Tourists' Trust of Social Media Information and Behavioural Intention in Viral Cafes: Mediating Effect of Satisfaction

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Abstract
Social media is now the primary form of communication among tourists and has soared in popularity, which has directly impacted the spread of the phenomenon of viral content marketing. Viral social media content and information functions as a great source of information for tourists as it provides greater reach accessibility and exposure that offline marketing cannot achieve. However, little attention has been given by tourism scholars in assessing the level of trust in social media information and tourists' satisfaction after visiting viral attractions. This study examines the mediation effect of satisfaction on the relationship between social media information trust and behavioural intention in viral cafés in Ipoh, Perak. The data was obtained from 385 tourists who visited viral cafes in Ipoh and analysed using the SEM-PLS approach. The finding indicates that satisfaction mediates the relationship between social media information trust and behavioural intention. Importantly, social media information trust has a significant relationship with tourists' behavioural intention with the presence of satisfaction. The study results suggested that destination managers and marketers need to be creative in establishing trustable social media information as trust serves as a highly important aspect in influencing tourists' behavioural intention and future decision-making.
Keywords: Information Trust, Social Media, Satisfaction, Behavioural Intentions, Viral Attractions

Introduction
Social media are regarded as an essential communication tool that is used extensively by tourists to obtain travel information and as an avenue for getting travel inspiration, sharing travel experiences and posting reflections about past travel experiences. Tourists opt for social media platform like Instagram and TikTok to get ideas and inspirations of places and attractions to visit, restaurants and cafés to dine at, and photogenic and 'Instagrammable' spots and locations to take photos at. As such, social media is an effective promotional medium for business owners to build a strong social media presence, attract visitation from potential customers and build relationships and communication.

Nowadays, tourists visit cafés as a trend and portray the new way of living. Cafe has become one of the most favourite places to be visited by young millennial tourists. Millennial tourists will record their experiences, post photos, and share them with friends on their social media. Hence, many cafes went viral on social media, attracting more visits than before, and spreading the information across social media networks. Thus, social media users start to depend on their information and trust that they will receive the same experience. Social media information and content like aesthetic photos, short-duration videos, and tweets are used by business owners to promote their businesses to social media users (Volo & Irimias, 2020).

The exchange of information and content on social media is more effortless, ideal and interesting with friends (Ihsanuddin & Anuar, 2016), and often, interesting social media information can easily go viral. This is due to the emotional bond created by the information or content that resonates with other social media users (Cassia & Magno, 2019). In addition, social media information plays a significant role in determining tourists' decision-making on-site and positively affects customer brand engagement (Peco-Torres et al., 2020) and frequency of visits (Intan & Maulida, 2020). According to Firmansyah et al (2019), three characteristics, including comfort, affordable rates and good service are crucial for picking a café to visit. Not only that, a suitable thematic concept, aesthetic decoration and the quality of products and services are also important elements in getting tourists' visitation. This phenomenon inspires café owners to think critically and create innovative ideas to draw consumers to visit (Budiman & Dananjoyo, 2021).

Problem Statement
People generate trust in these social media contents while obtaining information about the destination and eventually assume similar experiences from other customers when they comply with those components (Narangajavana et al., 2017). Besides, this shows that the information is not concerned with visitors, whether from friends, family, or colleagues. Narangajavana et al (2017) also stated that another critical conclusion for the tourism sector is that only trust in social media can generate expectations about a tourist location. Besides, the content of the information is more critical so that, if it is viral in a favourable way, favourable anticipation about the destination may be encouraged. Unfavourable anticipation will be encouraged if it is viral in an unfavourable way.

Moreover, business owners may also alter the information from social media, which can be different from reality (Al-Rawi, 2017). Similarly, Kwayu (2018) stated that the popularity and widespread use of social media channels such as Facebook, Twitter and Instagram had attracted businesses to boost productivity and worth. Furthermore, social media seem essential for companies, and many are trying to establish a social media plan and comprehend its effects on their practices. This is crucial since it will eventually lead to customer satisfaction or dissatisfaction (Narangajavana, 2017).

Yousef et al (2016) stated that the satisfaction of consumers has an important influence on loyalty to customers. Therefore, it is essential to observe whether the viral cafe customers' trust in social media information affects their satisfaction. On another note, Cetin (2020) stated that both experiences in visiting the place and service quality impact the satisfaction and loyalty of the customer. It is also supported by Aburayya et al (2020) findings that found a relationship between the quality of service and customer satisfaction, and customer satisfaction leads to customers' decisions.

However, despite much research on the role of service quality, no study in the viral cafe context seems to exist. Various researchers have focused on only one or a few aspects connected to the quality of service (Yousef et al., 2016; Barus & Silalahi, 2021), marketing and promotional mix (Intan & Maulida, 2020; Anggereni et al., 2021), and customer purchase behaviour (Ateta et al., 2021) and social media-induced experience (Shin & Xiang, 2020). Therefore, the study needs to measure the mediating effect of satisfaction on the relationship between social media information trust and behavioural intentions.

Literature Review
Social Media Information Trust
Social media has grown wonderfully, and the information created in tourism has accumulated massively (Lin & Rasoolimanesh, 2022). Instagram is well regarded as a digital photo-sharing social networking platform. Unlike other social networking sites, the millennial generation attracts to a wide range of cultures. This is partly because youthful people are strongly motivated to take images with their smartphones and post them immediately (Volo & Irimias, 2020; Ihsanuddin & Anuar, 2016). In addition, Instagram boosts online presence and identity by integrating the physical and digital worlds, allowing for more active participation for personal and professional objectives (Appel et al., 2020). Moreover, instruments in social media enable to break down of geographical obstacles which limit human communication and interaction. It increased the number of e-participation, virtual presence and virtual communities. Some even choose to speak via social media rather than interact with one person at a time.

On a different note, according to Cassia and Magno (2019), the power of Instagram travel influencers is based on the quality of the data supplied by the influencers via their blogs, posts, or videos. Social media travel influencers form emotional bonds with their followers in order to generate client loyalty and support for their brands. Besides that, a reliable and trustworthy source may influence customers' attitudes, habits, methods, and actions (Pop et al., 2021). Pop et al (2021) also mentioned that influencers on social media who are seen as experts and trustworthy have a more significant influence on their followers' perspectives. Furthermore, although social media travel influencers are intended to increase a company's income, people trust their opinions more than traditional advertising for the same brand (Kasriel-Alexander, 2017) and encourage other social media users or followers to listen to the influencer's advice.

Besides, people develop faith in these social media contents by gathering knowledge about the place. They eventually presume comparable experiences to other customers from what they see in social media (Narangajavana et al., 2017). Furthermore, this demonstrates that the information is uninterested in visitors, whether friends, relatives, or co-workers. Another important conclusion for the tourism industry, according to Narangajavana et al. (2017), is

that only social media trust can develop expectations about a tourist destination. In addition to that, social media also have professional advantages, including knowledge exchange, publicity, assistance, and guidance (Alalwan et al., 2019). Besides, the ability of consumers to obtain the information is increased to influence brands in social media communities. At the same time, companies can gain quick feedback, understand personal preferences without observational effects (Alalwan et al., 2019), and use them for product innovation. However, communicating via social networks might be more complex because emotions can hardly be detected and understood (Dwivedi et al., 2018).

As with various sources, social media lack systems to ensure quality and give unfiltered to high-quality information. People are free to upload their thoughts on social media, and this freedom of thought needs to be carefully balanced to guarantee that this behaviour does not commit an offence. Besides that, the quality of social media material varies, from truth to 'fake'. Inexact information may spread across the globe in a very brief period and can severely impact people's views and attitudes (Dwivedi et al., 2018). Wahyudi et al (2018) claim that data from social media infrequently produce value on their own. Social media data from many sources and the frequency of different quality data must be connected and integrated. Many companies struggle to enhance the quality of information, and it is a recurrent issue to enhance the quality of social media information. Based on the above argument, this study proposed the following hypotheses

H1. Social Media Information Trust significantly influences tourists' behavioural intentions.

Behavioural Intentions

Zeithaml et al (1996) presented a model of intentions that can be captured with repurchase intentions, word of mouth, loyalty, complaining behaviour, and price sensitivity. High service quality often leads to favourable behavioural intentions, while low service quality leads to unfavourable ones. Behavioural intentions can be categorized as favourable or unfavourable. Favourable behavioural intentions represent conative loyalty, including positive word of mouth (recommendation), paying a price premium, spending more money with the company, and remaining loyal. Prior studies operationalize behavioural intentions using three variables: intention to return, willingness to recommend, and word of mouth. Kim et al (2022) stated that customer experience is related to behavioural intentions. The more positive the customer's experience, the more likely he or she is willing to reuse the service. Favourable intentions frequently represent behavioural intentions. Behavioural intention is an important goal in the consumer marketing community as it is a key component for business sustainability.

Satisfaction

Satisfaction in the tourism industry refers to perceptions and actual experiences which are emotional after the post-journey (Baker & Crompton, 2000). Satisfaction is an emotion of delight or disappointment after comparing the outcome of products against the expectation. A study by Riyadi and Rangkuti (2016) stated that when a customer's wishes had been met by the company as anticipated, customers would be pleased. The customer becomes more pleased with the added value of service, and the chance of becoming a loyal customer is very high (Riyadi & Rangkuti, 2016). Moreover, in El-Adly (2019) suggested that the mediating function of customer satisfaction helps further explain the disparity between consumer perceived value and customer loyalty. Satisfaction can affect customers' intention to buy back

and oral advertising. Furthermore, satisfied people tend to be more likely to educate others and share interactions with the services. The best part of ads and advice for positive word of mouth is that service providers do not entail any costs. In conclusion, these behaviours are what loyal customers do when satisfied.

Service Quality as Satisfaction

Service quality is the perceptions of the visitor towards the service and what they receive. Service quality can be defined as how consumers or users evaluate the service based on their experiences (Onditi & Wechuli, 2017). Based on Parasuraman et al. (1993), the definition of service quality is the difference between reality and expectations, and it can be seen from five dimensions: 1) tangibles, 2) reliability, 3) responsiveness, 4) assurance, and 5) empathy. The service quality model, SERVQUAL, is generally appropriate and can be applied to different statements (Parasuraman et al., 1985). Because its measurements are universal, SERVQUAL is functional across services. SERVQUAL has been used successfully over time, including in several tourism industries (Sibai, 2021). The model of SERVQUAL has been massively used in the tourism and hospitality industry over the past few decades (Li et al., 2017). Numerous research has demonstrated a significant association between perceived service quality factors and overall customer satisfaction (Sibai, 2021). Besides that, service quality is a multifaceted concept requiring managers to discover efficient areas of service quality to ensure satisfaction. Besides that, there is an undeniable positive relationship between perceived service quality and satisfaction. The reason for using a portion of SERVQUAL items as a variable in satisfaction is the above discussion.

The Relationship between Satisfaction and Behavioural Intentions in Tourism

In the context of tourism, tourist satisfaction is important because it has implications for the sustainability of tourist loyalty which defines the tourism destination. Olorunniwo et al. (2006) stated that although the direct effect of service quality on behavioural intention is significant, the indirect effect (with satisfaction playing a mediating role) is a stronger driver for the behavioural intention in the context of the service factory. Therefore, the main consequence of satisfaction is behavioural intention (Yoon & Uysal, 2005). The increase in tourist satisfaction can lead to increased profits and revenues for tourism providers. Satisfaction has important implications for management purposes; hence the main consequence of tourist satisfaction is the loyalty that is manifested in repeat purchase behaviour, willingness to pay a higher price, and willingness to recommend the destination to others (Baker & Crompton, 2000; Yoon & Uysal, 2005) as well as an increase in brand equity.

Further, Jeong & Shin (2020) suggested that good tourism activities and services provided to tourists will make them tend to feel satisfied and have a positive experience and Sun et al (2020) demonstrated that tourist travel satisfaction directly affects behavioural intention. Based on this discussion, this study postulates the next hypothesis:

H2.   Satisfaction significantly influences behavioural intentions.

H3.   Satisfaction mediates the relationship between social media information trust and behavioural intentions.

Research Instrument
The set of questionnaires used in this study was adapted from several prior studies. Table 1 illustrates the research instrument used in the questionnaire. The questionnaire was adapted from previous research based on the variables constructed and modified to suit the setting of this study.

Table 2
Research Instrument

Items	Indicators
I trust that the information that went viral on social media about the café is accurate.	TRU1
The recommendations made by other users on social media about the café are reliable.	TRU2
The posts and updates posted about the viral café by social media users are honest.	TRU3
The viral content posted on social media about the café are trustable.	TRU4
The employees at the café were sincere in delivering their service.	SAT1
They provide their services as promised.	SAT2
The experience at the café met my expectation.	SAT3
The employees inform the estimated time when the services will be performed.	SAT4
The employees at the cafe provide prompt service.	SAT5
The employees at the café were always willing to help.	SAT6
The employees at the café were polite.	SAT7
Employees in the café are attentive and answer all my questions adequately.	SAT8
The café employees understand what I need.	SAT9
I am satisfied with the experience at the café.	SAT10
Overall, I feel satisfied with the service provided by the café.	SAT11
There is a high likelihood for me to return to the café in the future.	INT1
I will continue to visit to the café in the future.	INT2
I would be willing to recommend the café to my friends/family/relatives.	INT3

The social media information trust, satisfaction and behavioural intention items were measured on a seven (7) point Likert-type scale ranging from 7 (Strongly Agree) to 1 (Strongly Disagree).

Research Methodology
A self-completion questionnaire was used as a primary data collection method. The online questionnaire was disseminated through online social media platforms such as Facebook, Twitter, WhatsApp, and Instagram. Tourists who visited any Ipoh Café that went viral on social media for the past two years (2019-2021) were selected as respondents through convenience

sampling. The data were collected in December 2021. The first section of the questionnaire consisted of an informed consent form and several screening questions, such as whether they had experienced visiting a café in Ipoh that went viral on social media. The following section of the questionnaire consisted of items regarding social media information trust, satisfaction and behavioural intention. Importantly, the set of questionnaires used in this study was adapted from prior studies. A pilot test was conducted to validate the questionnaire, and the resulting recommendations were considered for improvement.

Descriptive Findings

Following the screening, a total of 385 valid questionnaires were obtained. Table 1 below presents the tourists' demographic profile, which depicts the information about gender, age, occupation, education level, income, year of visit and type of smart devices used when travelling.

Table 1
Tourists' Profile

Respondents Profile	Item	N	%
Gender	Male	95	25%
	Female	290	75%
Age	18-24 years old	145	37%
	25-34 years old	150	39%
	35-44 years old	90	23%
Education Level	Primary School	6	2%
	Secondary School	30	8%
	Bachelor's degree	243	63%
	Post Graduate Degree	96	25%
	No Formal Education	10	3%
Monthly Income	> RM1,000	104	27%
	RM1,001 – RM3,000	124	32%
	RM3,001 – RM5,000	107	28%
	RM5,001 – RM10,000	49	13%
Place of Origin	Johor	8	2%
	Sarawak	18	5%
	Kedah	12	3%
	Kelantan	11	3%
	Malacca	16	4%
	Negeri Sembilan	11	3%
	Pahang	13	3%
	Penang	19	5%
	Perak	195	51%
	Perlis	17	4%
	Sabah	20	5%
	Selangor	17	4%
	Terengganu	9	2%

Kuala Lumpur/Putrajaya	19	5%

The sample consisted mainly females (290 or 75%) from the age group of 25-34 (150 or 39%). Most respondents were educated, with a monthly income of RM1,001 – RM3,000 (124 or 32%). As for the place of origin, most of the tourists were from Perak (195 or 51%).

Analysis and Assessment of the Measurement Model Results

Due to the nature of the predictive explanatory which fits the context of the model of the study, Partial Least Squares-Structural Equation Modelling (PLS-SEM) analysis was employed to test the research model and analyse both direct and indirect relationships to predict dependent latent variables (Cepeda-Carrion et al., 2019). This study performed PLS-SEM analysis for Model 1 as illustrated in Figure 1. The model examined the influence of social media information trust and behavioural intention. The model also tested the mediating effect of satisfaction on the relationship between social media information trust and behavioural intention in viral attractions.
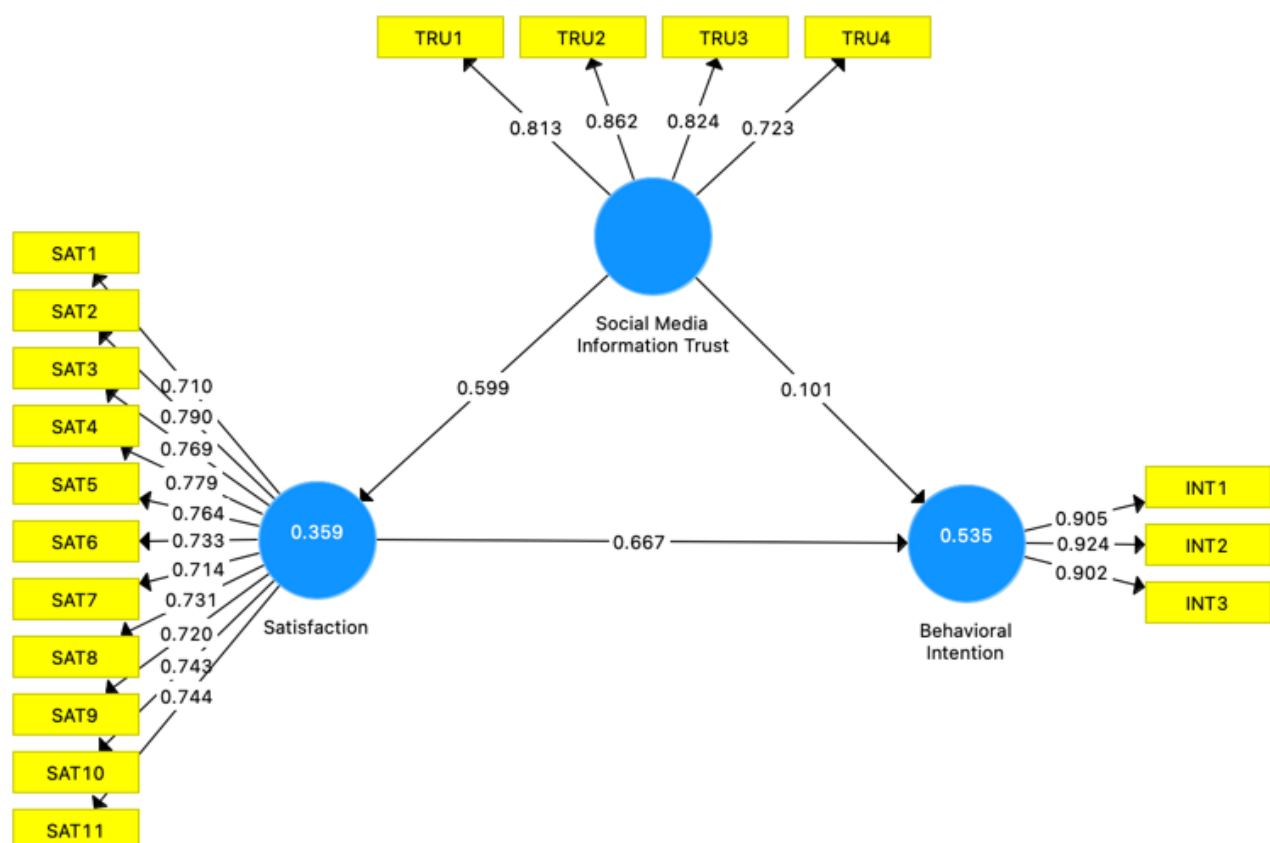

Figure 1: Model 1

Measurement Model Results

Model 1 measurement results are presented in Table 2. Examining the convergence validity, this study reported the outer loadings and average variance extracted (AVE) values. Table 2 and Figure 1 depict the statistical values and model illustrations, respectively. As illustrated in Figure 1, all outer loadings scores are considered good since they are all larger than .708. Meanwhile, the AVE values for all three constructs were larger than .500. The values of internal consistency reliability coefficients (i.e., composite reliability, rho A, and Cronbach's alpha values) were all within the threshold suggested by Hair et al. (2019), indicating that Model 1 has a good fit. See Table 2 the convergent validity and reliability coefficients of Model 1.

Table 2
Reflective Measurement Model Results of Model 1

Latent Constructs	Indicators	Convergence Validity		Internal Consistency Reliability		
		Outer Loadings	AVE	Composite Reliability	ρ A	Cronbach's Alpha
Social Media Information Trust	TRU1	.813	.651	.882	.830	.820
	TRU2	.862				
	TRU3	.827				
	TRU4	.723				
Satisfaction	SAT1	.710	.556	.932	.923	.920
	SAT2	.790				
	SAT3	.769				
	SAT4	.779				
	SAT5	.764				
	SAT6	.733				
	SAT7	.714				
	SAT8	.731				
	SAT9	.720				
	SAT10	.743				
	SAT11	.744				
Behavioural Intention	INT1	.905	.828	.935	.897	.896
	INT2	.924				
	INT3	.902				

After achieving satisfactory results for the measurement model, the next analysis examined the structural model results for Model 1. The R^2 value of .535 (53.5%) could be considered a relatively strong explanatory power, in addition to a large Q^2 (> .40). Interpreting the R^2 value, this result suggested that social media information trust and satisfaction of the visitors explain 53.5% of behavioural intention.

Table 4
Model 1 Direct Effects

Model 1

	$β$	t	p	f^2
Effect examined on Behavioral Intention				
Social Media Information Trust	**.101***	1.966	.049	.014
Satisfaction	**.667*****	16.229	.000	.612
R^2	.535			
Q^2	.439			

*p < .05; ***p < .001

Furthermore, Table 4 highlights the significant path coefficients. In Model 1, the study found both social media information trust ($β$ = .101, t = 1.966, p < .05) and satisfaction ($β$ = .677, t = 16.229, p < .05) significantly influence behavioural intention. Satisfaction had a moderate effect size (f^2 = .612; however, the effect size for social media information trust was very small (f^2 = .014). Interestingly, the indirect effect between trust and behavioural intention, mediated by satisfaction showed a larger path coefficient (.599) and effect size (.561). This finding suggests that satisfaction plays a very significant role as a mediating factor between trust and behavioural intention. Table 5 presents a more detailed report about the results of the indirect effect.

Table 5
Model 1 Indirect Effects

	Model 1			
	$β$	t	p	f^2
Trust -> Satisfaction -> Behavioral Intention	**.599*****	13.577	.000	.561
R^2	.359			
Q^2	.196			

*p < .05; ***p < .001

Hypothesis Testing
Table 6 demonstrates the summary of the results of the study. The highlight of the study is that both variables; social media information trust ($β$ = .101, t = 1.966, p < .05) and satisfaction ($β$ = .677, t = 16.229, p < .05) significantly influence behavioural intention. Hence, H1 and H2 were supported. Interestingly, the indirect effect between trust and behavioural intention, mediated by satisfaction showed a larger path coefficient (.599) and effect size (.561). Hence, H3 was supported. This finding suggests that satisfaction plays a very significant role as a mediating factor between social media information trust and behavioural intention.

Table 6
Summary of Hypothesis Testing Results

	β	t	p	Results
H1: Social Media Information Trust → Behavioural Intention	.101*	1.966	.049	Supported
H2: Satisfaction → Behavioural Intention	.667***	16.229	.000	Supported
H3: Mediation of Satisfaction	.599***	13.577	.000	Supported

Discussion and Conclusion

Findings (see Table 4.19) give further insight into how social media information trust plays an essential role in developing customer loyalty. The results showed a significant relationship between social media information trust and customer loyalty. Therefore, it can be concluded that the information that customers get from social media can influence customer loyalty by trusting the information they obtain about the cafes. By obtaining the information, people recommend to friends or family or come back to the cafes. This statement proves that the article by Nahon and Hemsley (2013) mentioned that virality is essential as the gateway of attention that transforms people's attitudes and acts. They also stated that people would spread the information from one person to another.

Findings show a significant relationship between service quality and customer loyalty. It means that the service quality of the café can help measure customer loyalty. Many studies prove that service quality has a significant relationship with customer loyalty. Therefore, it is also valid towards a cafe setting because the result is positive towards each other. For example, according to Koc et al (2017) study on the SERVQUAL model, there are high-level scores between SERVQUAL and customer loyalty. Thus, the model of SERVQUAL was used widely in the tourism and hospitality industries (Li et al.,2017). In addition to that, in the article written by Jha et al. (2017) stated that the success of a quality model such as SERVQUAL is based on quality.

The results indicate a significant relationship between social media information trust and customer satisfaction. It can be understood that there is a relationship between the trust information that customers can get from social media and their level of satisfaction. It is supported by Alalwan et al (2019), that mentioned that the ability to obtain information from social media increased the level of internet communities, including gaining feedback. Therefore, it can be discussed that people believe what they see on social media and expect that they will receive the same things as the media portrays. Therefore, their level of expectation may be increased, affecting their level of satisfaction. This statement is supported by Baker and Crompton (2000), which stated the true meaning of satisfaction, which refers to the perceptions and actual experiences that influence their emotions after the post-journey.

Besides that, findings prove a significant relationship between service quality and satisfaction. Also, this is supported in the literature review by Truong et al. (2016) that there is considerable research demonstrating a significant relationship between these two variables. Therefore, it can be observed that service quality is associated with customers' satisfaction even in cafes. Moreover, the essential of service quality in different industries also were proven by looking at how managers need to discover areas of service quality to ensure customer satisfaction (Zareim et al., 2015).

The relationship between satisfaction and customer loyalty was observed based on hypothesis six. In the results, it can be concluded that there has been a significant relationship between these two variables in viral cafes in Ipoh for the past two years (2019 – 2021). It means satisfied customers will be loyal to the viral cafes they visit. Based on Reichheld and Sasser (1990), loyal represent customers who purchase more regularly, spending money on new products and services, being willing to recommend to others, and giving suggestions to the providers. Therefore, viral cafes customers would be willing to do all these if they are satisfied during their visitation. However, showing a positive result does not mean that

everyone is satisfied with the viral cafes in Ipoh. It also can be that some customers might not feel satisfied and will not be loyal to the visited cafes. Thus, there is a significant relationship between satisfaction level and customer loyalty. If it is favourable, favourable anticipation will occur and vice versa. Besides, satisfied people tend to spread the word to other people.

According to the results, satisfaction mediates between social media information trust and customer loyalty, as satisfaction also has a significant relationship with social media information trust and customer loyalty. It means satisfaction has a connection as a mediation between these two variables (independent and dependent variables). Thus, when the social media information is gaining the customer's trust, and in turn out to be true when they experience the café by themselves, the expectation meets their level of satisfaction. Then, when they are satisfied, they will be loyal to the viral cafes they visit. The customer will tend to repeat or recommend to others. Therefore, spreading good words will be back to social media and continue giving information to potential customers.

The new potential customers will trust the social media information; therefore, the circle is repeated. In addition to that, according to the results, customer satisfaction also mediates the relationship between service quality and loyalty. This is because service quality can be defined and evaluated based on their experience (Onditi & Wechuli, 2017). When customers are satisfied, it means their expectations have been exceeded. Moreover, according to Riyadi and Rangkuti (2016), customers will be happy when the firm has met the client's expectations. The consumer is more satisfied due to the additional value of service, and the likelihood of becoming a loyal customer is relatively high (Riyadi & Rangkuti, 2016). Furthermore, there is so much undeniable research mentions that there is a significant relationship between service quality and customer loyalty, with satisfaction as a mediation variable. Cafes in Ipoh must note how essential satisfaction is to provide good service quality to attract tourists' behavioural intentions.

Limitations and Future Research
The current study contains several limitations. The first limitation is the data collection and survey technique. Since the study was conducted in Ipoh, the data collected resulted in less on-site data collection and more online. In addition, most of the respondents were mainly local domestic tourists from Perak. This study only included Ipoh as the destination of viral cafes that were visited between 2019 and 2021. The second limitation is the sampling method. Since the study relies entirely on convenience sampling, the result of this study may have an extremely high degree of bias.

This study provides several implications. This study supports the literature on the importance of satisfaction as a mediating factor in predicting tourists' behavioural intentions. Additionally, the results and findings of this study contribute to managerial implications whereby it informs café owners, managers and marketers to improve on the information portrayed on social media to induce more visitation and tourists' satisfaction and behavioural intentions. Tourists want to have trustable social media information and content that can be readily available for their consumption.

Future research may also look at whether any other dimensions could be included in the model to gain better knowledge and literature on the influence of social media information

to ensure satisfaction. Furthermore, additional diverse samples from other cities or countries are required to generalise the research, as this study only concentrated and conducted on domestic tourists who visited viral cafes in other states. Furthermore, future research can also concentrate on international tourists' perceptions and satisfaction as it could provide more insights about their trust in social media information.

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