

From Social Media Influencer Credibility to Intention to Book: The Roles of Trust, Satisfaction, Attitude, and Prior Knowledge in Jordan

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Abstract

Purpose – This study examines the determinants of Intention to Book within social media environments by developing an integrated framework based on the Stimulus–Organism–Response (S–O–R) framework, supported by the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and Relationship Marketing Theory. Specifically, the study investigates the effects of perceived usefulness, perceived ease of use, influencer credibility, and information quality on Intention to Book through trust, satisfaction, and attitude, while also assessing the moderating role of prior knowledge.

Design/methodology/approach – A quantitative cross-sectional survey was conducted among social media users in Jordan who actively engage with tourism-related content and online hotel booking platforms. A total of 405 valid responses were collected and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). **Findings** – The findings reveal that influencer credibility, information quality, and perceived ease of use significantly influence trust, satisfaction, and attitude. Influencer credibility emerged as the strongest predictor across the model. Furthermore, trust, satisfaction, and attitude significantly enhance Intention to Book and mediate the relationships between social media stimuli and booking intention. Although perceived usefulness positively affects trust, its influence on other endogenous constructs is limited. Prior knowledge demonstrates a significant direct effect on Intention to Book, while its moderating effects are not supported. **Originality/value** – This study provides a comprehensive explanation of booking intention formation in social media contexts and extends tourism marketing literature by offering empirical evidence from Jordan.

Keywords: Intention to Book, Influencer Credibility, Information Quality, Trust, Satisfaction, Attitude, Prior Knowledge, Social Media Marketing, Jordan, PLS-SEM

Introduction

The rapid proliferation of social media platforms has fundamentally transformed consumer behavior across various industries, particularly within the tourism and hospitality sector. Social networking platforms such as Instagram, TikTok, Facebook, and YouTube have evolved from mere communication channels into influential digital ecosystems that facilitate information exchange, consumer engagement, and electronic word-of-mouth (eWOM) (Al Bqaen & Md. Saad, 2025). Consequently, social media has become an indispensable element of contemporary tourism marketing, enabling hotels and tourism organizations to communicate directly with potential customers and influence their decision-making processes (Dwivedi et al., 2023; Leung et al., 2013).

Within these digital environments, social media influencers have emerged as influential opinion leaders capable of shaping consumers' perceptions, attitudes, and behavioral intentions. Through authentic, interactive, and experience-oriented content, influencers provide recommendations, share travel experiences, and review hotel services, thereby significantly affecting consumers' evaluations of tourism products and services. As a result, influencer marketing has become an increasingly important promotional strategy within the hospitality industry because of its ability to foster trust, enhance customer engagement, and stimulate purchase-related behaviors (Javed et al., 2025; Vrontis et al., 2022).

In addition to influencer-generated content, the quality of tourism information disseminated through social media platforms represents another critical determinant of consumer decision-making. As travelers increasingly rely on online information to reduce uncertainty associated with travel and accommodation decisions, information perceived as accurate, relevant, reliable, and useful can positively influence consumers' confidence and evaluation processes. Similarly, the technological characteristics of social media platforms, particularly perceived usefulness and perceived ease of use, may affect how consumers process information and subsequently develop intentions toward hotel booking services (Davis, 1989; Filieri et al., 2021).

Despite the growing importance of social media in tourism marketing, converting online engagement into actual hotel booking behavior remains a persistent challenge for tourism organizations and hotel operators (Hudson & Hudson, 2023). Although substantial investments have been made in influencer marketing campaigns and digital tourism promotion, the underlying psychological mechanisms through which social media-related stimuli influence Intention to Book remain insufficiently understood. Existing studies have primarily examined constructs such as influencer credibility, information quality, trust, satisfaction, and attitude independently, resulting in a fragmented understanding of consumer decision-making within social media environments (Albahrat et al., 2024; Dredge et al., 2019).

Furthermore, previous studies have predominantly employed individual theoretical perspectives, including the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and the Stimulus–Organism–Response (S–O–R) framework, to explain tourism-related behavioral intentions (Davis, 1989; Legris et al., 2003; Mehrabian & Russell, 1974). Although these theoretical perspectives have generated valuable insights, limited research

has integrated them into a comprehensive framework capable of explaining how social media stimuli influence Intention to Book through interconnected cognitive, relational, and attitudinal mechanisms. Moreover, the mediating roles of trust and satisfaction as relationship-quality constructs, together with the moderating influence of prior knowledge, remain insufficiently explored within social media-based hotel booking contexts (Javed et al., 2025; Vrontis et al., 2022).

The present study also addresses an important contextual gap. Although influencer marketing and social media-driven tourism promotion have gained substantial global attention, empirical evidence from emerging tourism destinations remains relatively limited. Jordan provides an appropriate context for investigation due to its internationally recognized tourism attractions, including Petra, Wadi Rum, the Dead Sea, and Aqaba, in addition to the increasing adoption of digital marketing strategies among tourism and hospitality organizations. Nevertheless, limited empirical research has investigated how social media-related factors shape Intention to Book within the Jordanian tourism sector (Saleh et al., 2023).

To address these theoretical and contextual gaps, this study proposes an integrated framework grounded in the Stimulus–Organism–Response (S–O–R) framework and supported by the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and Relationship Marketing Theory. Specifically, the study examines the effects of perceived usefulness, perceived ease of use, influencer credibility, and information quality on Intention to Book through the mediating roles of trust, satisfaction, and attitude. Additionally, prior knowledge is incorporated as a moderating variable to provide a more comprehensive understanding of consumer behavior within social media-driven tourism environments.

Accordingly, the objectives of this study are:

- To examine the influence of perceived usefulness, perceived ease of use, influencer credibility, and information quality on trust, satisfaction, and attitude in social media-based hotel booking contexts.
- To investigate the effects of trust, satisfaction, and attitude on consumers' intention to book hotels through social media platforms.
- To assess the mediating roles of trust, satisfaction, and attitude in the relationships between social media-related stimuli and intention to book.
- To examine the moderating role of prior knowledge in the relationships between trust, satisfaction, attitude, and intention to book.
- To provide empirical evidence from Jordan as an emerging tourism and hospitality context.

This study contributes to the tourism, hospitality, and digital marketing literature in several important ways. First, it integrates multiple theoretical perspectives into a comprehensive framework for explaining Intention to Book. Second, it extends existing knowledge by providing a process-oriented explanation of how social media-related stimuli influence behavioral intention through relationship-quality and attitudinal mechanisms. Third, it offers empirical evidence from Jordan, thereby extending the applicability of established theories to an emerging tourism destination. Collectively, these contributions enhance understanding of consumer behavior in digital tourism environments while

providing valuable insights for tourism marketers, hotel managers, and social media influencers seeking to improve the effectiveness of their digital marketing strategies.

Literature Review and Hypotheses Development

The rapid growth of social media has significantly transformed tourism marketing and consumer hotel booking behavior. Platforms such as Instagram, TikTok, YouTube, and Facebook have become influential digital environments where hotel visitors search for tourism information, evaluate destinations, and develop booking intentions through online interactions and user-generated content (Buhalis, 2020). Furthermore, compared with traditional communication channels, social media platforms provide interactive and experience-oriented content that strongly influences consumers' perceptions and behavioral responses within tourism contexts (Amin et al., 2021).

Within this context, Jordan represents an important tourism setting due to its increasing reliance on digital tourism marketing strategies and internationally recognized attractions. Nevertheless, despite the growing importance of social media in tourism, existing studies remain theoretically fragmented in explaining how digital stimuli influence consumers' intention to book tourism services. Previous research has primarily examined isolated factors such as influencer credibility, information quality, trust, and attitudes as direct predictors of behavioral intention (Mun & Hwang, 2024). However, limited research has examined the sequential psychological mechanisms through which hotel visitors process digital information before forming booking intentions.

Accordingly, the present study develops an integrated framework grounded in the Stimulus–Organism–Response (S–O–R) framework and further supported by the Theory of Planned Behavior (TPB), the Technology Acceptance Model (TAM), and Relationship Marketing Theory. Specifically, the study examines how perceived usefulness, perceived ease of use, influencer credibility, and information quality influence trust and satisfaction, which subsequently shape consumers' attitudes and intention to book tourism services. Furthermore, prior knowledge is incorporated as a moderating variable influencing the relationship between attitudes and booking intention.

Theoretical Foundations

Stimulus–Organism–Response (S–O–R) Framework

The Stimulus–Organism–Response (S–O–R) framework, proposed by Mehrabian and Russell (1974), explains how environmental stimuli influence individuals' internal psychological states, which subsequently generate behavioral responses. Within social media tourism contexts, the framework provides an appropriate perspective for explaining how digital stimuli, including influencer content, tourism information, and online reviews, shape consumers' cognitive, emotional, and behavioral evaluations (Mehrabian & Russell, 1974).

Although previous tourism studies have applied the S–O–R framework to explain online consumer behavior, existing research has primarily focused on direct relationships between external stimuli and behavioral outcomes while overlooking relational and attitudinal mechanisms (Wang et al., 2020). Accordingly, the present study extends the S–O–R framework by incorporating relationship quality and attitudes as sequential organism-related mechanisms linking social media stimuli to booking intention.

In the present study, perceived usefulness, perceived ease of use, influencer credibility, and information quality represent external stimuli, whereas trust, satisfaction, and attitudes represent organism-related responses. Intention to book tourism services represents the final behavioral outcome.

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), is one of the most widely applied frameworks for explaining behavioral intention within tourism and hospitality research. The theory suggests that behavioral intention is primarily influenced by attitudes, subjective norm, and perceived behavioral control (Ajzen, 1991).

Among these dimensions, attitude has consistently demonstrated strong predictive capability in explaining tourism-related behavioral intentions. However, previous tourism studies have often treated attitudes as static constructs without adequately explaining how they develop within digital environments. In social media contexts, consumers typically evaluate the credibility, usefulness, and trustworthiness of online content before forming attitudinal and behavioral responses.

Accordingly, integrating TPB with the S–O–R framework strengthens the explanatory capability of the present study by linking digital stimuli and relational evaluations to tourism booking intention (Alam et al., 2024).

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), explains users' acceptance of digital systems through perceived usefulness and perceived ease of use. Specifically, perceived usefulness reflects the extent to which individuals believe that a system enhances decision-making effectiveness, whereas perceived ease of use refers to the degree to which the system is perceived as effortless to use (Davis, 1989).

Within tourism environments, hotel visitors increasingly rely on social media platforms to search for information, evaluate destinations, and make booking decisions. Consequently, the usefulness and usability of tourism-related digital content significantly influence consumers' evaluations and behavioral responses.

Accordingly, the present study extends TAM by examining how perceived usefulness and perceived ease of use contribute to relationship quality formation within social media tourism contexts.

Relationship Marketing Theory

Relationship Marketing Theory emphasizes the importance of developing long-term relationships between organizations and consumers through trust and satisfaction (Morgan & Hunt, 1994). Within digital tourism environments, relationship quality becomes particularly important because consumers frequently rely on online interactions and tourism-related information when making booking decisions.

Specifically, trust reduces perceived risk and strengthens consumers' confidence, whereas satisfaction reflects positive evaluations of online tourism experiences. Accordingly,

trust and satisfaction function as important relational mechanisms influencing consumers' attitudes and booking intentions. Therefore, the present study integrates both constructs as dimensions of relationship quality within social media hotel contexts

Social Media Stimuli and Relationship Quality

Social media environments expose consumers to various tourism-related stimuli that shape relational evaluations and behavioral responses. In particular, perceived usefulness, perceived ease of use, influencer credibility, and Information quality refers to the extent to which tourism-related social media content is perceived as authoritative, reliable, relevant, and rich in information, thereby supporting consumers' tourism-related decision-making processes (Amin et al., 2021).

Perceived usefulness and perceived ease of use enhance consumers' confidence by reducing informational uncertainty and simplifying digital interactions. Consequently, consumers are more likely to develop trust, satisfaction, and favorable attitudes toward tourism-related social media content (Davis, 1989). Furthermore, influencer credibility strengthens relational confidence because consumers frequently perceive influencers as authentic and trustworthy sources of tourism information (Lou & Yuan, 2019). Similarly, high-quality tourism information enhances trust and satisfaction by providing accurate, relevant, and meaningful content within digital tourism environments (Kim et al., 2017).

Accordingly, the following hypotheses are proposed:

H1a: Perceived usefulness positively influences trust.

H1b: Perceived usefulness positively influences satisfaction.

H1c: Perceived usefulness positively influences attitudes.

H2a: Perceived ease of use positively influences trust.

H2b: Perceived ease of use positively influences satisfaction.

H2c: Perceived ease of use positively influences attitudes.

H3a: Influencer credibility positively influences trust.

H3b: Influencer credibility positively influences satisfaction.

H3c: Influencer credibility positively influences attitudes.

H4a: Information quality positively influences trust.

H4b: Information quality positively influences satisfaction.

H4c: Information quality positively influences attitudes.

Relationship Quality and Intention to Book

In addition to shaping attitudes, relationship quality may also directly influence consumers' intention to book tourism services . Specifically, trust reduces perceived uncertainty and strengthens consumers' confidence in tourism-related decisions, whereas satisfaction enhances positive emotional evaluations and reinforces behavioral commitment (Fang et al., 2014; Velez et al., 2015).

Within social media tourism environments, where consumers frequently depend on online information and third-party recommendations, relationship quality functions as an important mechanism facilitating the transition from psychological evaluation to behavioral intention. Consequently, consumers who perceive tourism-related interactions as trustworthy and satisfying are more likely to develop stronger booking intentions.

Accordingly, the following hypotheses are proposed:

H5: Trust positively mediates the relationship between (Perceived usefulness, Perceived ease of use, Influencer credibility, Information quality), intention to book.

H6: Satisfaction positively mediates the relationship between (Perceived usefulness, Perceived ease of use, Influencer credibility, Information quality), intention to book.

Attitudes and Intention to Book

Attitude is widely recognized as a strong predictor of behavioral intention within tourism and consumer behavior research. According to the Theory of Planned Behavior, individuals with favorable evaluations toward a behavior are more likely to develop stronger behavioral intentions (Ajzen, 1991).

Within social media tourism environments, positive attitudes toward tourism services and destinations increase consumers' willingness to engage in booking-related behavior.

Accordingly, attitudes provide an important explanation of Intention to Book within digital tourism contexts.

Therefore, the following hypothesis is proposed:

H7: Attitudes positively mediates the relationship between (Perceived usefulness, Perceived ease of use, Influencer credibility, Information quality) intention to book.

The Moderating Role of Prior Knowledge

Consumers differ in their ability to evaluate tourism-related information and digital content. In this regard, prior knowledge represents an important factor influencing how consumers interpret tourism information and translate their evaluations into booking intentions (Brucks, 1985).

Individuals with higher tourism-related knowledge generally demonstrate greater confidence in evaluating online information and making tourism decisions (Huang et al., 2016). Consequently, prior knowledge strengthens the relationship between attitudes, trust, satisfaction, and intention to book within digital tourism environments.

Accordingly, the following hypothesis is proposed:

H8: Prior knowledge positively moderates the relationship between (attitudes, trust, satisfaction) and intention to book.

Research Model

Based on the preceding discussion, the present study proposes an integrated framework explaining how social media stimuli influence consumers' intention to book tourism services through relational and attitudinal mechanisms. Specifically, perceived usefulness, perceived ease of use, influencer credibility, and information quality influence trust and satisfaction, which subsequently shape consumers' attitudes and booking intentions. Furthermore, prior knowledge moderates the relationship between attitudes and intention to book.

Accordingly, by integrating the S–O–R framework, TPB, TAM, and Relationship Marketing Theory, the proposed model provides a comprehensive explanation of booking intention formation within social media tourism environments (Ajzen, 1991; Davis, 1989; Mehrabian & Russell, 1974; Nunnally & Bernstein, 1994).

Research Methodology

This chapter presents the methodological procedures employed to examine the relationships among social media stimuli, relationship quality, attitudes, prior knowledge, and Intention to Book within the Jordanian tourism context. Specifically, the study investigates how perceived usefulness, perceived ease of use, influencer credibility, and information quality influence booking intention through trust, satisfaction, and attitudes.

Notably, a quantitative and deductive research approach was adopted using a cross-sectional survey of social media users in Jordan. To evaluate the proposed framework, Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed using SmartPLS software. PLS-SEM is particularly appropriate for examining complex predictive models involving mediation and moderation relationships (Hair et al., 2022).

The following sections discuss the research design, measurement instruments, sampling procedures, data collection methods, and statistical techniques employed in the study.

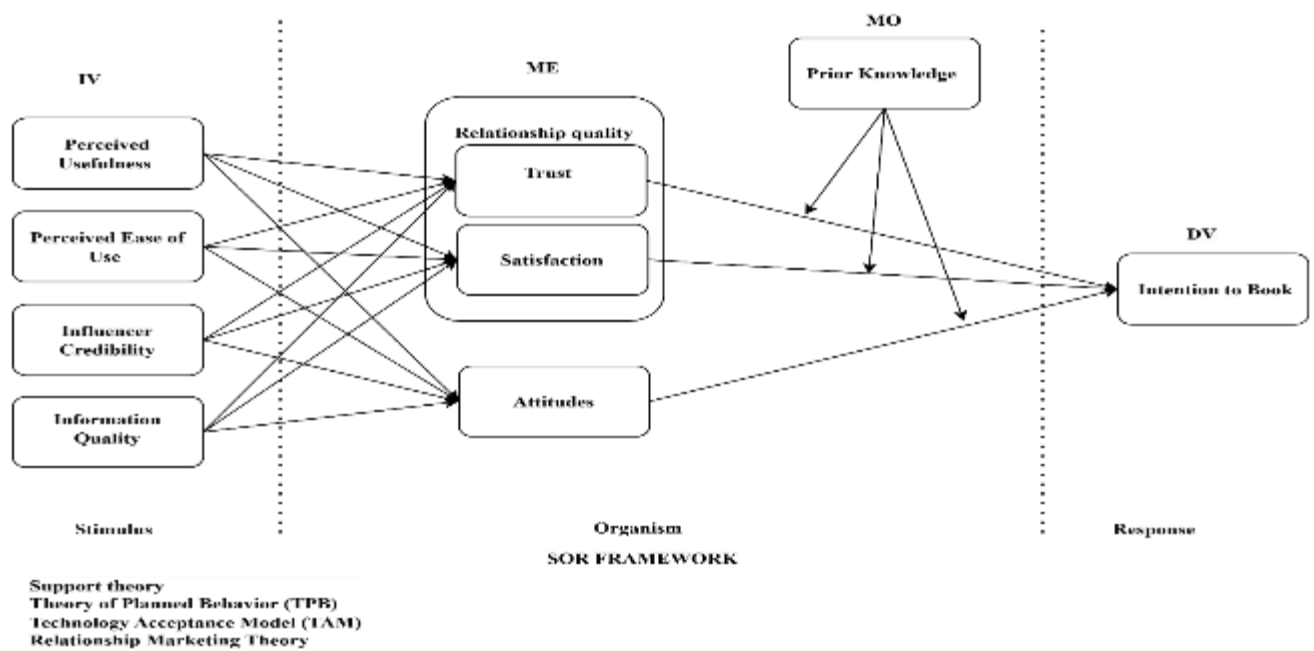


Figure 1 Research Model

Research Design

The present study adopts a quantitative and deductive research design to examine the proposed relationships within the conceptual framework. Specifically, a cross-sectional survey design was employed because it is widely used in tourism and consumer behavior research to investigate behavioral intentions and psychological evaluations within digital environments (Hair et al., 2022).

The study was conducted within the Jordanian tourism context due to the country's growing reliance on digital tourism marketing and internationally recognized tourism attractions, including Petra, Wadi Rum, and the Dead Sea. Furthermore, despite the

increasing digitalization of tourism marketing in Jordan, empirical research examining social media-driven hotel booking behavior within emerging Middle Eastern tourism contexts remains limited. Accordingly, the present study contributes to extending the contextual applicability of tourism and digital marketing literature.

Measurement Instruments

All constructs were measured using multi-item scales adapted from established studies to ensure validity and reliability. Furthermore, the questionnaire was refined to ensure contextual suitability within the Jordanian tourism and social media environment.

A five-point Likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”) was employed to measure all study constructs, as such scales are widely used in tourism and behavioral research to assess perceptions, attitudes, and behavioral intentions (Allen & Seaman, 2007; Hair et al., 2022).

The questionnaire consisted of the following constructs:

Table I

Measurement Items

Construct	Item Code	Item	References
Perceived ease of use (PEOU)	PEOU1	Learning to operate the social media platform is easy.	(Zhang, 2021)
	PEOU2	The social media platform is flexible to interact with.	
	PEOU3	My interaction with the social media platform is clear and understandable	
	PEOU4	It is easy to become skillful at using the social media platform.	
	PEOU5	The social media platform is easy to use	
Perceived usefulness (PU)	PU1	I think social media platform services for booking services in hotels in Aqaba are really help for both foreigners and Jordanian.	(Chouykaew et al., 2024)
	PU2	I think social media platform services help both foreigners and Jordanian access to all special promotion about booking services in hotels in Aqaba.	
	PU3	I think social media platform services can be a good platform for foreigners and Jordanian to learn more about booking services in Hotels in Aqaba.	
Information quality (IQ)	IQ1	The tourist-generated content source is authoritative	(H. Wang & Yan, 2022)
	IQ2	The tourist-generated content is reliable	

	IQ3	The tourist-generated content is relevant	
	IQ4	The tourist-generated content is rich.	
Influencer Credibility (IC)	IC1	As for the influencer I follow on social media, I personally think that his/her posts on social media are honest.	(Sesar et al., 2022)
	IC2	As for the influencer I follow on social media, I personally think I can trust his/her social media posts.	
	IC3	As for the influencer I follow on social media, I personally think that the influencer is competent to make claims about the product/service X	
	IC4	As for the influencer I follow on social media, I can easily identify with him/her	
	IC5	As for the influencer I follow on social media, I think the influencer is attractive.	
Intention to book (ITB)	ITB1	If I am going to book this hotel, I would consider booking hotel through social media platform at the price shown.	(Kim et al., 2017)
	ITB2	The probability that I would book this hotel through social media platforms is very high.	
	ITB3	My willingness to book this hotel through social media platforms is very high.	
	ITB4	I would book the hotel from this booking through the social media platform.	
Trust (T)	T1	I think booking services in hotels in Aqaba can be a good choice for visitors.	(Chouykaew et al., 2024)
	T2	I think I am confident with service performance of booking services in hotels in Aqaba.	
	T3	I believe in booking services offering good hospitality and food services.	
	T4	I believe information mentioned in social media platform about booking services in hotels in Aqaba.	
Satisfaction (S)	S1	I am satisfied with my decision to stay in hotels in Aqaba using social media platform	(Bravo et al., 2019)
	S2	My choice to stay in hotels in Aqaba using social media platform was a wise one	
	S3	I think I did the right thing when I chose to stay in hotels in Aqaba using social media platform	
attitudes (ATT)	ATT1	My opinion about booking reviews on social media is positive	(Anubha & Shome, 2021)

	ATT2	I think following the booking reviews on social media would be beneficial for me	
	ATT3	Overall, my attitude towards booking reviews on social media is favourable	
	ATT4	I like the booking reviews on social media	
	ATT5	I think following the booking reviews on social media would be good for me	
Prior Knowledge (PK)	PK1	I have a good knowledge of the destination	(H. Wang & Yan, 2022)
	PK2	I am familiar with the destination.	
	PK3	Compared to others, I know the destination better.	
	PK4	People around me think I am familiar with the destination	

Perceived Usefulness (PU)- Perceived usefulness refers to the extent to which consumers believe that tourism-related social media content enhances the effectiveness of their travel planning and booking decision-making processes. The construct was adapted from previous studies grounded in the Technology Acceptance Model literature (Chouykaew et al., 2024).

Perceived Ease of Use (PEOU)- Perceived ease of use reflects consumers' perceptions regarding the accessibility, understandability, and usability of tourism-related social media content. Specifically, the construct assesses whether tourism information and digital interactions are perceived as effortless to interpret and navigate (Zhang, 2021).

Influencer Credibility (IC)-Influencer credibility measures consumers' perceptions regarding the expertise, trustworthiness, authenticity, and reliability of social media influencers promoting tourism destinations and services. The measurement items were adapted from previous influencer marketing and tourism studies (Sesar et al., 2022).

Information Quality (IQ) - Information quality was conceptualized as a multidimensional construct encompassing relevance, timeliness, completeness, interestingness, and value-added information. Accordingly, this construct evaluates the extent to which tourism-related social media content provides accurate, meaningful, useful, and updated information supporting consumers' travel-related decision-making processes (Wang & Yan, 2022)

Relationship Quality - Relationship quality was conceptualized as a multidimensional relational construct represented through trust and satisfaction. Consistent with Relationship Marketing Theory, relationship quality reflects the overall strength of consumers' relational evaluations toward tourism-related social media interactions and informational experiences(Wibowo et al., 2021).

Trust (TRU) - Trust refers to consumers' perceptions regarding the credibility, dependability, and reliability of tourism-related information and social media interactions. The measurement items were adapted from previous studies examining online trust and tourism behavior (Chouykaew et al., 2024).

Satisfaction (SAT)- Satisfaction reflects consumers' overall positive evaluative responses toward tourism-related social media experiences and informational interactions. Specifically, the construct assesses whether consumers feel satisfied with the tourism information and experiences provided through social media platforms (Bravo et al., 2019).

Attitudes (ATT) - Attitudes represent consumers' overall favorable or unfavorable evaluations toward booking tourism services or visiting tourism destinations. The construct was adapted from Theory of Planned Behavior literature and tourism behavior studies (Anubha & Shome, 2021) .

Prior Knowledge (PK) - Prior knowledge refers to consumers' familiarity, understanding, and experience regarding tourism destinations and travel-related information. Furthermore, the construct reflects respondents' confidence in evaluating tourism-related information and making tourism decisions (Wang & Yan, 2022)

Intention to Book (ITB) - Intention to book measures the likelihood that consumers will engage in tourism-related booking behavior, intention to book tourism destinations, and recommend tourism services or destinations to others. The construct was adapted from established tourism intention literature (Kim et al., 2017).

Pilot Study

Prior to the main data collection process, a pilot study involving 30 respondents was conducted to evaluate the clarity and reliability of the questionnaire. Subsequently, minor revisions were introduced to improve item clarity and readability based on respondents' feedback and expert recommendations (Van Teijlingen & Hundley, 2001).

Furthermore, preliminary reliability analysis indicated satisfactory internal consistency for all constructs, with Cronbach's alpha values exceeding the recommended threshold of 0.70 (Hair et al., 2022; Van Teijlingen & Hundley, 2002). Accordingly, the questionnaire was considered suitable for the main data collection process.

Population and Sampling

The target population consisted of social media users in Jordan who actively engage with tourism-related content and online tourism platforms. Accordingly, a non-probability convenience sampling technique was employed because it is widely used in tourism and digital consumer behavior research, where respondents are primarily accessible through online environments (Etikan et al., 2016).

The questionnaire was distributed electronically through popular social media platforms and online tourism communities in Jordan. Following data screening procedures, a total of 405 valid responses were retained for analysis. According to (Hair Jr et al., 2021) , The final sample size exceeds the minimum recommended threshold for PLS-SEM analysis.

Data Collection Procedure

Data collection was conducted using an online self-administered questionnaire distributed through social media platforms widely used in Jordan. Prior to the main data collection process, a pilot test involving 30 respondents was conducted to evaluate the clarity

and reliability of the questionnaire. In addition, the instrument was reviewed by academic experts to ensure content validity and contextual appropriateness (Browne, 1995).

Furthermore, participation was voluntary, and respondents were assured of anonymity and confidentiality for academic research purposes. To minimize common method bias, measurement items were adapted from established studies and systematically organized within the questionnaire (Podsakoff et al., 2003). In addition, ethical considerations relating to informed consent, confidentiality, and data privacy were carefully maintained throughout the study

Common Method Bias Assessment

Because the present study employed a self-administered cross-sectional survey, common method bias (CMB) represented a potential concern. Accordingly, procedural and statistical remedies were implemented to minimize common method variance (Podsakoff et al., 2003).

Procedurally, respondents were assured of anonymity and confidentiality, whereas measurement items were adapted from validated studies. Statistically, Harman's single-factor test indicated that no single factor accounted for the majority of the variance. Furthermore, all VIF values remained below the recommended threshold of 3.3, thereby confirming the absence of substantial common method bias.

Data Analysis Technique

The present study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software to evaluate the proposed conceptual framework. PLS-SEM is particularly appropriate for examining complex models involving multidimensional constructs, mediation, moderation, and prediction-oriented research objectives (Hair et al., 2022).

The analysis consisted of two stages: measurement model assessment and structural model assessment. The measurement model was evaluated using outer loadings, Cronbach's alpha, composite reliability (CR), Average Variance Extracted (AVE), Heterotrait–Monotrait ratio (HTMT), and Variance Inflation Factor (VIF). Furthermore, the structural model was assessed using path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), mediation analysis, moderation analysis, and bootstrapping procedures with 5,000 resamples (Hair Jr et al., 2017).

This chapter presents the empirical findings of the study. Specifically, the analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software to evaluate the proposed relationships among social media stimuli, relationship quality, attitudes, prior knowledge, and Intention to Book within the Jordanian tourism context.

The chapter is organized into several sections. First, the demographic characteristics of the respondents are presented. Second, the measurement model is assessed to examine reliability and validity. Subsequently, the structural model is evaluated through path analysis,

explanatory power assessment, effect size analysis, predictive relevance testing, mediation analysis, and moderation analysis. Finally, a summary of the empirical findings is provided.

Respondents' Demographic Profile

Following the data screening procedures, a total of 405 valid responses were retained for analysis. The demographic characteristics of the respondents are presented in Table 1.

Table II
Demographic characteristics

Variable	Category	Frequency	Percentage (%)
Gender	Male	219	54.0
	Female	186	46.0
Age	18–24 years	105	26.0
	25–34 years	151	37.3
	35–44 years	86	21.3
	45 years and above	63	15.3
Education Level	High school or below	70	17.3
	Bachelor's degree	227	56.0
	Postgraduate	108	26.7
Monthly Income	Low	130	32.0
	Medium	192	47.3
	High	83	20.7
Social Media Usage (Daily)	Less than 2 hours	86	21.3
	2–4 hours	186	46.0
	More than 4 hours	133	32.7
Book hotel Frequency (per year)	Once	113	28.0
	2–3 times	184	45.3
	More than 3 times	108	26.7

The findings indicate a relatively balanced distribution of respondents in terms of gender. Furthermore, the majority of respondents were between 18 and 34 years old, representing the demographic group most actively engaged with tourism-related social media platforms in Jordan. In addition, most respondents possessed at least a bachelor's degree, indicating a relatively educated sample capable of evaluating tourism-related digital content and online interactions.

Results

Data Analysis and Measurement Model Assessment

The present study employed Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS to examine the proposed conceptual model. Prior to hypothesis testing, the measurement model was assessed in terms of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity.

All constructs were specified as reflective measurement models (Mode A), as indicators were assumed to reflect the underlying latent variables.

During the initial assessment, several items with low or cross-loading issues were removed to improve construct validity and reliability. Specifically, weak indicators were excluded from IC, IQ, ITB, ATT, and PK constructs, ensuring a refined and theoretically consistent measurement model.

The construct initially labelled as “Alpha” in SmartPLS output was redefined as Perceived Ease of Use (PEOU) for conceptual clarity.

Measurement Model Results

Indicator Reliability

All retained indicators demonstrated satisfactory outer loadings above the recommended threshold of 0.70, confirming indicator reliability. A few borderline items (e.g., T1 = 0.692) were retained due to acceptable construct-level reliability.

Table III

Outer Loadings

Construct	Item	Loading
PEOU	PEOU1	0.870
	PEOU2	0.822
	PEOU3	0.862
	PEOU4	0.876
	PEOU5	0.825
IC	IC3	0.898
	IC4	0.875
	IC5	0.899
IQ	IQ1	0.892
	IQ2	0.844
	IQ3	0.870
ITB	ITB1	0.905
	ITB2	0.847
	ITB3	0.881
ATT	ATT1	0.890
	ATT2	0.871
	ATT3	0.891
PK	PK1	0.910
	PK2	0.895
	PK3	0.902
PU	PU1	0.912
	PU2	0.886
	PU3	0.908
S	S1	0.743
	S2	0.868
	S3	0.859
T	T1	0.692
	T2	0.704

Construct	Item	Loading
	T3	0.833
	T4	0.838

Reliability and Convergent Validity

Construct reliability was assessed using Cronbach's alpha, rho_A, and composite reliability (CR), while convergent validity was evaluated using Average Variance Extracted (AVE).

Table IV

Construct Reliability and Validity

Construct	Alpha	rho_A	CR	AVE
PEOU	0.905	0.908	0.929	0.725
IC	0.870	0.873	0.920	0.793
IQ	0.838	0.840	0.902	0.755
ITB	0.851	0.859	0.910	0.771
ATT	0.860	0.860	0.915	0.781
PK	0.886	0.887	0.929	0.814
PU	0.886	0.888	0.929	0.814
S	0.762	0.765	0.864	0.681
T	0.779	0.816	0.852	0.593

All constructs exceeded the recommended thresholds ($\alpha > 0.70$, $CR > 0.70$, $AVE > 0.50$), confirming strong internal consistency and convergent validity.

Discriminant Validity (HTMT Criterion)

Discriminant validity was assessed using the heterotrait-monotrait ratio (HTMT). The majority of constructs demonstrated acceptable discriminant validity (< 0.90). However, two critical issues were observed:

- PEOU and PU exhibited a very high HTMT value (0.989)
- Satisfaction and Attitude also showed elevated overlap (0.915)

This indicates conceptual proximity between constructs, particularly within technology acceptance and affective evaluation dimensions.

Table V
HTMT Matrix (Key Relationships)

Constructs	HTMT
PU – PEOU	0.989
S – ATT	0.915
T – S	0.885
T – ATT	0.771
ATT – ATT	0.811
ATT – S	0.818
ATT – T	0.743
IC – ATT	0.553
IQ – ATT	0.520
PK – ATT	0.501

The HTMT results suggest that while most constructs are empirically distinct, perceived usefulness and perceived ease of use demonstrate a lack of discriminant validity, which should be theoretically justified or modelled as a higher-order construct in future refinement.

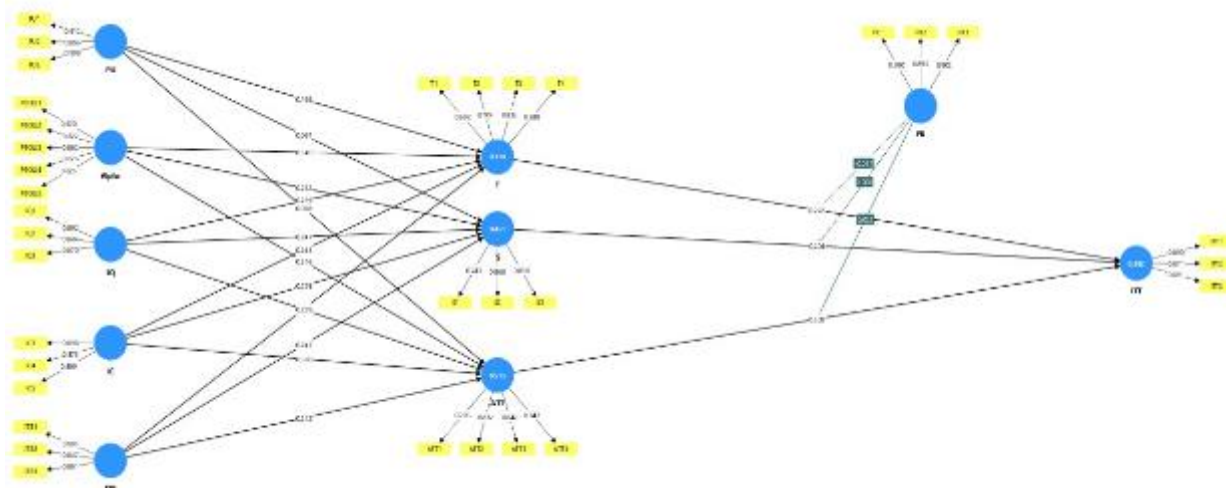


Figure II HTMT results

Collinearity Assessment

Collinearity diagnostics using VIF values indicated no multicollinearity concerns. All VIF values ranged between 1.27 and 2.78, which are below the conservative threshold of 3.3, confirming absence of collinearity issues among indicators and structural paths.

Structural Model Assessment

Explanatory Power (R²)

The model demonstrated moderate to substantial explanatory power.

Table VI

R² Results

Construct	R ²	Adjusted R ²
ITB	0.582	0.575
ATT	0.582	0.575
T	0.451	0.444
S	0.378	0.370

The model explains 58.2% of the variance in both Intention to Book (ITB) and Attitude (ATT), indicating substantial explanatory power. In addition, the model explains 45.1% and 37.8% of the variance in trust and satisfaction, respectively.

Hypothesis Testing (Direct Effects)

Table VII

Structural Path Results

Path	β	t-value	p-value	Result
PEOU → S	0.232	2.828	0.005	Supported
PEOU → T	0.146	1.664	0.096	Not supported
PEOU → ATT	0.177	3.418	0.001	Supported
IC → S	0.276	6.883	<0.001	Supported
IC → T	0.243	5.677	<0.001	Supported
IC → ATT	0.206	7.591	<0.001	Supported
IQ → S	0.241	5.862	<0.001	Supported
IQ → T	0.219	5.271	<0.001	Supported
IQ → ATT	0.178	7.051	<0.001	Supported
S → ITB	0.243	6.564	<0.001	Supported
T → ITB	0.152	3.541	<0.001	Supported
ATT → ITB	0.149	6.321	<0.001	Supported
PK → ATT	0.189	4.991	<0.001	Supported
PU → T	0.195	2.276	0.023	Supported
PU → ATT/S/ATT	—	n.s	Not supported	

The results highlight that influencer credibility and information quality are the strongest predictors across the model, while perceived usefulness shows limited direct explanatory power.

Moderation Analysis

Prior knowledge was tested as a moderating variable

Table VIII

Moderation Effects

Moderation Path	β	t	p	Result
PK × ATT → ITB	0.022	0.450	0.653	Not supported
PK × S → ITB	0.006	0.101	0.920	Not supported
PK × T → ITB	-0.057	1.322	0.186	Not supported

Prior knowledge does not moderate any tested relationships but exerts a direct effect on intention.

Mediation Analysis

Significant mediation effects were identified through attitude, trust, and satisfaction.

Key supported mediation paths include:

Table IX

Specific Indirect Effects

No.	Indirect Path	Mediator	Result
1	IC → ATT → ITB	Attitude	Supported
2	IQ → ATT → ITB	Attitude	Supported
3	PEOU → ATT → ITB	Attitude	Supported
4	PU → ATT → ITB	Attitude	Supported
5	IC → T → ITB	Trust	Supported
6	IQ → T → ITB	Trust	Supported
7	PEOU → T → ITB	Trust	Supported
8	PU → T → ITB	Trust	Supported
9	IC → S → ITB	Satisfaction	Supported
10	IQ → S → ITB	Satisfaction	Supported
11	PEOU → S → ITB	Satisfaction	Supported
12	PU → S → ITB	Satisfaction	Supported

Most indirect effects were statistically significant at $p < 0.05$, confirming that intention to book is shaped through a process-oriented mechanism in which social media stimuli influence consumers' relationship quality and attitudes before forming booking intentions.

Predictive Relevance (PLSpredict)

The model demonstrated acceptable predictive power.

- All Q^2 predict values > 0
- ATT and ITB showed strong predictive relevance
- RMSE comparison indicated moderate predictive accuracy

This confirms that the model is not only explanatory but also possesses out-of-sample predictive relevance, aligning with recent Emerald journal expectations for PLS-SEM studies.

Summary of Findings

The findings confirm that Intention to Book in social media environments is shaped through a multi-stage psychological process:

1. External stimuli (IC, IQ, PEOU, PU)
2. Relationship quality (Trust, Satisfaction)
3. Attitudinal formation (ATT)
4. Behavioral intention (ITB)

Influencer credibility emerged as the most influential antecedent, while perceived usefulness plays a limited role in the structural model. The results strongly support the proposed process-oriented framework.

Discussion

Overview of Key Findings

This study developed and tested a process-oriented model explaining Intention to Book through social media platforms, integrating influencer credibility, information quality, perceived ease of use, perceived usefulness, and prior knowledge as antecedents of trust, satisfaction, attitude, and behavioral intention.

The findings provide strong empirical support for a sequential psychological mechanism in which external stimuli (influencer credibility, information quality, and ease of use) shape relationship quality (trust and satisfaction), which in turn forms attitudes that ultimately drive booking intention.

Overall, the model demonstrates substantial explanatory power ($R^2 = 0.582$ for ATT), confirming its robustness in explaining consumer behavioral intention in the context of social media-based hotel booking.

Theoretical Contributions

Dominance of Influencer Credibility in Attitude Formation

The findings reveal that influencer credibility is a key determinant of attitude, trust, satisfaction, and Intention to Book. Consumers are more likely to rely on hotel recommendations provided by influencers perceived as trustworthy, knowledgeable, and authentic, thereby enhancing positive evaluations and booking intentions (Lou & Yuan, 2019; Vrontis et al., 2022).

This result is consistent with previous studies highlighting the importance of influencer credibility in shaping consumer attitudes and behavioral intentions within tourism and hospitality contexts (Javed et al., 2025; Sesar et al., 2022). Moreover, the findings indicate that influencer credibility influences booking intention through trust and satisfaction, emphasizing its role in fostering long-term consumer relationships.

From the perspective of the Stimulus–Organism–Response (S–O–R) framework, influencer credibility serves as an external stimulus that enhances consumers' internal evaluations, which subsequently translate into stronger booking intentions (Mehrabian & Russell, 1974; Y. Wang et al., 2020). Therefore, hospitality organizations should prioritize collaborations with credible influencers to strengthen consumer trust, satisfaction, and booking behavior.

Role of Information Quality as a Cognitive Driver

Information quality significantly influenced all key psychological constructs, including attitude, trust, satisfaction, and intention. This indicates that users do not rely solely on influencer identity, but also evaluate the diagnostic value of content (accuracy, relevance, richness, and reliability). From a theoretical perspective, this supports the Information Adoption Model (IAM), which argues that message quality directly determines persuasion effectiveness.

Importantly, the results confirm that in hotel booking decisions, users integrate both:

- Heuristic cues (influencer credibility)
- Systematic cues (information quality)

This dual-processing mechanism strengthens the robustness of the proposed model.

Central Role of Attitude in Behavioral Intention Formation

Attitude emerged as one of the strongest predictors of intention ($\beta = 0.309$), confirming its central role in behavioral decision-making. This finding aligns with the Theory of Planned Behavior, where attitude functions as a direct antecedent of intention. More importantly, the mediation results show that attitude acts as a key transmission mechanism, linking external stimuli and relationship quality variables to behavioral intention.

This reinforces the argument that hotel booking decisions via social media are not impulsive, but rather the result of structured attitudinal formation.

Trust and Satisfaction as Relationship Quality Mechanisms

Trust and satisfaction significantly influenced intention and served as important mediators in the model. Trust was primarily shaped by perceived ease of use, information quality, and influencer credibility, highlighting its cognitive and relational foundation.

Satisfaction, on the other hand, functioned as an evaluative emotional response reflecting the overall perceived value of the booking experience.

These findings confirm that relationship quality plays a dual role:

- Cognitive assurance (trust)
- Emotional evaluation (satisfaction)

Together, they form a critical pathway toward behavioral intention.

Limited Role of Perceived Usefulness

A key theoretical insight of this study is the relatively weak role of perceived usefulness.

Although PU significantly influenced trust, its effects on attitude, satisfaction, and behavioral intention were not significant. This finding challenges traditional Technology Acceptance Model (TAM) assumptions, which position perceived usefulness as a core determinant of behavioral intention. In the context of social media-based hotel booking, usefulness alone appears insufficient to drive behavioral intention unless it is translated into trust formation. This suggests that users may already assume baseline usefulness of social media platforms, making it a non-differentiating factor in decision-making.

Conceptual Overlap between PU and PEOU

One of the most important empirical observations is the extremely high HTMT value between perceived usefulness and perceived ease of use (0.989). This indicates a strong

conceptual overlap between the two constructs in the context of social media hotel booking. This finding suggests that respondents did not clearly distinguish between: Ease of using the platform and Usefulness of the platform This is consistent with recent literature in digital behavior, which argues that in highly familiar technologies, cognitive boundaries between ease and usefulness become blurred, Therefore, future research may consider: Combining both constructs into a higher-order construct (Technology Acceptance Perception), or Contextualizing them more distinctly through refined measurement scales.

Attitude and Satisfaction Overlap

The HTMT value between attitude and satisfaction (0.915) suggests conceptual proximity between these constructs. This indicates that in the context of hotel booking via social media: Satisfaction reflects post-evaluative attitude Attitude reflects anticipatory satisfaction This overlap highlights the affective convergence phenomenon, where users struggle to separate evaluative satisfaction from general attitudinal disposition, This finding contributes to hospitality research by suggesting that satisfaction and attitude may function as closely linked affective constructs rather than fully independent variables.

Absence of Moderating Effect of Prior Knowledge

Prior knowledge did not significantly moderate any of the hypothesized relationships. This suggests that familiarity with the destination does not change how users evaluate influencer credibility, trust, or satisfaction in shaping intention, However, prior knowledge had a significant direct effect on intention, indicating that it operates as a baseline cognitive resource rather than a boundary condition. Users with higher knowledge of the destination are more likely to form stronger booking intentions regardless of social media influence.

Process-Oriented Nature of Behavioral Intention Formation

One of the most important contributions of this study is the confirmation of a process-oriented decision-making mechanism, The significant mediation effects demonstrate that behavioral intention is not formed directly, but through sequential pathways:

- External stimuli (IC, IQ, PEOU)
- Relationship quality (T, S)
- Attitude formation (ATT)
- Behavioral intention (ITB)

This validates the theoretical positioning of the model as a multi-stage cognitive–affective–behavioral framework. It also extends prior hospitality research by integrating influencer marketing into a structured psychological decision-making process.

Practical Implications

The findings provide several implications for tourism marketers and hotel managers:

- Influencer selection should prioritize credibility over popularity.
- High-quality, informative content is essential to build trust and satisfaction.

Marketing strategies should focus on shaping attitudes rather than only providing information. Social media booking strategies should integrate emotional (satisfaction) and cognitive (trust) appeals simultaneously. Perceived usefulness alone is insufficient; trust-building mechanisms are more effective.

Conclusion of Discussion

Overall, the study demonstrates that Intention to Book in social media environments is driven by a structured psychological process in which influencer credibility and information quality shape trust, satisfaction, and attitude, which ultimately lead to behavioral intention. The model provides a strong theoretical extension of TAM and relationship quality theory by embedding them within a social media influencer context.

Theoretical and Contextual Contributions

This study offers both theoretical and contextual contributions to tourism, hospitality, and social media marketing literature. Theoretically, the study extends the Stimulus–Organism–Response framework by integrating constructs from the Technology Acceptance Model, the Theory of Planned Behavior, and Relationship Marketing Theory to explain how social media-related stimuli are translated into hotel booking intention through trust, satisfaction, and attitude. Unlike previous studies that examined influencer credibility, information quality, trust, satisfaction, or attitude separately, this study provides a process-oriented explanation of consumer decision-making in social media-based hotel booking contexts. The findings demonstrate that influencer credibility and information quality operate as important external stimuli, while trust, satisfaction, and attitude function as psychological and relational mechanisms that shape intention to book. Contextually, the study contributes empirical evidence from Jordan, an emerging Middle Eastern tourism destination where digital tourism marketing and influencer-based promotion are increasingly important. Therefore, the study enhances the understanding of how social media marketing can influence hotel booking decisions in emerging tourism markets and provides practical insights for hotel managers, tourism marketers, and social media influencers seeking to strengthen consumer trust and booking intention.

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