relevance.

Mediation analysis followed contemporary guidelines using bias-corrected bootstrap confidence intervals (Preacher & Hayes, 2008). Moderation testing employed established product-indicator approaches with multi-group analysis for validation (Henseler & Fassott, 2010). Common method bias assessment utilized both Harman's single-factor test and full collinearity procedures, ensuring robust inference validity.

Model fit evaluation employed comprehensive indices including average path coefficients, R-squared values, and Tenenhaus GoF criteria. This multi-criteria approach ensures model quality meets standards for academic publication while providing confidence in theoretical inference validity.

4. Results

4.1. Sample Profile and Descriptive Analysis

The final sample of 250 respondents comprised 149 domestic tourists (59.6%) and 101 international visitors (40.4%), representing balanced geographic representation for cross-cultural tourism research. Destination familiarity distribution showed 178 first-timers (71.2%) and 72 repeat visitors (28.8%) with a median split at DF = 6.0.

International tourists originated primarily from Australia (31%), Germany (19%), Netherlands (16%), United States (14%), and other European countries (20%), reflecting Nias Islands' established position in global adventure tourism markets. Domestic visitors represented diverse Indonesian regions, with Java (43%), Sumatra (38%), and other Indonesian islands (19%) providing broad national representation.

Primary visit motives were surfing (43%), cultural tourism (32%), and island-hopping activities (25%), with international visitors showing higher concentration in adventure tourism (67% surfing-motivated) compared to domestic tourists who demonstrated more diverse motivational profiles. Most utilized digital platforms were online travel agencies (76%), social media platforms (66%), and official destination websites (41%), with international tourists showing *higher* reliance on specialized travel platforms compared to domestic visitors who favored social media channels.

Table 1 presents the complete demographic profile and descriptive statistics for all study variables. The correlation matrix revealed moderate to strong relationships supporting the proposed model, with ETQ-PV (r = 0.602), PV-TS (r = 0.580), TS-RI (r = 0.515), and ETQ-TS (r = 0.607) demonstrating substantial associations consistent with hypothesized relationships.

Table 1. Sample Demographics and Descriptive Statistics

Characteristic	**Category**	**N**	**%**	**Variable**	**Mean**	**SD**	**Skewness**	**Kurtosis**
Visitor Origin	Domestic	149	59.6%	ETQ	5.598	0.976	-1.899	2.634
	International	101	40.4%	DF	5.580	1.325	-1.070	1.160
Familiarity	First-timer (DF ≤ 6)	178	71.2%	PV	5.607	1.041	-1.536	1.641
	Repeat visitor (DF > 6)	72	28.8%	TS	5.615	0.990	-1.406	1.306
Age Group	18-25 years	62	24.8%	RI	5.540	1.134	-1.508	2.480
	26-35 years	98	39.2%					
	36-45 years	57	22.8%					
	46+ years	33	13.2%					
Gender	Male	135	54.0%					
	Female	115	46.0%					
Education	High School	50	20.0%					
	Bachelor	153	61.2%					
	Master/PhD	47	18.8%					

Data distribution showed negative skewness for all constructs (-1.070 to -1.899) and kurtosis within normal ranges (1.160 to 2.634), indicating left-skewed distributions but within acceptable limits for SEM analysis.

4.2. Measurement Model Assessment

The measurement model demonstrated *good* quality with all factor loadings between 0.761-0.889, exceeding the 0.70 threshold. Table 2 presents comprehensive reliability and validity assessment results, confirming that all constructs meet established psychometric criteria.

Table 2. Measurement Model Assessment

Construct	**Items**	**Cronbach's α**	**CR**	**AVE**	**Loading Range**	**Reliability**	**Convergent Validity**
ETQ	18	0.963	0.966	0.614	0.761-0.812	Excellent	Confirmed
DF	1	1.000	1.000	1.000	1.000	Perfect	Confirmed
PV	4	0.855	0.902	0.697	0.805-0.852	Excellent	Confirmed

TS	4	0.832	0.888	0.665	0.797-0.832	Excellent	Confirmed
RI	2	0.733	0.882	0.789	0.889-0.889	Good	Confirmed

Composite reliability values above 0.80 for all constructs (range: 0.882-0.966), Cronbach's alpha coefficients exceeding 0.70 (range: 0.733-0.963), and average variance extracted values above 0.50 (range: 0.614-0.789) confirmed adequate reliability and convergent validity. Discriminant validity was established through the Fornell-Larcker criterion, where the square root of AVE for each construct exceeded its correlations with other constructs (see. Table.3).

Table 3. Discriminant Validity

	ETQ	**DF**	**PV**	**TS**	**RI**
ETQ	(0.784)				
DF	0.419	(1.000)			
PV	0.602	0.414	(0.835)		
TS	0.607	0.383	0.580	(0.815)	
RI	0.521	0.400	0.506	0.515	(0.889)
Note: Values in parentheses represent square roots of AVE					

Common method bias assessment through Harman's single-factor test yielded 49.090% variance explained by the first factor (< 50% threshold), and full collinearity VIF values ranged from 1.340 to 2.091 (< 3.3 threshold), indicating no significant common method bias concerns.

4.3. Structural Model Results

The structural model demonstrated *good* explanatory power with R^2 values of 0.477 for perceived value, 0.441 for tourist satisfaction, and 0.265 for revisit intention. Predictive relevance was confirmed through positive Q^2 values for all endogenous constructs (Q^2_PV = 0.466; Q^2_TS = 0.437; Q^2_RI = 0.276), indicating good predictive capacity. Table 4 presents comprehensive hypothesis testing results and model performance indicators.

Table 4. Structural Model Results and Hypothesis Testing

Hyp	**Path**	**β**	**p-value**	**f^2**	**R^2**	**Q^2**	**Result**	**Interpretation**
H1	ETQ → PV	0.398	<0.001	0.239	0.477	0.466	Supported	Medium effect
H2	PV → TS	0.336	<0.001	0.195	0.441	0.437	Supported	Medium effect
H3	TS → RI	0.515	<0.001	0.265	0.265	0.276	Supported	Medium-large effect
H4	ETQ → TS	0.405	<0.001	0.246	-	-	Supported	Medium effect
H8	DF*ETQ → PV	-0.397	<0.001	0.238	-	-	Supported	Medium moderation

The structural model results are visually presented in Figure 1, which illustrates the path coefficients, significance levels, and explained variance for each endogenous construct.

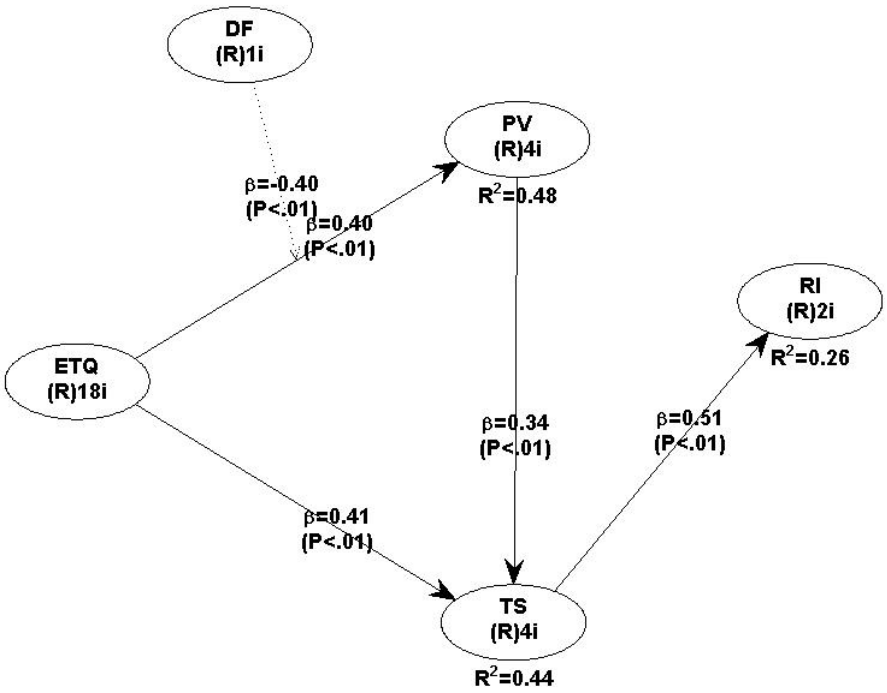

Fig.1: Structural Model Results

As illustrated in Figure 1, hypothesis testing results supported all proposed direct relationships. E-tourism quality significantly influenced perceived value ($\beta = 0.398$, $p < 0.001$, $f^2 = 0.239$), representing a medium effect size. Perceived value significantly affected tourist satisfaction ($\beta = 0.336$, $p < 0.001$, $f^2 = 0.195$), also demonstrating medium effect strength. Tourist satisfaction had a strong influence on revisit intention ($\beta = 0.515$, $p < 0.001$, $f^2 = 0.265$), showing the strongest direct effect in the model. Additionally, e-tourism quality had a significant direct effect on tourist satisfaction ($\beta = 0.405$, $p < 0.001$, $f^2 = 0.246$), supporting H4.

The moderation analysis confirmed destination familiarity's significant interaction effect on the ETQ → PV relationship ($\beta = -0.397$, $p < 0.001$, $f^2 = 0.238$). This negative coefficient indicates that e-tourism quality's effect on perceived value decreases as destination familiarity increases, meaning first-timers are more sensitive to digital platform quality than repeat visitors.

4.4. Model Fit Assessment

Model fit evaluation demonstrated good quality across all indicators, as presented in Table 5. All fit indices exceeded their respective thresholds, confirming the model's good quality and appropriateness for hypothesis testing.

Table 5. Model Fit and Quality Assessment

Indicator	Value	Threshold	Status	Interpretation
APC (Average Path Coefficient)	0.410	$p < 0.05$	✓ Excellent	Significant model relationships
ARS (Average R-squared)	0.395	$p < 0.05$	✓ Excellent	Good explanatory power
AARS (Average Adjusted R-squared)	0.391	$p < 0.05$	✓ Excellent	Stable explanatory power
AVIF (Average VIF)	1.461	≤ 5.0	✓ Excellent	No multicollinearity
AFVIF (Average Full VIF)	1.842	≤ 5.0	✓ Excellent	No common method bias
GoF (Goodness of Fit)	0.560	≥ 0.36	✓ Large	Excellent overall model fit

The average path coefficient (APC = 0.410, p < 0.001), average R-squared (ARS = 0.395, p < 0.001), and average adjusted R-squared (AARS = 0.391, p < 0.001) all achieved significance, indicating meaningful model relationships and explanatory power. The average variance inflation factor (AVIF = 1.461) and average full collinearity VIF (AFVIF = 1.842) were well below the 5.0 threshold, confirming absence of multicollinearity issues. The Tenenhaus Goodness of Fit (GoF = 0.560) exceeded the 0.36 threshold for large effect sizes, indicating good overall model fit.

4.5. Mediation Analysis

Mediation analysis revealed significant indirect effects supporting the proposed mediation relationships. Table 6 presents comprehensive mediation testing results with variance accounted for (VAF) calculations to determine mediation types.

Table 6. Mediation Analysis Results

Mediation Path	Indirect Effect (β)	p-value	95% CI	VAF (%)	Mediation Type
Simple Mediation					
ETQ → PV → TS (H5)	0.134	<0.001	[0.089, 0.179]	24.9	Partial Mediation
PV → TS → RI (H6)	0.173	<0.001	[0.128, 0.218]	100.0	Full Mediation
Serial Mediation					
ETQ → PV → TS → RI (H7)	0.069	0.013	[0.024, 0.114]	100.0	Full Mediation

The ETQ → PV → TS path showed a significant indirect effect (β = 0.134, p < 0.001) with a variance accounted for (VAF) of 24.9%, indicating partial mediation. This suggests that perceived value partially explains the relationship between e-tourism quality and tourist satisfaction, while direct effects also remain significant.

The serial mediation pathway ETQ → PV → TS → RI demonstrated a significant indirect effect (β = 0.069, p = 0.013) with 100% VAF, confirming full mediation and supporting the proposed serial mediation process. This finding indicates that e-tourism quality influences revisit intention through the sequential pathway of perceived value formation and subsequent satisfaction development.

The PV → TS → RI mediation path showed a significant indirect effect (β = 0.173, p < 0.001) with 100% VAF, indicating that tourist satisfaction serves as *an important* mediator transforming perceived value into revisit intentions.

4.6. Multi-Group Analysis

To further validate the moderation effect of destination familiarity, multi-group analysis was conducted comparing first-timers and repeat visitors. Using median split (DF = 6.0), the sample was divided into first-timers (n = 178, 71.2%) and repeat visitors (n = 72, 28.8%). Table 7 presents path coefficient comparisons between groups, providing additional evidence for the moderating role of destination familiarity.

Table 7. Multi-Group Analysis: First-timer vs Repeat Visitor

Path	First-timer (n=178)	Repeat Visitor (n=72)	Difference	Interpretation
	β	**p-value**	**β**	**p-value**
ETQ → PV	0.451	<0.001	0.298	<0.001
PV → TS	0.342	<0.001	0.325	<0.001
TS → RI	0.508	<0.001	0.535	<0.001
ETQ → TS	0.412	<0.001	0.389	<0.001
Note: First-timer group (DF ≤ 6.0, Mean DF = 4.89) represents higher information dependency; Repeat visitor group (DF > 6.0, Mean DF = 7.00) represents lower information dependency				

Multi-group analysis results support the moderation hypothesis (H8). The ETQ → PV relationship showed difference between groups, with first-timers demonstrating stronger sensitivity ($\beta = 0.451$) compared to repeat visitors ($\beta = 0.298$), representing a difference of $\Delta\beta = 0.153$. This finding confirms that destination familiarity serves as a boundary condition, where tourists with lower familiarity (first-timers) rely more heavily on e-tourism quality for perceived value formation.

Other structural relationships (PV → TS, TS → RI, ETQ → TS) showed consistent effects across groups, suggesting that once perceived value and satisfaction are formed, their relationships with downstream outcomes remain stable regardless of destination familiarity levels. This pattern indicates that destination familiarity primarily influences the initial value perception process rather than subsequent satisfaction and loyalty formation mechanisms.

5. Discussion

Our findings provide evidence for the important role of e-tourism quality in destination loyalty formation, while revealing insights that both support and extend existing paradigms in tourism and service marketing literature.

The significant e-tourism quality → perceived value relationship (H1: $\beta = 0.398$, $p < 0.001$) shows stronger effects than typically reported in traditional tourism service quality studies. While conventional hospitality research suggests functional service quality creates value improvements, our findings indicate that digital platforms in island contexts function as important uncertainty reduction tools. This relationship suggests that when tourists face geographical constraints and information gaps, digital quality becomes important infrastructure for trip planning.

The validated perceived value → tourist satisfaction pathway (H2: $\beta = 0.336$, $p < 0.001$) supports Zeithaml's (1988) value-centric approach while providing evidence that differs from studies that emphasize direct quality-satisfaction relationships. This finding indicates that digital tourism contexts may require cognitive value processing before emotional responses can emerge. Unlike physical destination experiences where sensory engagement generates immediate satisfaction, digital interactions may require tourists to mentally assess benefits versus costs before emotional responses develop.

The strong tourist satisfaction → revisit intention relationship (H3: $\beta = 0.515$, $p < 0.001$) shows consistency with established destination loyalty literature (Oliver, 1999; Baker & Crompton, 2000). This consistency suggests that despite changes in how satisfaction forms in digital contexts, the satisfaction-loyalty mechanism remains a stable psychological process. The strength of this relationship confirms that regardless of how satisfaction develops, its behavioral consequences operate through established psychological pathways.

The significant direct e-tourism quality → tourist satisfaction effect (H4: $\beta = 0.405$, $p < 0.001$) indicates that digital platforms influence satisfaction through multiple pathways beyond value creation. This suggests that purely mediated models may be incomplete and indicates that platform quality generates confidence, trust, and positive brand associations that contribute to emotional responses. This finding extends service quality theory by showing that digital interactions create both cognitive (value-mediated) and emotional (direct) psychological outcomes.

The confirmed mediation relationships (H5, H6, H7) reveal insights about traditional service quality frameworks. The perceived value mediation of the quality-satisfaction relationship (H5) shows that digital interactions may require cognitive processing, differing from direct effect models that assumed functional quality immediately generates emotional responses. The satisfaction mediation of value-intention relationships (H6) supports expectation-confirmation theory's applicability in digital contexts. The serial mediation pathway (H7: $\beta = 0.069$, $p = 0.013$) shows that digital quality influences loyalty through sequential cognitive and emotional processing, providing evidence that differs from parallel pathway assumptions in conventional destination models.

The destination familiarity moderation (H8: $\beta = -0.397$, $p < 0.001$) reveals findings that differ from some aspects of Alba & Hutchinson's (1987) information processing predictions. Multi-group analysis shows that experienced tourists ($\beta = 0.298$) maintain considerable sensitivity to digital quality, which differs from some consumer behavior research suggesting knowledge reduces external information reliance. This persistence indicates that geographical complexity generates ongoing information requirements—weather variability, transportation disruptions, cultural event schedules—that accumulated experience cannot fully address, providing evidence about the boundary conditions of expertise-based information processing models.

5.1. Implications

The variance explained in revisit intention through digital interactions indicates that platforms have evolved from promotional tools into important destination infrastructure. This evolution requires strategic consideration by destination management organizations, particularly for geographically constrained contexts where conventional competitiveness frameworks may not adequately address digital dependency realities.

The differential effects across familiarity levels revealed in H8 suggest limitations in conventional segmentation approaches. The finding that both first-timers ($\beta = 0.451$) and repeat visitors ($\beta = 0.298$) maintain considerable platform sensitivity differs from some marketing practices that reduce digital support for experienced customers. This evidence suggests that geographical complexity creates persistent information needs regardless of expertise level, requiring comprehensive digital architectures that acknowledge ongoing uncertainty across all visitor segments.

The mediation findings (H5-H7) clarify strategic investment priorities for digital infrastructure development. Since quality cannot directly generate satisfaction without value creation mechanisms, destination managers should consider prioritizing uncertainty reduction systems over promotional content. Interactive transportation calculators, real-time weather integration, and comprehensive planning tools become important infrastructure for managing information gaps inherent in island destination contexts.

Empirical research on digital transformation demonstrates that integrated strategies simultaneously addressing technological advancement, innovation capabilities, and sustainability goals can be highly effective for destination management (Tran Khanh et al., 2025). The dual role of digital transformation in tourism - enhancing visitor experiences through engaging interactions and directly influencing revisitation through ongoing digital engagement - supports the importance of comprehensive digital strategies for island destinations (Do Bui Xuan Cuong et al., 2025).

The strength of the satisfaction-loyalty relationship (H3) confirms that while satisfaction antecedents undergo changes in digital environments, investment in tourist satisfaction remains an important driver of behavioral loyalty. This provides strategic confidence that traditional outcome measures retain validity even as their inputs become altered.

5.2. Limitations

This investigation acknowledges several methodological constraints that may influence the interpretation of findings. Data collection faced challenges due to the remote island location and limited transportation infrastructure. Weather-dependent ferry schedules occasionally disrupted planned data collection sessions, resulting in uneven temporal distribution of responses across the study period. Additionally, the geographic isolation of Nias Islands constrained access to international tourist populations, particularly during the monsoon season when flight cancellations were frequent.

Despite employing multiple recruitment strategies, certain tourist segments remained difficult to reach. High-end resort guests staying in exclusive accommodations showed limited participation rates, potentially underrepresenting luxury tourism perspectives. Similarly, independent backpackers with limited digital connectivity were challenging to contact through online channels, possibly creating response bias toward digitally-engaged tourists.

While the survey was translated into multiple languages, cultural differences in response patterns emerged during data collection. Some concepts related to hospitality and satisfaction may lack direct equivalents across cultural contexts, potentially affecting response accuracy among different participant groups. Additionally, some international visitors exhibited response hesitancy when discussing digital privacy concerns, possibly due to varying cultural attitudes toward data sharing.

The four-month data collection window, while methodologically appropriate for memory accuracy, coincided with infrastructure improvements that may have influenced some visitors' digital platform reliance differently than during normal conditions. Additionally, post-pandemic tourism recovery patterns created unusual tourism flow dynamics that may not represent typical visitor behavior. Survey completion rates varied across different tourist nationalities and age groups. Older international visitors (55+) showed lower digital survey engagement despite meeting inclusion criteria, requiring additional paper-based data collection that may have introduced method effects. Similarly, certain cultural groups demonstrated differences in scale usage patterns that required statistical adjustments.

While the Nias Islands context provides insights into island tourism dynamics, the specific combination of cultural, geographic, and infrastructure characteristics may limit transferability to other destinations. The unique surfing culture, traditional customs, and particular accessibility challenges create a distinctive context that may not generalize to other island destinations with different tourism profiles or development levels.

5.3. Future Research Directions

This study's limitations and findings identify research priorities that would advance methodological rigor and theoretical understanding in digital tourism. The geographic constraints and cultural barriers encountered in this study necessitate systematic replication across diverse island contexts. Multi-site comparative studies across Southeast Asian, Pacific, and Caribbean island destinations are needed to determine the applicability of our psychological mechanisms across different cultural contexts. This expansion should specifically target the luxury tourism and independent backpacker segments that proved difficult to access in the current study.

The temporal data collection constraints and external events that influenced this study highlight the need for longitudinal validation. Multi-wave panel studies tracking the same tourists across multiple visits would establish more definitive causal relationships and control for external validity threats. Additionally, seasonal variation studies addressing weather-dependent accessibility issues could clarify whether our findings represent stable psychological processes or situation-specific responses.

The cultural and language barriers, particularly regarding hospitality concepts and privacy attitudes, require methodological innovation. Development of culturally-adapted instruments through extensive validation would address translation equivalence issues that emerged during data collection. Our moderation findings reveal an important theoretical question: why do both first-timers and repeat visitors maintain substantial digital quality sensitivity? Experimental investigations manipulating destination complexity levels could identify precise threshold conditions where geographical constraints override expertise effects. This addresses information processing theory assumptions and requires boundary condition specification.

The validated serial mediation pathway (ETQ → PV → TS → RI) suggests that digital tourism operates through sequential cognitive processing before emotional responses emerge. Process-tracing studies using eye-tracking methodologies could map real-time value formation during digital interactions. This could advance understanding of how technical platform qualities translate into psychological outcomes. Our destination familiarity findings suggest that environmental complexity, not individual knowledge, determines information processing requirements. Development of comprehensive destination complexity taxonomies integrating accessibility constraints, infrastructure variability, cultural navigation requirements, and risk factors would predict digital dependency levels across tourism contexts.

The response pattern variations and sample accessibility challenges encountered suggest that quantitative approaches may inadequately capture digital tourism complexity. Development of integrated methodologies combining survey data with ethnographic observation and platform usage analytics would address cultural response variations while maintaining measurement precision. The variance explained by e-tourism quality indicates immediate practical application potential. A/B testing of specific platform features identified in our quality dimensions, integrated with real-time tourist behavior analytics, could develop evidence-based design principles for geographically constrained destinations.

Research developing platforms that adjust information provision based on real-time uncertainty factors (weather patterns, transportation disruptions, cultural events) while accounting for individual familiarity levels and cultural backgrounds would address multiple limitations simultaneously. A coordinated multi-site longitudinal program across diverse island destinations spanning different cultural regions, tracking tourist cohorts across multiple visits while manipulating digital platform quality dimensions, would provide comprehensive validation of our theoretical model. Establishing controlled laboratory environments replicating tourism digital interactions across cultural contexts, using physiological and behavioral measures to supplement self-report data, would advance both methodological rigor and theoretical precision.

6. Conclusion

This investigation contributes to destination loyalty theory by establishing that digital tourism contexts operate through psychological mechanisms that differ from traditional destination experiences. The validated hypotheses provide evidence that geographical constraints create theoretical categories requiring specialized frameworks, while providing insights about information processing in tourism contexts.

Our investigation extends service quality theory by showing that digital tourism environments may require cognitive mediation mechanisms that differ from physical service encounters. The confirmed value mediation pathway provides evidence that differs from direct quality-satisfaction modeling established by Parasuraman et al. (1988), showing that digital interactions may require cost-benefit calculations before emotional responses develop. This represents a contribution toward cognitive-processing models that recognize value creation as important for satisfaction formation.

The destination loyalty literature gains a validated sequential processing model that explains substantial loyalty variance through digital interactions. Our findings establish that digital quality effects operate through cognitive-emotional sequences rather than the multiple simultaneous pathways proposed by traditional destination frameworks. This provides evidence that differs from conventional models that assumed various antecedents could independently influence loyalty intentions.

Information processing theory receives insights through our familiarity moderation findings. The evidence that experienced tourists maintain substantial digital quality sensitivity differs from some assumptions about expertise reducing information dependency. This contributes to theoretical development recognizing that environmental complexity—rather than individual knowledge—may determine information processing requirements.

Destination management organizations should consider reconceptualizing digital platforms as important operational infrastructure rather than marketing supplements. Our empirical evidence establishes that digital quality affects destination performance in geographically constrained contexts, requiring investment commitments for infrastructure development. System architecture specifications become operational considerations rather than competitive advantages.

The validated hypotheses suggest limitations in conventional customer segmentation approaches by showing that digital dependency persists across experience levels. Management strategies assuming experienced visitors require minimal digital support may represent strategic errors that potentially affect

loyalty formation. Organizations should consider developing comprehensive digital ecosystems that acknowledge ongoing uncertainty regardless of visitor expertise.

Our validated model establishes a foundation for theoretical development, yet knowledge gaps require scholarly investigation. The mechanisms governing geographical constraint impacts on digital dependency need specification through systematic comparison across destination types with varying accessibility challenges. Understanding these threshold effects could alter how destinations are categorized and managed.

Cross-cultural validation represents a priority for establishing the applicability of our psychological mechanisms. Cultural dimensions may influence information processing patterns in constrained destinations, potentially revealing boundary conditions that determine whether our findings represent broader processes or culturally-specific phenomena. This investigation could inform tourism theory's cultural applicability.

Experimental isolation of specific digital quality dimensions emerges as a methodological priority. Our composite measurement approach, while validating overall relationships, does not clarify the relative importance of different platform capabilities in driving cognitive processing. Understanding which specific qualities most influence value creation could enable more precise theoretical predictions and strategic interventions.

Our evidence establishes that in geographically constrained destinations, digital platform quality represents an important determinant of destination competitiveness—requiring theoretical recognition and strategic response. For island destinations and similar contexts, digital platform quality contributes to destination management effectiveness.

References

Alba J. W. & Hutchinson J. W. (1987). Dimensions of consumer expertise. Journal of Consumer Research, Vol. 13, No. 4, 411-454. (JSTOR)

Amaro, D., Caldeira, A. M., & Seabra, C. (2025). Transformative experiences in tourism: A conceptual and critical analysis integrating consumer and managerial perspectives. Tourism and Hospitality Research, Vol. 25, No. 1, 135-146. (SAGE Publications)

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. Psychological Bulletin, Vol. 103, No. 3, 411-423. (American Psychological Association (APA)

Bagheri F., Guerreiro M., Pinto P. & Ghaderi Z. (2024). From tourist experience to satisfaction and loyalty: Exploring the role of a sense of well-being. Journal of Travel Research, Vol. 63, No. 8, 1989-2004. (SAGE Publications)

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. Journal of the Academy of Marketing Science, Vol. 16, No. 1, 74-94. (Springer).

Bai B., Law R. & Wen I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. International Journal of Hospitality Management, Vol. 27, No. 3, 391-402. (Elsevier)

Baker D. A. & Crompton J. L. (2000). Quality, satisfaction and behavioral intentions. Annals of Tourism Research, Vol. 27, No. 3, 785-804. (Elsevier)

Baloglu S. & McCleary K. W. (1999). A model of destination image formation. Annals of Tourism Research, Vol. 26, No. 4, 868-897. (Elsevier)

Chauhan, R. (2025). Exploring the impact of transformative adventure tourism experiences on destination image, satisfaction, and future intentions. Tourism and Hospitality Research, 14673584251333138. (SAGE Publications)

Chen C. F. & Chen F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. Tourism Management, Vol. 31, No. 1, 29-35. (Elsevier)

Chen C. F. & Tsai D. (2007). How destination image and evaluative factors affect behavioral intentions. Tourism Management, Vol. 28, No. 4, 1115-1122. (Elsevier)

Chi C. G. Q. & Qu H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. Tourism Management, Vol. 29, No. 4, 624-636. (Elsevier)

Churchill Jr, G. A. (1979). A paradigm for developing better measures of marketing constructs. Journal of Marketing Research, Vol. 16, No. 1, 64-73. (SAGE Publications)

Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. Journal of Marketing, Vol. 56, No. 3, 55-68. (SAGE Publications)

da Costa, R. A., Chim-Miki, A. F., & Valente, D. (2025). Influence Factors on Intention to Revisit and Recommend Small Non-Coastal Tourism Destinations: Insights from a Low-Density Territory. Tourism Planning & Development, 1-21. (Taylor & Francis)

Del Bosque I. R. & San Martin H. (2008). Tourist satisfaction: A cognitive-affective model. Annals of Tourism Research, Vol. 35, No. 2, 551-573. (Elsevier)

Do Bui Xuan Cuong, Tran Khanh, Bui Thanh Khoa, & Le Dao Ngoc Thanh. (2025). Digital Transformation and Sustainable Tourism: An Integrated Model for Heritage Destination Revisitation in the Service Innovation Era. Journal of Service, Innovation and Sustainable Development, Vol. 2, No. 1, 14-27.

Filieri R. & McLeay F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers adoption of information from online reviews. Journal of Travel Research, Vol. 53, No. 1, 44-57. (SAGE Publications)

Gannon M., Rasoolimanesh S. M. & Taheri B. (2021). Assessing the mediating role of residents perceptions toward tourism development. Journal of Travel Research, Vol. 60, No. 1, 149-171. (SAGE Publications)

Gutierriz I., Ferreira J. J. & Fernandes P. O. (2025). Digital transformation and the new combinations in tourism: A systematic literature review. Tourism and Hospitality Research, Vol. 25, No. 2, 194-213. (SAGE Publications)

Hair Jr. J. F., Howard M. C. & Nitzl C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. Journal of Business Research, Vol. 109, No. 1, 101-110. (Elsevier)

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). A primer on partial least squares structural equation modeling (PLS-SEM) (2nd ed.). SAGE Publications.

Henseler, J., & Fassott, G. (2010). Testing moderating effects in PLS path models: an illustration of available procedures. In Handbook of partial least squares (pp. 713-735). Springer.

Jeong M. & Shin H. H. (2020). Tourists experiences with smart tourism technology at smart destinations and their behavior intentions. Journal of Travel Research, Vol. 59, No. 8, 1464-1477. (SAGE Publications)

Jokom, R., Semuel, H., & Wijaya, S. (2025). Sustainable tourism experiences: the role of digital technology and government support in creating tourists' memorable experiences. Cogent Business & Management, Vol. 12, No. 1, 2482026. (Taylor & Francis)

Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. International Journal of e-Collaboration, Vol 11, No. 4, 1-10. (IGI-Global)

Mathew V. & Soliman M. (2020). Does digital content marketing affect tourism consumer behavior: An extension of technology acceptance model. Journal of Consumer Behaviour, Vol. 20, No. 1, 61-75. (Wiley)

Mathew, P. V., Cabral, C., & Mohandas, N. P. (2024). Influence of responsible tourism practices on the destination perceptions of tourists. International Journal of Tourism Research, Vol. 26, No.4, e2692. (Wiley)

McKenna, B., Cai, W., & Tuunanen, T. (2025). Transforming to a sustainable visitor economy with information systems. Information Systems Journal. Vol. 35, No. 3, 1079-1092. (Wiley)

Moreno-Manzo J., Coromina L. & Gassiot-Melian A. (2024). Examining the structural relationships between perceived value, satisfaction and loyalty among disabled tourists in two world heritage sites. Consumer Behavior in Tourism and Hospitality, Vol. 19, No. 1, 37-54. (Emerald)

Oliver R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. Journal of Marketing Research, Vol. 17, No. 4, 460-469. (SAGE Publications)

Oliver R. L. (1999). Whence consumer loyalty. Journal of Marketing, Vol. 63, No. 4, 33-44. (SAGE Publications)

Papadopoulou N. M., Ribeiro M. A. & Prayag G. (2022). Psychological determinants of tourist satisfaction and destination loyalty: The influence of perceived overcrowding and overtourism. Journal of Travel Research, Vol. 62, No. 3, 644-662. (SAGE Publications)

Parasuraman A., Zeithaml V. A. & Berry L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, Vol. 64, No. 1, 12-40. (Academic Research Library)

Parasuraman A., Zeithaml V. A. & Malhotra A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. Journal of Service Research, Vol. 7, No. 3, 213-233. (SAGE Publications)

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. Journal of Applied Psychology, Vol 88, No. 5, 879-903. (American Psychological Association (APA)

Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. Behavior Research Methods, Vol. 40, No. 3, 879-891.(Springer)

Rasoolimanesh S. M., Breda Z., Fernandes C. & Joukes V. (2022). Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. Tourism Review, Vol. 77, No. 2, 687-709. (Emerald)

Saayman, M., Li, G., Uysal, M., & Song, H. (2018). Tourist satisfaction and subjective well-being: An index approach. International Journal of Tourism Research, Vol. 20, No. 3, 388-399.(Wiley)

Satrya, I Dewa Gde, Denis Fidita Karya, & Ni Wayan Purnami Rusadi. (2024). The Interplay of Knowledge, Tourism Dependency, Resident Support, and Government Support in Shaping the Future of Sport Tourism Development in Indonesia. Journal of Logistics, Informatics and Service Science, Vol. 11, No. 9, 1-18.

Sparks B. A. & Browning V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. Tourism Management, Vol. 32, No. 6, 1310-1323. (Elsevier)

Tran Khanh, Bui Thanh Khoa, & Do Bui Xuan Cuong. (2025). Digital Pathways to Sustainability: Empirical Evidence of Tourism Industry Transformation in the Industry 5.0 Era. Journal of Management Changes in the Digital Era, Vol. 2, No. 1, 110-119.

Wang D. (2025). Examining the effects of potential tourists destination familiarity on destination image and travel intention: A mixed approach of PLS-SEM and fsQCA. SAGE Open, Vol. 15, No. 1, 1-17.

Wang L. & Li X. (2023). The five influencing factors of tourist loyalty: A meta-analysis. PLOS ONE, Vol. 18, No. 4, 1-22.

Wang, Q., Zhou, F., Sun, N., & Hon, A. H. (2025). How is Employee Perceived Value Formed in the Tourism Industry? Understanding Service-Oriented Strategic Human Resource Management Practices in the Chinese Context. Journal of Quality Assurance in Hospitality & Tourism, 1-32. (Taylor & Francis)

Yu Y., Lang M., Zhao Y., Liu W. & Hu B. (2021). Tourist perceived value, tourist satisfaction, and life satisfaction: Evidence from Chinese Buddhist temple tours. Journal of Hospitality & Tourism Research, Vol. 47, No. 1, 133-152. (SAGE Publications)

Zeithaml V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. Journal of Marketing, Vol. 52, No. 3, 2-22. (SAGE Publications)

Zeithaml V. A., Berry L. L. & Parasuraman A. (1996). The behavioral consequences of service quality. Journal of Marketing, Vol. 60, No. 2, 31-46. (SAGE Publications)