Journal of Autonomous Intelligence (2024) Volume 7 Issue 5
doi: 10.32629/jai.v7i5.1545

ORIGINAL RESEARCH ARTICLE

Experiences and intention to revisit destinations: Technology factors toward tourist satisfaction

Solomon A. Oluyinka*, Ma. Edwina A. Ala, Maria N. Cusipag, Rejoice L. Ferrer

De La Salle Araneta University, Malabon, 1475, Philippines

*** Corresponding author:** Solomon A. Oluyinka, Solomon467@gmail.com

ABSTRACT

Innovation in today's society has become a major area of investigation. The use of smart tourism technologies (STT) in tourism destinations emphasizes improvement of tourists' contentment and enhancing their experiences. Therefore, this study investigates the influence of smart tourism technology (STT) factors on tourist satisfaction, experience, and intent to revisit a place. A total of 437 local tourists with traveling experience participated in the study. Data were collected using an adopted and modified set of questionnaires based on previous publications. The findings indicated that the majority of the study's hypotheses, such as information, accessibility, interactivity, personalization, satisfaction, security and privacy, revisit intention and memorable tourist experiences significantly influenced visitor behavior and experiences. Thus, this study can serve as a reference for future development in the Tourism Industry. Future replication studies in different regions and/or with other categories of tourists will be important in validating the findings of the study.

Keywords: information system; revisit intention; smart-tourism technology; tourist experience; WarPLS 7.0

ARTICLE INFO

Received: 17 January 2024
Accepted: 23 January 2024
Available online: 2 July 2024

1. Introduction

Over the past ten years, there has been a dramatic increase in the adoption of smart tourism technologies (STTs), with most travelers now choosing smart locations. In fact, the employment of STTs is now considered to be a fundamental, crucial element that will gain even more traction rather than a secondary requirement[1]. Moreover, a study by Gretzel and Koo[2] mentioned that the high prevalence of the Internet has increased connectivity, mobile devices, and advanced devices. Such devices include recommender systems, QR codes, and beacons, among others, which have profoundly altered and transformed the way smart destination cities are built, consumed, and shared by tourists and locals, as well as marketed by tourism firms. Smart tourism alters how travelers engage with one another when traveling or planning to go to other places[3,4].

In addition, *memorable tourism experiences* are recognized as an essential antecedent of future behaviors. These experiences refer to the ability of tourists to remember and recall the events that have occurred[5]. *Smart* tourism is understanding the relationship of the latest information on technologies with tourist destinations. It describes the tourist's experiences more specifically in the technologies which will bring benefits overall by encouraging greater communication, engagement, user experience, and co-creation[6,7].

A few studies focused on the influence of information,

accessibility, interactivity, personalization, privacy, and security on tourists' memorable experiences[6,8]. Findings indicated that the significance of the mentioned factors in their studies, satisfaction, and revisit intention have not been fully explored in Asia, especially in the context of the Philippines. Thus, this study suggests that privacy and security may have a correlation effect on information, accessibility, interactivity, and personalization toward a memorable tourist experience. On the other hand, tourists' experiences may have a significant impact on satisfaction and revisit intention[9]. The latter part of the concept suggests that revisit intention depends on the level of satisfaction.

1.1. Literature review and hypothetical statements

This section includes the related publications considered to support the arguments toward the conceptual and hypothetical frameworks. The technology continuance theory was considered the foundation of this current study, since it is related to attitude, satisfaction, and behavior toward the adoption of technology[10,11].

1.1.1. Smart tourism technology acceptance

Femenia-Serra et al.[6] conducted a study on the conceptualization of smart tourists and their role within the smart destination scenario. They described the experiences of smart tourists and the extensive accessibility of interconnected devices included in the scope of smart tourism technology. They agree that the hospitality and tourism industries at smart tourism destinations are becoming more active and dynamic in providing smart tourism technology (STT)[9].

1.1.2. Destination security, privacy, and information

Smart tourism is determined by the technological capabilities of a specific attraction, destination, or tourist. Using technological innovations and practices, the ultimate goal of smart tourism is to increase sustainability, increase competitiveness, and increase resource management efficiency. It is frequently associated with e-tourism because of its technology-based nature. Thus, this study hypothesizes that Security and Privacy affect the informativeness of tourists on Smart Tourism Technology (H1). In a study conducted by Jovicic[8], he concluded that expanding destinations and tourist destination management is extremely crucial for achieving competitiveness. Mobile devices, smartphones, and tablets have the potential to change tourist practices in a place[11,12]. The number of users who are using mobile technology is increasing and the focus of service providers and different stakeholders in a smart destination is to develop innovative applications to meet the various tourist applications and needs[13]. Privacy risk has a significant negative impact on the tourist experience[14,15]. With this literature, the study hypothesizes that security and privacy have a positive relation to the accessibility of tourists based on their experience with Smart Tourism Technology (STT). (H2).

A prior study conducted by Jung and Park[16] revealed that higher positive product reviews, overall destination images, or comments given by people via social platforms do affect the behavioral intention of tourists. The study by Marinao et al.[17] concluded that if a destination does not have the trust of the tourists, even if the tourists' experience is beautiful, it is useless. Technology users who do not have trust in the service provider have very high privacy concerns[18]. Based on these assertions, concerns about security and privacy, as well as the reviews, it is assumed that security and privacy have a positive relationship with the interactivity of tourists towards STT (H3). Additionally, according to Huang et al.[19], the protection of personal information when utilizing various forms of technology (STTs) is referred to as security. Therefore, it is suggested that security and privacy have a positive relationship with the personalization of tourists towards STT (H4).

1.1.3. Information accessibility and interactivity on memorable experiences

Acquired information justifies the quality and trustworthiness of certain data through Smart Tourism Technology (STT) in different tourism destinations[9]. Meanwhile, when travelers evaluate the knowledge they have acquired using Smart Tourism Technology (STT), decision-making on which trip provides an enhancing experience can take less time and effort[20]. Therefore, information has a positive relationship to the memorable

experience of tourists with Smart Tourism Technology (STT) at tourist destinations (H5). Moreover, a study by Azis et al.[5] suggested that tourists who have pleasant memories relating to the accessibility of technology and how to use it will likely revisit and recommend a tourist destination to other tourists. Based on these previous findings, it is therefore hypothesized that accessibility has a significant relationship to a memorable tourist experience (H6). Some individuals may be encouraged to utilize smart tourism technologies more actively via high-level interactivity[19]. According to Shin[9], engagement between individuals encourages mutual interactions. Considering these suggestions, it is assumed that interactivity has a positive relationship with a memorable tourist experience (H7).

1.1.4. Personalization regresses on memorable experiences toward tourists' satisfaction and revisiting intentions

Personalization enables Smart Tourism Technology (STT) to continuously provide tourists with the most pertinent and accurate information possible, which will improve and maximize their trip experience. For instance, traffic-routing applications provide travelers with the most effective path so that they may cut down on driving time, suffer less stress from traffic, and ultimately enhance their experience at smart tourism sites[9]. Smart tourism enhances the memorable experiences of tourists about new locations or new adoptions of technology and creates unforgettable experiences[6]. According to Lee et al.[20], successful tourist attractions should create satisfying experiences for tourists since satisfaction with smart destinations is a vital factor in establishing long-term relationships between tourists and destinations. Goo et al.[21] found that tourists' novelty seeking behavior would enhance the trip experience, leading to overall travel satisfaction.

Studies justify the impact of tourists' satisfaction on their intention to revisit a destination relating to memorable experiences[22] and place experience[5,23 - 24]. Furthermore, according to the study by Jeong and Shin[9], a memorable event is a pleasurable and enduring experience that is well-remembered and recalled by each traveler. Considering the related phenomena, this current study suggests the following hypotheses: Personalization as a factor may affect the memorable experience of tourists (H8); a tourist's memorable experience may have a significant correlation with satisfaction (H9); a tourist's memorable experience may have a substantial relation to revisited intention (H10) and a tourist's satisfaction may have a substantial relationship to revisited intention (H11).

Figure 1 shows the hypothetical framework for this study.

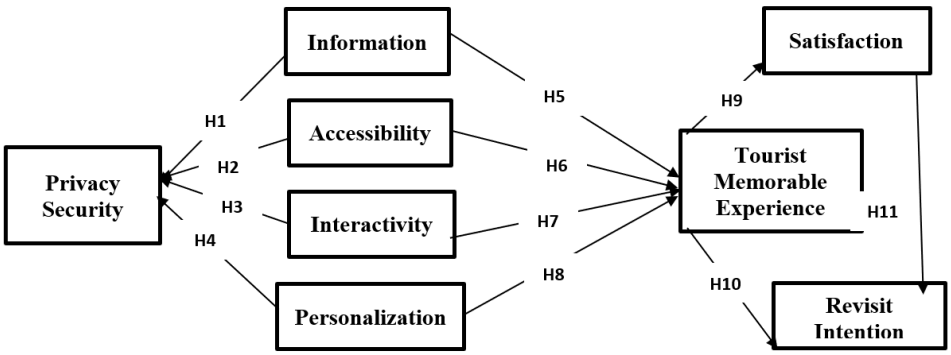

Figure 1. Hypothetical framework.

2. Methodology

2.1. Research design

Descriptive-quantitative research with Partial Least Squares Structural Equation Modeling software was used. Using such design provides an intuitive graphical user interface towards prediction and can create a PLS Algorithm model and a bootstrap model[25]. Thus, WarPLS 7.0 was considered. The results gave information on reliability and validity, discriminant validity, path coefficients, factor loading, and graphs to present

outcomes. The researchers used causal research questions in order to discover factors and target respondents [26]. The survey instrument was composed of demographic characteristics: age, gender, years of travel experience, location, and family monthly income. The second part entails the latent constructs of the study with five measurement items each: Information with five modified and memorable tourist experience measures[9]; accessibility and satisfaction, interactivity and personalization[19]; accessibility, privacy, and security and revisit intention[27]. The instrument was entered into a Google Form, and the researcher used the simple random distribution technique to distribute the survey questionnaire to the target respondents in the Philippine National Capital Region via social media like Facebook, Twitter, Instagram, LinkedIn, WhatsApp, and some in-person meetings. As an ethical consideration[28], participants gave their answers freely and were not subjected to pressure when answering the online survey.

2.2. Participant demographics

A total of 437 responses were considered valid for this study; according to the extracted information from Google, 260 were female (59.5% of 437) and 177 were male (40.5% of 437), which indicated that females dominated the study and also implies that they are more involved in participating in research. In terms of age, 89.2% were in the age range between 20 and 30 years old, 8.1% were between 31 and 40, and 2.7% were 60 years and older. With regards to the years of travel experience, 54.1% traveled for more than one (1) to three (3) years, and at the same time, 24.3% had a travel experience of ten years or more. Meanwhile, people who answered four (4) to six (6) years of travel experience had 16.2% and 5.4% for those who traveled for 7 to 9 years. This report could be considered valid since they all have travel experience.

2.3. Measurement model assessment

A total of 40 structured measurement items based on previous related publications were considered in the structural equation modeling of this study. The validity and dependability of the latent constructs were tested as part of the examination of the outer model with the aid of the WarPLS.70 algorithm considering composite reliability (CR). A reflective construct must have a CR value of at least 0.70 to be deemed to display internal consistency[29,30]. **Table 1** indicates that all the latent variables passed the reliability test value recommendation: information (*CR* = 0.900), accessibility (*CR* = 0.929), interactivity (*CR* = 0.919), personalization (*CR* = 0.919), satisfaction (*CR* = 0.945), security and privacy (*CR* = 0.911), revisit intention (*CR* = 0.926), tourist memorable experience (*CR* = 0.954) and that *CA* is greater than 0.70[31].

Table 1. Factor loadings, AVE, and reliability measures.

Construct/Item	**FA**
Information: *AVE* = 0.643; *CR* = 0.900	
INF1	0.801
INF2	0.877
INF3	0.821
INF4	0.720
INF5	0.783
Accessibility: *AVE* = 0.724; *CR* = 0.929	
ACC1	0.769
ACC2	0.854
ACC3	0.837
ACC4	0.888
ACC5	0.902

Table 1. (*Continued*).

Construct/Item	**FA**
Interactivity: *AVE* = 0.695; *CR* = 0.919	
INT1	0.862
INT2	0.672
INT3	0.854
INT4	0.877
INT5	0.885
Personalization: *AVE* = 0.694; *CR* = 0.919	
PER1	0.739
PER2	0.836
PER3	0.880
PER4	0.887
PER5	0.815
Satisfaction: *AVE* = 0.774; *CR* = 0.945	
SAT1	0.849
SAT2	0.870
SAT3	0.904
SAT4	0.871
SAT5	0.905
Security & Privacy: *AVE* = 0.676; *CR* = 0.911	
SEC1	0.948
SEC2	-
SEC3	-
SEC4	-
SEC5	-
Revisit Intention: *AVE* = 0.714; *CR* = 0.926	
RI1	-
RI2	-
RI3	-
RI4	-
RI5	-
Memorable Experience: *AVE* = 0.805; *CR* = 0.954	
TME1	0.889
TME2	0.900
TME3	0.868
TME4	0.917
TME5	0.911

Figure 2 illustrates the beta and *p*-values to justify the suggested predictions and the R^2 that indicates the achieved variance explained.

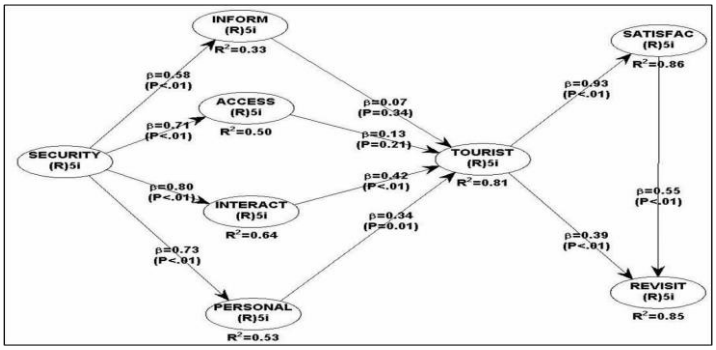

Figure 2. The structural model with beta coefficients.

The bootstrapping results show that security and privacy significantly and positively influence information (β = 0.58, p < 0.001), accessibility (β = 0.71, p < 0.001), interactivity (β = 0.80, p < 0.001) and personalization (β = 0.73, p < 0.001). Furthermore, the magnitude of the influence of security and privacy to the attributes of Smart Tourism Technology was evident and supported. Furthermore, after the constructs reliability and validity were achieved, Figure 2 illustrates the beta, *p*-values to justify the suggested predictions, and the R2 that indicated the variance explained achieved.

Moreover, the findings also show that Tourist Memorable Experiences heavily influence Satisfaction (β = 0.93, p < 0.001) and Revisit Intention (β = 0.39, p < 0.001). Nonetheless, Information (β = 0.07, p < 0.037), and Accessibility (β = 0.13, p < 0.21) are insignificant in relation to Tourist Memorable Experiences. Regardless of the outcome in Information and Accessibility, Interactivity (β = 0.42, p < 0.001) and Personalization (β = 0.34, p < 0.001) are surprisingly contrary to the results and have a significant relation. Additionally, both interactivity and personalization are supported. **Table 2** presents the additional assessments for the structural measurement of the present study.

Table 2. Direct effects of each hypothesis.

Hypothesis	***β***	***p***	***SE***	***f²***	**Support? (Yes/No)**
H1 SEC. INF	0.576	<0.001	0.127	0.331	YES
H2 SEC. ACC	0.710	<0.001	0.120	0.504	YES
H3 SEC. INT	0.802	<0.001	0.115	0.644	YES
H4 SEC. PER	0.726	<0.001	0.119	0.526	YES
H5 INF. TME	0.066	0.341	0.160	0.051	NO
H6 ACC.TME	0.126	0.212	0.155	0.105	NO
H7 INT. TME	0.419	<0.001	0.136	0.365	YES
H8 PER. TME	0.335	<0.001	0.142	0.287	YES
H9 TME. SAT	0.930	<0.001	0.109	0.864	YES
H10 TME. RI	0.392	<0.001	0.138	0.352	YES
H11 SAT. RI	0.549	<0.001	0.129	0.500	YES

SEC = Security & Privacy; *INF* = Information; *ACC* = Accessibility; *INT* = Interactivity; *PER* = Personalization; *TME* = Tourist Memorable Experience; *SAT* = Satisfaction; *RI* = Revisit Intention; β = Coefficient of the path; *p* = *p*-value; *SE* = Standard

The findings show that Information (f^2 = 0.331) and Accessibility (f^2 = 0.504), as well as Interactivity (f^2 = 0.644) and Personalization (f^2 = 0.526) exhibit medium- to large-effect sizes when it comes to Security and Privacy. Therefore, H1, H2, H3 and H4 are supported. Meanwhile, the extent of Information (f^2 = 0.051), Accessibility (f^2 = 0.105) through Tourist Memorable Experiences have small effect sizes. In addition to the results, Interactivity (f^2 = 0.365) and Personalization (f^2 = 0.287) have medium-effect sizes on Tourist Memorable Experience. Consequently, H7 and H8 are supported. On the other hand, Tourist Memorable

Experience positively influenced Satisfaction with large effect sizes (f^2 = 0.864), same goes through Revisit Intention. Thus, H9 and H10 are supported. Additionally, the findings also show that Satisfaction has a significant relationship in Revisit Intention with a medium effect size of (f^2 = 0.500). Hence, H11 is supported.

The variance explained by the modeling and predictors was based on the achieved *R* squares on the structural equation modeling[32]. The results are presented in **Table 3**. According to Hair et al.[32], *R*-squared values of 0.75, 0.50, or 0.25 for endogenous latent characteristics can be categorized as significant, moderate, or poor/weak in academic research focusing on social science and information technology issues. Based on the findings, the R^2 values of this study reflect moderate and substantial variance while R^2 values of information are considered weak[33]. Q-square values above zero indicate that values are well reconstructed and that the model has predictive relevance[34]. Using a blindfolding procedure, the findings show that the structural model exhibits predictive relevance.

Table 3. Variance.

Construct	R^2	Remark
Inform	0.331	weak
Accessibility	0.504	moderate
Interactivity	0.644	moderate
Personalization	0.530	moderate
Satisfaction	0.864	substantial
Revisit	0.850	substantial
Tourist Memorable Experience	0.810	substantial

3. Results

The study investigated how local tourist behavior and experiences in Metro Manila were influenced by information, accessibility, interactivity, personalization, satisfaction, security and privacy, revisit intention, and tourist memorable experiences. Furthermore, it investigated the indirect role because once tourists meet their expectations, they are more likely to return or recommend the place to others once they like the service. These subjective evaluations may represent the shape and strength of the relationships between the qualities of Smart Tourism Technology (STTs) and their consequences. Moreover, among the eleven (11) hypotheses, results showed that security and privacy significantly and positively influence information. Correspondingly, it was clear and supported how much security and privacy affected the characteristics of smart tourism technology. The results indicate that smart tourism technology can significantly affect the behavior and experience of a tourist.

4. Discussions

The results showed that most of the hypotheses under this study such as those on information, accessibility, interactivity, personalization, satisfaction, security and privacy, revisit intention, and tourist memorable experiences were found to influence tourist behavior and experiences significantly and positively in Metro Manila. The findings indicate that behavior and experiences play a huge role in smart tourism technology. The use of innovative technologies and integrated efforts at a location to gather and aggregate data from physical infrastructure, social connections, government and organizational sources, and human physical and mental capacities to transform the data into on-site experiences and business value propositions with a clear focus on efficiency, sustainability, and experience could be adopted as a strategy.

5. Conclusions

This study proposed and validated a theoretical framework for investigating the technology-enhanced

tourism experience. The framework offers researchers an integrative way to consider and investigate the characteristics/attributes of this type of experience. The first limitation is the respondent who experienced the smart tourism technology that is based in Metro Manila; other viewers from other parts of the Philippines/regions were not included. Second, the study focused only on the people who already have experienced or have already used the technology. Third, there was a dominance of participants from 21–60 years old since the present study measures the tourist years of travel experience. Fourth, the study focused on eight dimensions/attributes—information, accessibility, interactivity, personalization, satisfaction, security and privacy, revisit intention, and tourists' memorable experience—to evaluate the visitors' perception of the STT- enhanced experience. It is recommended that other dimensions be investigated by future researchers.

Author contributions

Conceptualization, SAO, MNC and MEAA; methodology, SAO; software SAO; validation, SAO and MEAA; formal analysis SAO, MNC, MEAA and RLF; investigation SAO; resources MEAA, data curation SAO; writing—original draft preparation SAO and MEAA; writing—review and editing SAO, MEAA, MNC and RLF; visualization MEAA, MNC and RLF; supervision SAO; project administration SAO; funding acquisition, SAO, EA, MNC and RLF. All authors have read and agreed to the published version of the manuscript.

Conflict of interest

The authors declare no conflict of interest.

References

1. Torabi ZA, Shalbafian A, Allam Z, et al. Enhancing Memorable Experiences, Tourist Satisfaction, and Revisit Intention through Smart Tourism Technologies. Sustainability. 2022; 14(5): 2721. doi: 10.3390/su14052721
2. Gretzel U, Koo C. Smart tourism cities: A duality of place where technology supports the convergence of touristic and residential experiences. Asia Pacific Journal of Tourism Research. 2021; 26(4): 352-364. doi: 10.1080/10941665.2021.1897636
3. Li CY, Fang YH, Sukoco BM. Value proposition as a catalyst for innovative service experience: the case of smart-tourism destinations. Service Business. 2021; 15(2): 281-308. doi: 10.1007/s11628-021-00443-y
4. Mandić A, Garbin Praničević D. Progress on the role of ICTs in establishing destination appeal. Journal of Hospitality and Tourism Technology. 2019; 10(4): 791-813. doi: 10.1108/jhtt-06-2018-0047
5. Azis N, Amin M, Chan S, et al. How smart tourism technologies affect tourist destination loyalty. Journal of Hospitality and Tourism Technology. 2020; 11(4): 603-625. doi: 10.1108/jhtt-01-2020-0005
6. Femenia-Serra F, Neuhofer B, Ivars-Baidal JA. Towards a conceptualisation of smart tourists and their role within the smart destination scenario. The Service Industries Journal. 2018; 39(2): 109-133. doi: 10.1080/02642069.2018.1508458
7. Ye BH, Ye H, Law R. Systematic Review of Smart Tourism Research. Sustainability. 2020; 12(8): 3401. doi: 10.3390/su12083401
8. Jovicic DZ. From the traditional understanding of tourism destination to the smart tourism destination. Current Issues in Tourism. 2017; 22(3): 276-282. doi: 10.1080/13683500.2017.1313203
9. Jeong M, Shin HH. Tourists' Experiences with Smart Tourism Technology at Smart Destinations and Their Behavior Intentions. Journal of Travel Research. 2019; 59(8): 1464-1477. doi: 10.1177/0047287519883034
10. Daragmeh A, Sági J, Zéman Z. Continuous Intention to Use E-Wallet in the Context of the COVID-19 Pandemic: Integrating the Health Belief Model (HBM) and Technology Continuous Theory (TCT). Journal of Open Innovation: Technology, Market, and Complexity. 2021; 7(2): 132. doi: 10.3390/joitmc7020132
11. Khayer A, Bao Y. The continuance usage intention of Alipay. The Bottom Line. 2019; 32(3): 211-229. doi: 10.1108/bl-07-2019-0097
12. Kebir. Are mobile devices playing a part in creating new tourist practices? Les Champs-Elysées: A case study. https://journals.openedition.org/viatourism/6201?lang=pt
13. Chang SE, Shen WC. Exploring smartphone social networking services for mobile tourism. International Journal of Mobile Communications. 2018; 16(1): 63. doi: 10.1504/ijmc.2018.088273
14. Sharma S, Singh G, Pratt S. Modeling the Multi-dimensional Facets of Perceived Risk in Purchasing Travel Online: A Generational Analysis. Journal of Quality Assurance in Hospitality & Tourism. 2021; 23(2): 539-567. doi: 10.1080/1528008x.2021.1891597

15. González-Reverté F, Díaz-Luque P, Gomis-López J, et al. Tourists' Risk Perception and the Use of Mobile Devices in Beach Tourism Destinations. Sustainability. 2018; 10(2): 413. doi: 10.3390/su10020413
16. Jung Y, & Park J. An investigation of relationships among privacy concerns, affective responses, and coping behaviors in location-based services. International Journal of Information Management. 2018; 43: 15-24. doi: 10.1016/j.ijinfomgt.2018.05.007
17. Marinao Artigas E, Yrigoyen CC, Moraga ET, et al. Determinants of trust towards tourist destinations. Journal of Destination Marketing & Management. 2017; 6(4): 327-334. doi: 10.1016/j.jdmm.2017.03.003
18. Oluyinka SA, Endozo AN, Calma RR. A study on the acceptance of internet banking. Proceedings of the 10th International Conference on Education Technology and Computers. Published online October 26, 2018. doi: 10.1145/3290511.3290531
19. Huang CD, Goo J, Nam K, et al. Smart tourism technologies in travel planning: The role of exploration and exploitation. Information & Management. 2017; 54(6): 757-770. doi: 10.1016/j.im.2016.11.010
20. Lee H, Lee J, Chung N, et al. Tourists' happiness: are there smart tourism technology effects? Asia Pacific Journal of Tourism Research. 2018; 23(5): 486-501. doi: 10.1080/10941665.2018.1468344
21. Goo J, Huang CD, Yoo CW, et al. Smart Tourism Technologies' Ambidexterity: Balancing Tourist's Worries and Novelty Seeking for Travel Satisfaction. Information Systems Frontiers. 2022; 24(6): 2139-2158. doi: 10.1007/s10796-021-10233-6
22. Narangajavana Y, Callarisa Fiol LJ, Moliner Tena MÁ, et al. The influence of social media in creating expectations. An empirical study for a tourist destination. Annals of Tourism Research. 2017; 65: 60-70. doi: 10.1016/j.annals.2017.05.002
23. Alrawadieh Z, Alrawadieh Z, Kozak M. Exploring the impact of tourist harassment on destination image, tourist expenditure, and destination loyalty. Tourism Management. 2019; 73: 13-20. doi: 10.1016/j.tourman.2019.01.015
24. Hair JF, Risher JJ, Sarstedt M, Ringle CM. When to use and how to report the results of PLS-SEM. European Business Review. 2019; 31(1): 2-24. doi: 10.1108/EBR-11- 2018-0203
25. Hair JF, Hult GTM, Ringle CM, et al. Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. In Classroom Companion: Business. Springer International Publishing; 2021.
26. Kamper SJ. Types of Research Questions: Descriptive, Predictive, or Causal. Journal of Orthopaedic & Sports Physical Therapy. 2020; 50(8): 468-469. doi: 10.2519/jospt.2020.0703
27. Abdullah, Lui. Satisfaction Drivers and Revisit Intention of International Tourists in Malaysia. Journal of Tourism, Hospitality and Environment Management. 2018; 3(9): 1-13
28. Cusipag MN, Oluyinka S, Bernabe MTN, et al. Perceptions toward achieving work-life balance and job satisfaction in online teaching. Multidisciplinary Science Journal. 2023; 6(1): 2024012. doi: 10.31893/multiscience.2024012
29. Sarstedt M, Hair JF, Pick M, et al. Progress in partial least squares structural equation modeling use in marketing research in the last decade. Psychology & Marketing. 2022; 39(5): 1035-1064. doi: 10.1002/mar.21640
30. Rasoolimanesh SM. Discriminant validity assessment in PLS-SEM: A comprehensive composite-based approach. Data Analysis Perspectives Journal. 2022; 3(2): 1-8.
31. Solomon O. Exploring the Facets of e-learning acceptance in developing country. Kasetsart Journal of Social Sciences. 2021; 42(4): 854-861.
32. Hair JF, Ringle CM, Sarstedt M. Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. Long Range Planning. 2013; 46(1-2): 1-12. doi: 10.1016/j.lrp.2013.01.001
33. Oluyinka S, Cusipag M. Trialability and Purposefulness: Their Role Towards Google Classroom Acceptance Following Educational Policy. Acta Informatica Pragensia. 2021; 10(2): 172-191. doi: 10.18267/j.aip.154
34. Vörösmarty G, Dobos I. Green purchasing frameworks considering firm size: A multicollinearity analysis using variance inflation factor. Supply Chain Forum: An International Journal. 2020; 21(4): 290-301. doi: 10.1080/16258312.2020.1776090