

Click & Satisfaction: How Online Travel Websites Services Attract Users



Guo Ying-zhi^{1*}, Liu Sai¹, Yang Ruo-han^{1,2} and YU Hong-ying³

¹Department of Tourism, Fudan University, China

²Department of Mathematics and Statistics, Hexi University, China

³Department of Tourism Management, Anshun University, China

Submission: October 30, 2025; **Published:** November 17, 2025

***Corresponding author:** GUO Ying-Zhi, Department of Tourism, Fudan University, Shanghai 200433, China

Abstract

This study intends to investigate the effect of tourists' satisfaction with the service of online travel websites based on the technology acceptance model. The findings revealed that perceived service quality, usefulness, ease of use, riskiness of technology and could predict satisfied with results in using online travel websites among tourists. Tangibility, responsiveness & empathy and satisfied with usage process has a positive effect on satisfied with results, a significant and positive relationship was observed between tangibility and ease of use, function risk, a significant and positive association was observed between reliability and usefulness, privacy risk, and the effect of responsiveness & empathy on usefulness and ease of use is also positive, usefulness, ease of use, function risk and privacy risk can predict satisfied with usage process among tourist. Accordingly, different marketing strategies are proposed to improve tourist satisfaction on online travel platforms.

Keywords: Online travel websites; Service equality; Technology acceptance model; Satisfaction; Perceived risk

Introduction

Currently, under the background of the integration of culture and tourism industry to promote digital economy transformation and high-quality development of tourism industry worldwide, the expansion of positive impact and influence of online travel service agencies within the mode of "digital +" and "+ digital", enabling tourists to upgrade the degree of their online travel consumption via the digital, cultural and tourism innovation, and this has become a source of solid forward momentum for tourism industry development [1].

The online travel websites, acting as the representative, plays a positive role in driving the upgrade of online travel services with digital technology innovation. Ctrip, as a pillar and benchmark of the online travel business with typically, taking full advantages of its digital technology and user service, relying on the "digital cloud " travel service platforms of online travel websites, APP, applets, BOSS live and others to realize one-stop consultation and booking services for sightseeing and purchase, meeting the varied travel consumption needs of different groups of users effectively, it provides technical support and new experience for tourists to perceive online tourism products and services. In comparison

to APP, applets and live streaming platform, the development of online travel websites has advanced, user groups were evenly split by gender, as online hubs of tourism-related goods distribution, the travel information search engine and content display service of online travel websites are more objective and standard [2]. Under the background of optimized supply and digital technology in the domestic tourism market, online travel websites are intertwined with the demand of potential users due to the intertwining of the supply mode of tourism information carriers and the demand of potential users, resulting in the contradiction of the perception of the quality of tourism services in the process of the use of the online travel websites by potential users, and the flaws in the management of digital technology such as technical disclosure and information tracking of the online travel websites also bring discomfort and disruption of the use of the online travel websites to the experience of potential users. The defects in digital technology management such as technical disclosure and information tracking of online travel websites also bring discomfort and disruption to the experience of potential users, affecting their satisfaction with the use of online travel websites. Therefore, based on the perspective of perceived risk, exploring

the antecedents and mechanisms of tourists' satisfaction with online travel websites has become the focus of this study.

In previous studies, online purchase intentions and behavior as the judgment on tourists' satisfaction with the online travel websites usage, has attracted a lot of attention from scholars. In terms of the stage of online purchase on tourists, study on online purchasing intentions and behavior of them applied to the field of tourism has mostly focused on following three aspects, the adoption behavior of tourists in the early stage [3], decision-making behavior and influencing factors in the middle stage of online purchase [4], and evaluation behavior in the late stage [5], respectively. The content covers the purchase behavior of online OTA products [6], online B&B and short-term rentals [7], tourism mobile online experience [8] and online vacation products [9], the influencing factors and mechanisms affecting tourists' online travel product purchase in the process of use on online travel media are studied, such as tourists' confusion [10], risk perception [11], demand acquisition [12], intentions to continue using [13], website functionality [14], product value [15], service quality [16], time distance involvement [17], brand interaction [18], environmental factors [19], innovation [20] and other predictors. However, there has less attention been paid to perceived risk regarding tourists' satisfaction with the service of online travel websites. Therefore, this study aims to explore the relationship of tourists' service quality, technology acceptance, satisfied with usage process, and satisfied with usage results on online travel websites, and explores the effect of tourists' perception of satisfaction with the services of online travel websites by combining the perspective of perceived risk, which expands the boundaries and conditions under which the technology acceptance model can be applied to research in the field of online travel and enriches the results of the research related to online travel websites.

In light of this, based on the technology acceptance model, this paper explores the effect path of tourists' satisfaction perceptions on online travel websites service in detail. It does this by taking tourists' perceived service quality, usefulness, ease of use, and riskiness as the explanatory variables, satisfied with usage process and satisfied with usage results among tourists towards online travel websites usage as explained variables. From the perspective of perceived risk to explore the effect of tourists' perception of service satisfaction of online travel websites comprehensively, which is conducive to clarifying the risk perception characteristics of the audience segments of online travel website users. Meanwhile, this is conducive to laying the groundwork for increasing user stickiness and implementing targeted marketing strategies.

Theoretical Framework and Hypotheses

Service quality

Service quality theory was firstly proposed by [21], based on cognitive psychology theory, Perceived service quality is proposed to measure the degree of match among service results, customer

experience and customer expectations. The research of service quality theory in online travel filed contain the construction [22] and evaluation [23] of service quality measurement index system [24], tourism services during online purchase and consumption [3], experience quality [8], performance evaluation of enterprises [25], satisfaction [26] and loyalty [27] and so on. In practice, service quality is classified to tangible hardware facility services and intangible human care services, mainly cover usability, reliability, responsiveness, ease of use, interactivity, personalized service, purchase and after-sales service quality, channel quality and others. According to character of online travel websites, this study measures tourists' perceptions of service quality on online travel websites by the factor of tangibles, reliability, responsiveness and empathy.

Technology acceptance model

The theory of technology acceptance model, which was first proposed by [28], based on the effects of users' perceived usefulness and ease of use characteristics on their satisfied with usage process to determine the strength of their intentions to use, and it would influence their usage behavior ultimately [29]. The technology acceptance model is mainly applied to the study on the field of consumer behavior, focusing on the correlation between factors such as perceived usefulness and ease of use on consumers' intentions to accept technology and use, value co-creation, brand loyalty and satisfaction behavior. The technology acceptance model is constructed by scenarios, such as mobile short video [30], smart tourism service platform [31], online tour guide [32], tourism mobile application [33], WeChat public [34], mobile payment [35], augmented reality technology [36] information of Internet [37] and online tourism community [38], the variables of perceived usefulness and perceived ease of use [28], risk perception [39], hedonic [40], online public opinion [41], technology features [42], functional value [43], information quality [44] and context awareness [45] are measured and evaluated to predict tourists' travel decisions, technology use intentions and purchase behaviors. Therefore, this paper takes the expanded technology acceptance model as theoretical basis, including the variables of usefulness, ease of use, privacy risk and functional risk, aims to examine the path and factors of generating tourists' intentions of satisfaction during the use of online travel websites.

Satisfaction

Satisfaction theory is originated from the expectation disconfirmation theory, proposed by Cardozo, which refers to the state of satisfaction or dissatisfaction caused by the difference between customers' perceptions and expectations of products and services, in which the expectation disconfirmation model interprets that the influence of expectations on satisfaction is greater than actual performance [46]. The studies related to tourists' satisfaction with online travel have been mainly conducted with tourists as the consumer, the research content includes the problems of tourists' behavior on online purchase

of tourism products [5], access to tourism information [47], intentions to use the website continuously [13] and other practical needs were solved with the help of online travel service providers, online travel websites and other media. And the main factors of satisfaction in which affect the process of use and service towards online travel website on tourists contains cognitive needs [48], online travel service capability and environment (Oviedo-García et al., 2019), word of mouth [13], information quality [49] and trust [50]. Thus, in this paper, tourists' satisfaction with the use of online travel websites was measured in terms of both satisfied with usage process and satisfied with usage results, aims to reflect tourists' psychological behavior and actual actions in a comprehensive manner.

Accordingly, the previous study has elaborated the formation mechanism and evolution relationship of tourists' functions perceptions, products and brand services of using online travel website, and the dynamic relationship between online purchase and tourists' intentions to use, behavioral intentions, from the perspective of perceived risk, while further exploration is needed to analysis the satisfaction perceptions of tourists through using online travel websites. Therefore, this paper involves the perceived risk to explain the dynamic effects between tourists' service perceptions and usage evaluation of online travel websites from the relationship between service quality, technology acceptance, and satisfaction.

Service quality and tourists' satisfaction on online travel websites

According to the information system success model [51], the main factors affecting the critical success of information systems include service quality, information quality and system quality, and service quality could predict users' intention of satisfaction to use positively. Referring to the SERVQUAL model, the service quality perception of tourists on online travel websites could be divided into five elements: tangibility, responsiveness, empathy, reliability and assurance [23]. While the target user group of online travel websites is potential tourists, the service quality of online travel websites as perceived by tourists mainly comes from the aspects of website navigation page beautifully, straightforward to function buttons, trustworthy of information, be convenient to purchase and payment, timely and effective by the response from customer service, and so on, due to the indexes of reliability and assurance are both represents the commitment evaluation of the ability and technical factors on website itself towards users, responsiveness and empathy are both shows the demand-oriented service of users to be satisfied efficiently. Based on this, considered that the network interconnection characteristics of online travel websites, the service quality perceived by visitors in the process of online purchase and use is portrayed and described in three aspects: tangibility, reliability, and responsiveness and empathy. While the basic functional services of usage on online travel websites by tourists were achieved to satisfy, it will promote their satisfied with usage results on online travel websites [52]. Thus, this paper

proposes the following hypothesis:

Hypothesis H1a: Tangibility has positive effect on tourists' satisfied with usage results towards online travel websites.

Hypothesis H1b: Reliability has positive effect on tourists' satisfied with usage results towards online travel websites.

Hypothesis H1c: Responsiveness and empathy have positive effect on satisfied with usage results towards online travel websites.

Service quality and tourists' technology acceptance on online travel websites

In light of the technology acceptance model, perceived ease of use and perceived usefulness are used to represent the degree of users' intentions to accept new technologies [29], with perceived ease of use focusing on explaining the degree of subjective effort required for users to accept new technologies, and perceived usefulness emphasizing the degree of perceived benefits of users' acceptance of new technologies. In the online purchasing context, the perceived ease of use and usefulness of online travel websites are mainly influenced by the objective factors of the websites and the subjective emotions of the tourists [53].

The service quality affects tourists' perceived ease of use of the websites directly, such as websites stability, truthfulness of information, and responsiveness of online travel websites. While the perceived usefulness not only depends on the extended effect after ease of use on website, but also through the services of responsiveness and empathy which provided by online travel websites to raising tourists' psychological expectations, and further enhancing the degree of perceived usefulness among tourists. In summary, this paper established the following hypotheses:

Hypothesis H2a: Tangibility has positive effect on tourists' perceived ease of use on online travel websites.

Hypothesis H2b: Reliability has positive effect on tourists' perceived ease of use on online travel websites.

Hypothesis H2c: Responsiveness and empathy have positive effect on tourists' perceived ease of use on online travel websites.

Hypothesis H2d: Responsiveness and empathy have positive effect on tourists' perceived usefulness on online travel websites.

Hypothesis H2e: Ease of use has positive effect on tourists' perceived usefulness on online travel websites.

With the widespread use of technology acceptance models, the factor of perceived risk has been added into model to express psychological feelings and subjective perceptions of users when facing the expected uncertainty by tourist during the processes of online purchase, with the technical features of functionality and information on online travel websites, which are represented by function risk and privacy risk. The privacy risk of online travel

websites is related to tourists' personal information mostly, which is collected by the websites to provide personalized services [54], while the security of personalized information mainly arises from the authenticity of information and transaction security during the use of online travel websites by tourists. At the same time, previous studies also confirm that the implementation of personalized services by service providers enhances consumers' intentions to share their personal information [55], and thus helps to reduce their concerns about privacy risk, in other words, this is also a manifestation of users' trust on the websites, which would be internalized in the users' endorsement of safety and reliable of the website's functional risks (Xu et al., 2010).

In addition, the function risk of online travel websites depends mainly on the uncertainty of the tourists' perceived services quality of the hardware from website, such as the tangible service aspects like the gap between actual functions and expectations, and the functions does not meet demand. Thus, this study proposes the following hypotheses:

Hypothesis H2h: Reliability has positive effect on tourists' perceived privacy risk on online travel websites.

Hypothesis H2i: Tangibility has positive effect on tourists' perceived function risk on online travel websites.

Hypothesis H2j: Privacy risk has positive effect on tourists' perceived function risk on online travel websites.

Technology acceptance and tourists satisfied with usage process on online travel websites

The main reason affecting tourists' satisfaction comes from their perceived benefits and risks during the using the platform [56]. Perceived benefits are mainly expressed through the perceived ease of use and usefulness of online travel websites. When tourists' basic functional needs are met, such as the operation steps is to be understood easily and the functions is convenient to use among online travel websites, then the higher of the tourists' perceived ease of use, the more likely they are to influence their satisfied with usage process toward the use of online travel websites. If the online travel websites have abundant information, search feedback quickly and communication between tourists and customer services smoothly, then the higher of their perceived usefulness, the more likely they are to influence their satisfied with usage process toward the use of online travel websites.

In addition, the personal and transactions information that tourists perceived are not leaked and stolen during the use of online travel websites, and with the functional needs of tourists are met, the smaller of gap between expectations and actual use, then the less of perceived privacy risk and function risk of tourists, the more likely they are to influence their satisfied with usage process. Therefore, the following hypotheses were made:

Hypothesis H3a: Ease of use has a positive effect on tourists' satisfied with usage process towards online travel websites.

Hypothesis H3b: Usefulness has a positive effect on tourists' satisfied with usage process towards online travel websites.

Hypothesis H3c: Privacy risk has a positive effect on tourists' satisfied with usage process towards online travel websites.

Hypothesis H3d: Function risk has a positive effect on tourists' satisfied with usage process towards online travel websites.

Satisfied with usage process and results on online travel websites

Satisfaction as an important evaluation index to measure the tourists' performance on use of online travel websites, which is expressed as an extended emotional cumulative response after users' attitudes of usage, mostly presented as the intentions to continue using and loyalty intention. Satisfied with usage results as the perceived feedback after multiple interactions in the process of tourists with online travel websites, when the usage feedback shows positive emotional states on tourists [57], such as pleasant and fun, in other words, the more positive their satisfied with process of usage are, the easier it is to promote their satisfied with results, and conversely, the opposite is true. Therefore, this paper proposes the following hypothesis:

Hypothesis 4: Satisfied with usage process has a positive effect on tourists satisfied with usage results towards online travel websites.

Based on above, this paper proposes the following conceptual model in Figure 1.

Methods

Variable and measures

Based on previous literatures and semi-structured interviews of eight tourists who access to online travel websites frequently and have online purchasing experiences, it founds that the characteristics of tourist's satisfaction perceptions on online travel websites service, all items of measurement scale are adapted from previous literatures with well-established. The questionnaire includes two parts: the demographic characteristics of respondents (e.g., gender, age, education, monthly income) and the factors of tourists' satisfaction perceptions on online travel websites services, involving service quality, technology acceptance, satisfaction, and so on, all constructs in this measurement scale are reflective, with a total of 56 items. Specifically, the items of tangibility, reliability, responsiveness and empathy were adapted from the theoretical framework of service quality of [58,23], Gan Zhen (2016). Perceived usefulness and perceived ease of use in the framework of technology acceptance model were adapted from [28, 59,60], Functional risk was measured from [61] and [62], privacy risk was measured from [63,64]. The measurement of satisfied with usage process referred to the scale of [65,66]. The measurement of the scale on satisfied with usage results followed [67,68] scales, for a total of two dimensions. All items were measured by a 5-point Likert scale ranging from strongly disagree to strongly agree (1 = strongly disagree; 5 = strongly agree).

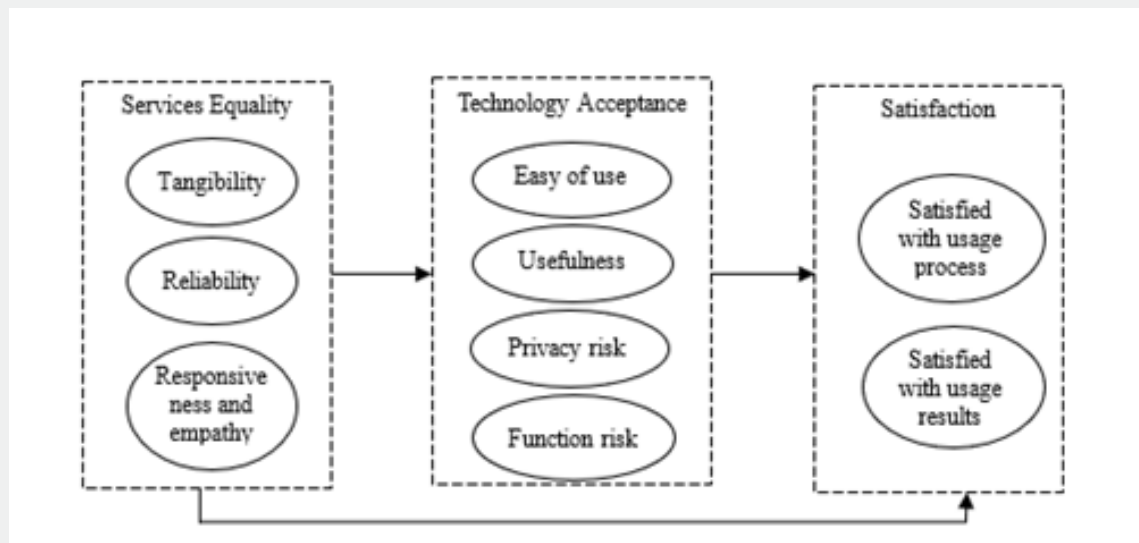


Figure 1: Conceptual model.

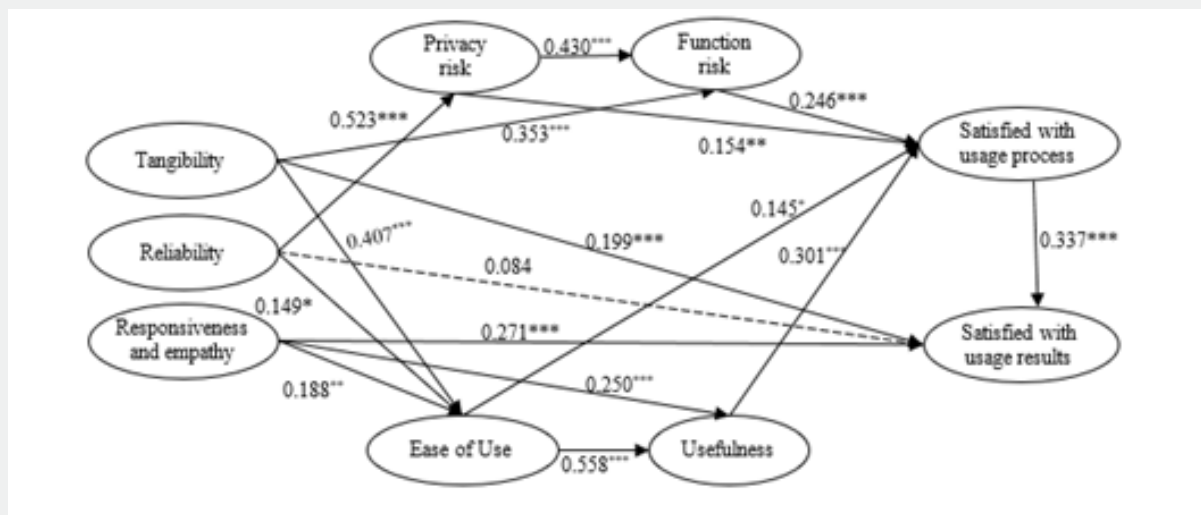


Figure 2: Results of Structural equation model analysis.

Sample and procedure

Ctrip, founded in 1999, leading the online travel service industry, awarded the No. 1 travel group in China and the second largest online travel service company in the world in terms of market capitalization. Adhering to the “customer-centered”, and using innovative technologies such as artificial intelligence, deep neural networks, digital cloud computing, anthropomorphic customer service robots and so on, Ctrip aims to provide tourists with standardized, fast, and comprehensive services [69]. In 2021, Ctrip was listed on the Hong Kong Stock Exchange, committed to be the benchmark of online travel company within global influence, in order to achieve a global, longitudinal development strategy

in the future. Due to the well-known brand influence and a wide range of user groups of Ctrip among the online travel service provider, taking it as the case to study the service satisfaction perceptions of tourists towards the use of online travel websites is representative and typical.

Firstly, the study adopted a snowball sampling method to conduct the pretest, participants are tourists who had used Ctrip with online purchase experience, the total of 60 questionnaires were randomly distributed in spots from 20 to 31 on December 2020, such as the Bund, Yuyuan and other tourist destinations in Shanghai, and 50 valid questionnaires were collected (27 for women and 23 for men), with an effective response rate of

83.3%. The reliability and validity of the questionnaire was tested through the spss25.0 software, it found that the Cronbach's α of all constructs were exceed 0.75, the factor loadings were exceeded 0.77, both the reliability and validity of the scale were met the standard conditions, it can be conducted to further structural equation model analysis.

Secondly, the formal survey time span from January 15 to February 28, 2021, and to ensure the comprehensiveness and reliability of data collection, the famous tourist attractions were selected as survey sites in Shanghai, such as Shanghai Museum, the

Bund, City God Temple, Xintiandi, Nanjing Road Pedestrian Mall, Lujiazui and other tourist destinations. The questionnaires were distributed to Chinese tourists randomly, inviting respondents who had purchasing experience through Ctrip to answer the scales and collect them On-site. In this round of survey, respondents were from Shanghai, Gansu, Jiangsu, Shandong, Shanxi, Hainan and Henan in China, a total of 570 questionnaires were distributed, and 550 questionnaires were collected, with a return rate of 96.5%, by excluding 24 invalid questionnaires such as omission and multiple choice, it remains 526 valid questionnaires lastly Table 1.

Table 1: Demographic characteristics.

Items	Types	Proportion (%)	Items	Types	Proportion (%)
Gender	Female	46.2	Year	≤18	25.29
	Male	53.8		18-30	37.45
Profession	Domestic company staff	12.76		31-40	20.34
	Foreign company staff	7.02		41-50	14.45
	Individual business	6.23		51-60	1.9
	joint venture company staff	3.59		≥60	0.7
	Government employee	6.45	Education	Primary School or below	1.14
	Professionals	5.87		Middle School	5.7
	Service Staff	5.52		High school / junior high school / technical school	36.31
	Teachers	40.89		University/college	47.34
	Students	0.21		Master's degree or above	9.51
	Retirees	0.56	Monthly income	≤2000	38.78
	Housewives	0		2001~4000	16.35
	Military	1.93		4001~6000	14.07
	Farmer/fisherman	2.68		6001~8000	9.89
	Career workers	2.88		8001~9000	8.56
	Workers	3.4	Marriage	≥9001	12.36
	Others	0		Unmarried	65.21
				Married	34.79

Thirdly, in terms of sample size by gender, 243 for male and 283 for female, the ratio is 1:1.16, and the sample size meet the criterion of being exceed than 10 times of the number of items in any subconstructs [70]. In addition, compared to traditional SEMs, PLS-SEM is widely applied for exploratory empirical testing of complex models and multi-group analysis [71], therefore, PLS-SEM (partial least squares structural equation model) can be more preferable to testing gender differences of tourists' satisfaction perceptions on online travel websites services.

Results

Multiple covariance and common method variance analysis

In order to avoid the problem of measurement error and

common method variance leading to misleading conclusions in the measurement model and structural model, the method of correlation coefficient was applied to test the multiple covariance both items. The correlation analysis reported that the coefficients were between 0.401 and 0.70 among tourists, through the SPSS25.0 software, and it showed that there was not exist the phenomenon of multiple covariance in the items seriously. The Harman's one-way test reported that the total variance explained by factors with eigenvalues greater than 1 ranged from 70.371% to 70.451%, and the variance explained by the first factor ranged from 42.015% to 42.349%, which was less than the critical criterion of 50% recommended by [72], indicating that there was no serious common method variance. Then, it could be conducted to further analysis.

Table 2: Measurement model: reliability of the constructs and factor loadings of indicators.

Construct	Variables	Items	Factor loadings	CR	AVE	Cronbach's α
Service quality	Tangibility	T1	0.804	0.925	0.654	0.924
		T2	0.835			
		T3	0.806			
		T4	0.786			
		T5	0.813			
		T6	0.793			
		T7	0.82			
		T8	0.811			
	Reliability	R1	0.838	0.911	0.736	0.91
		R2	0.873			
		R3	0.87			
		R4	0.866			
		R5	0.843			
	Responsiveness and empathy	RM1	0.792	0.924	0.651	0.923
		RM2	0.803			
		RM3	0.833			
		RM4	0.832			
		RM5	0.831			
		RM6	0.825			
		RM7	0.779			
		RM8	0.758			
Technology acceptance	Usefulness	U1	0.789	0.892	0.648	0.891
		U2	0.799			
		U3	0.815			
		U4	0.809			
		U5	0.823			
		U6	0.794			
	Ease of use	EOU1	0.774	0.925	0.654	0.924
		EOU2	0.807			
		EOU3	0.786			
		EOU4	0.832			
		EOU5	0.836			
		EOU6	0.793			
		EOU7	0.804			
	Function risk	FR1	0.882	0.905	0.777	0.904
		FR2	0.895			
		FR3	0.888			
		FR4	0.86			
	Privacy risk	PR1	0.881	0.932	0.932	0.787
		PR2	0.92			
		PR3	0.917			
		PR4	0.895			
		PR5	0.82			

Satisfaction	Satisfied with usage process	SUP1	0.841	0.903	0.718	0.902
		SUP 2	0.871			
		SUP 3	0.812			
		SUP 4	0.861			
		SUP 5	0.85			
	Satisfied with usage results	SUR 1	0.793	0.929	0.666	0.928
		SUR 2	0.807			
		SUR 3	0.816			
		SUR 4	0.821			
		SUR 5	0.798			
		SUR 6	0.849			
		SUR 7	0.813			
		SUR 8	0.828			

Notes: CR = Composite reliability, AVE = Average variance extracted.

Descriptive statistics

The results regarding the respondents' demographic profiles are presented in Table 1, comparing the female group(N=283) and the male group(N=243), it showed similar characteristics in two sample. Specifically, the distribution of marital status is balanced generally in two tourist groups, with the ratio of unmarried to married being about 2:1. the age of respondents is mostly concentrated in middle-aged (18-30 years old), accounting for 1/3 to 1/2 of the total, and the online travel purchase experience of the youth is more significant than that of other ages, it may be mostly related to their acceptance of technology. Both female and male tourist respondents with higher education (university degree and high school/junior college/technical school mainly), and those two types participants in both groups exceed 80%. In addition, the largest proportion of respondents with a monthly income of less than RMB 2,000. And the occupation types of respondents are dominated by teachers and foreign enterprises employees, those account for about 50%, indicating that the online tourists group enriches the traditional inherent occupation type which more prefer to travel, forming a new driving force of multi-occupation involving into online travel experience Table 2.

Measurement models

In order to judge the quality of the data collected by measurement scales, the reliability and validity of the measurement scales need to be discriminated before structural model and multi-group analysis. The reliability is measured by three indicators: factor loadings, Cronbach's alpha, and combined reliability (CR), and the validity is tested using convergent and discriminant validity. As shown in Table 2, firstly, the standardized factor loadings of items were above 0.7 [73], with the span from 0.758 to 0.920, the scales with good reliability. Secondly, the Cronbach's α of the nine variables were between 0.891 and 0.932, which were surpassed than the threshold of 0.8, this measurement

model with good internal consistency. Thirdly, the CR was above 0.892, which exceeded the threshold of 0.7 (Hair et al., 2016), it shows a high data reliability. In all, the measurement models have high reliability.

As far as the validity of the measurement scale, the AVE of variables were above 0.5, indicating that the measurement model has good convergent validity. As is shown in Table 3, the AVE is between 0.648 and 0.878, it is above 0.5, indicating good convergent validity. In addition, the discriminant validity was mainly tested by comparing the square root of AVE with the correlation coefficient between variables (Fornell & Larcker, 1981) and the ratio of HTMT, on the one hand, the square root of AVE ranged from 0.805 to 0.887, which were greater than the correlation coefficients of variables; on the other hand, the HTMT were between 0.438~0.772, which were less than the threshold of 0.85. In a word, the measurement model had good discriminant validity.

Structural models

The structural model estimation aims to discriminate the degree of explanation about the constructed structural model, and the evaluation index mainly involve the explanation level, predictive relevance of the model, the coefficient of R² adopting 0.19, 0.33 and 0.67 to indicate the explanation level from weak to strong respectively, and the Q² is above 0, indicating that the predictive relevance of the structural model is significant. By estimating the structural model, it was found that R² was exceed than 0.33 mostly, indicating that the structural model has a strong explanation. Then, Q² was greater than 0, indicating that the model has a good predictive correlation. In summary, the structural model is robust.

As is shown in Table 4 and Figure 2; by running the PLS-SEM model and setting Bootstrap samples to 5000 in SmartPLS 4.0

software, it can be found the path coefficients and p value of the structural model. The results revealed that tangibility predicts satisfied with usage results positively ($\beta=0.199$, $p\leq 0.001$), supporting H1a. The effect path between reliability and satisfied with usage results is not significant ($\beta=0.084$, $p\leq 0.05$), rejecting H1b. Responsiveness and empathy has a positive effect on satisfied with usage results ($\beta=0.271$, $p\leq 0.001$), supporting H1c. The positive effects of tangibility on ease of use are significant ($\beta=0.407$, $p\leq 0.001$), supporting H2a. Reliability has a significant positive effect on ease of use ($\beta=0.149$, $p\leq 0.05$), supporting H2b. square root of AVE and HTMT.

The positive effects of responsiveness and empathy on ease of use is significant ($\beta=0.188$, $p\leq 0.01$), supporting H2c. Responsiveness and empathy predicts usefulness positively ($\beta=0.250$, $p\leq 0.01$), supporting H2d. Ease of use has a positive effect on usefulness ($\beta=0.558$, $p\leq 0.001$), supporting H2e. Reliability predicts privacy risk positively ($\beta=0.523$, $p\leq 0.001$), supporting H2h. Tangibility has a significant positive effect on function risk ($\beta=0.353$, $p\leq 0.001$), supporting H2i. Privacy risk predicts function risk positively ($\beta=0.430$, $p\leq 0.001$), supporting H2j.

Table 3: Measurement model: correlation coefficient of variables,

Variables	Responsive-ness and empathy	Function risk	Reliabil-ity	Privacy risk	Ease of use	Tangibil-ity	Useful-ness	Satisfied with usage process	Satisfied with usage results
Responsiveness and empathy	0.807								
Function risk	0.493	0.881							
	-0.538								
Reliability	0.7	0.502 (0.552)	0.858						
	-0.765								
Privacy risk	0.459 (0.493)	0.603 (0.651)	0.523 (0.566)	0.887					
Ease of use	0.556 (0.607)	0.462	0.56	0.438 (0.474)	0.805				
		-0.51	-0.615						
Tangibility	0.649 (0.703)	0.564 (0.616)	0.687 (0.747)	0.492 (0.528)	0.631 (0.689)	0.809			
Usefulness	0.56	0.457 (0.509)	0.486 (0.539)	0.401 (0.438)	0.697 (0.772)	0.558 (0.614)	0.805		
	-0.616								
Satisfied with usage process	0.593 (0.649)	0.543 (0.599)	0.539 (0.594)	0.486 (0.526)	0.535 (0.589)	0.577 (0.632)	0.575 (0.641)	0.847	
Satisfied with usage results	0.659 (0.711)	0.494 (0.537)	0.592 (0.643)	0.453 (0.484)	0.498 (0.541)	0.627 (0.676)	0.484 (0.531)	0.658	0.816
								-0.718	

Note: Diagonal elements in bold refer to the square root of the AVE. Correlations between constructs are placed below the diagonal. HTMT values are placed in brackets below the diagonal.

Ease of use has a positive effect on satisfied with usage process among tourists ($\beta=0.145$, $p\leq 0.05$), supporting H3a. Usefulness predicts satisfied with usage process among tourists positively ($\beta=0.301$, $p\leq 0.001$), supporting H3b. Privacy risk has a positive effect on satisfied with usage process among tourists ($\beta=0.154$, $p\leq 0.01$), supporting H3c. Function risk has a positive effect on satisfied with usage process among tourists ($\beta=0.246$, $p\leq 0.001$), supporting H3d. The positive effects of satisfied with usage process on results among tourists is significant ($\beta=0.337$, $p\leq 0.001$), supporting H4.

This study aimed to illustrate the paths among the service quality, technology acceptance and their effect on tourists' usage

satisfaction towards online travel websites, with the discussion as follows:

Firstly, tourists' perceived tangibility and responsiveness & empathy have a significant positive effect on their satisfied with results during the usage of online travel websites, in other words, the higher of the tangibility and responsiveness & empathy fit between the tourists towards website, the more satisfied with process and recommended to purchase during the process of usage on online travel websites. In the online travel context, service tangibility as the user's direct perception of the information and content of websites, responsiveness & empathy represents the high responsiveness of interactions on user-customer service and

the timeliness of information responses, which fits with tourists' intrinsic subjective empathy needs and external objective feelings effectively, and promotes tourists' satisfaction with the usage of online travel websites. Which reaches a consensus in [74] research. Secondly, there has a significant positive effect between tangibility on ease of use and functional risk, reliability on ease of use and privacy risk, responsiveness & empathy on ease of use and usefulness among tourists. With the help of infrastructure services, such as website interface layout and search navigation, the tangibility of service quality provides convenience for tourists' usage in online travel websites during online purchasing more easily. While through uninterrupted personalized service feedback, effective and rapid solutions, responsiveness & empathy of tourists can enhance the technology acceptance for online purchasing in online travel website [75], which further confirms the scientific and rationality of information system success model [51]. In addition, the perceived risk of tourists towards online travel websites is mainly related to the trust of services on the websites, the services of tangible meet the tourists' perceived functional needs in the process of online purchase, and avoid the functional risks in the process of usage of online travel websites. While the reliable and trustworthy assurance services were perceived by tourists can also enhance their trust towards the platform of online travel websites, and reduce their worries about the privacy risks in the process of usage [76]. Thirdly, perceived ease of use, usefulness, privacy risk and function risk of tourists towards online travel websites has a significant positive impact on their satisfied with usage process and results. Satisfaction is the key indicator to reflects the evaluation of tourists' use on online travel websites, and as an expression of users' feedback and results of use, it is mostly presented by satisfied with usage process and results. When tourists' usefulness perception in the process of using online travel websites achieve their satisfaction of expected use [57], it will be showed the process among attitude of pleasant, use continuously and word-of-mouth recommendation intention, strengthening tourists' stickiness in the usage of online travel websites.

Discussion and Implications

Conclusion and theoretical implications

The current study on the topic of tourists' perception about online service satisfaction focus on the mechanism research of the mediating effects of perceived usefulness and ease of use in the information system success model domain, and the research of influence path about how perceived risk effect on service satisfaction do not enough attract scholars' attention. Exploring the casual variables of users' satisfied with usage process and results of online travel websites and in which analysis the theoretical mechanisms and implications, thus provides a practical guidance for prolonging the user stickiness and improving the user satisfaction of online travel websites positively. Based on this, Taking Ctrip as the case, this paper aims to verify the influence of

tourists' service quality, usefulness, ease of use and perceived risk on their satisfied with usage process and results among online travel websites through structural equation model, and further to explore the characteristics. This study has three important findings:

Firstly, tourists' perceived service quality, technology of usefulness, ease of use and risk are regarded as important effect variables are that influence their satisfaction on online travel websites. Compared with previous studies, adding the variable of perceived riskiness to the technology acceptance model, which is combining with the information system success model to influence online travel website users' usage satisfaction jointly [77,78]. it validates and extends the applicability of the interaction between the technology acceptance model and the information system success model in the online travel domain, and explores the factors and paths that influence tourists' satisfaction on usage of online travel websites.

Secondly, the positive effects of tangibility, responsiveness & empathy and satisfied with usage process on satisfied with usage results are significant. Meanwhile, the effects of tangibility on ease of use and functional risk, reliability on ease of use and privacy risk, responsiveness & empathy on ease of use and usefulness also shows positive and significant. Then, ease of use, usefulness, functional risk and privacy risk all both has a significant positive impact on satisfied with usage process among tourists. While the paths of togethering service quality and technology acceptance model to influence users' satisfied with usage results on websites can be considered frequently in the previous studies [79], based on the interactions within the variables, this study explores the boundaries of tourists' satisfaction with usage of online travel websites from the risk perception and micro analysis perspective, enriches the cognitive framework of tourists' satisfaction with online purchasing services [80].

Thirdly, the findings suggests that the effect of perceived functional risk of tourists on satisfied with usage process towards online travel websites is greater than privacy risk. In light of the perspective of perceived risk, in this study, from the perspective of perceived risk, the performance of users shows differently in terms of the perception of empathy, convergence and avoidance reaction on technology acceptance and platform trust affected by different types of risk factors [11]. And the risk factors become one of the main triggers of the differences in the users satisfied with perceived services towards online travel websites, which provides new perspectives and insights for different tourist groups to perceive divergent satisfaction of online travel website service [81].

Practical implications

Firstly, improving the awareness of information security on tourists. Within the help of pop-up window reminding about users' privacy information security and warm tips from customer

service to inform knowledge of information security prevention, aims to reduce the privacy risk and ensure the safety of online purchase and payment process among tourists on the use of online travel websites [82]. Then, the information security of

website can alleviate consumers' security concerns, while the information security from privacy and payment is guaranteed, and security distance service will improve the satisfaction perception of tourists' online travel websites effectively [83].

Table 4: Structural model: tests of relationships (Hypotheses 1a-4).

Hypothesis	Path	Path coefficient	supported
H1a	Tangibility->Satisfied with usage process	0.199***	Yes
H1b	Reliability->Satisfied with usage results	0.084	No
H1c	Responsiveness and empathy->Satisfied with usage results	0.271***	Yes
H2a	Tangibility->Ease of use	0.407***	Yes
H2b	Reliability->Ease of use	0.149*	Yes
H2c	Responsiveness and empathy->Ease of Use	0.188**	Yes
H2d	Responsiveness and empathy->Usefulness	0.250**	Yes
H2e	Ease of Use->Usefulness	0.558***	Yes
H2h	Reliability->Privacy Risk	0.523***	Yes
H2i	Tangibility->Function Risk	0.353***	Yes
H2j	Privacy Risk->Function Risk	0.430***	Yes
H3a	Ease of Use->Satisfied with usage process	0.145*	Yes
H3b	Usefulness->Satisfied with usage process	0.301***	Yes
H3c	Privacy Risk->Satisfied with usage process	0.154**	Yes
H3d	Function Risk->Satisfied with usage process	0.246***	Yes
H4	Satisfied with usage process->Satisfied with usage results	0.337***	Yes

Secondly, increasing the tourists' stickiness to website usage. Online travel websites focus on strengthening the effect of tourists' perceived empathy on the ease of use among the website through information delivery and emotional communication with consumers, enhancing them emotional attitude towards website usage and recommending others to purchase tourism products, and thus promote brand loyalty of tourists to the website [84]. In addition, online travel websites could consider the heterogeneous characteristics of tourist' experience on online purchasing, and strive to attract the attention of both female and male tourists via high-quality, hot and creative tourism products, providing the tourism services to consumers, in which can meet tourists' need, and increase their usage stickiness continuously, thus realizing the conversion of commercial value and achieving brand equity cash through this way [85].

Thirdly, integrating advertising and word-of-mouth of websites to enhance tourists' satisfaction. Online word-of-mouth from tourists to websites has become the engine of new media promotion, the fun and interesting of displaying on website advertising, and the intelligent assistant with anthropomorphic functional navigation and search engine services can enhance tourists' perception of ease of use towards website. Then, coupled with the sense of presence of online community interaction and sharing to encourage male and female tourists to strengthen

their impressions of online travel websites, and internalize their potential purchase intentions, in order to bring more and more flow to websites continuously. Therefore, this can activate the vitality of tourists' satisfaction on online travel websites [86].

Limitations and future research

While this study has theoretical and practical implications on the satisfaction perception towards online travel websites service, there are existing several limitations and requires further scientific inquiry. Firstly, this study selects Chinese tourists as respondents, the types of respondents can be selected from different countries and regions in the future, so as to be used for further comparative analysis, and improve the universality of research results. Secondly, this study focuses on Ctrip as a research case, future research needs to compare Ctrip with other online travel websites with famous brand from multiple perspectives, such as the aspects of tourist's source, online tourist's portrait and corporate brand, so that promote the research results can be more scientific.

Impact statement

As we all known that the integration of digital, cultural and tourism industries cultivate customer satisfaction and service quality with online travel platforms. In light of this, investigate the effect of tourists' perceived satisfaction with the service provided

by online travel websites would offer guidance for enhancing user stickiness and concentrating targeted marketing strategies. It not only highlights the significance of tourist satisfaction with online travel websites, but also provides guidance in technology acceptance and perceived risk that applied to the field of online travel research. Such as, improving the awareness of information security on tourists, increasing the tourists' stickiness to website usage, and integrating advertising and word-of-mouth of websites to enhance tourists' satisfaction. These key impacts make an important step forward towards the future development of customer satisfaction.

References

- Ministry of Culture and Tourism of the People's Republic of China. (2023). During the epidemic, Ctrip promoted the upgrading of tourism services with technological innovation [Online]. Official website of the Ministry of Culture and Tourism of the People's Republic of China.
- China Travel News (2023) Online travel, how to play the new normal [EB/OL].
- Kanjana J (2016) Research on consumer use behavior of online travel website based on ELM. *Chinese Journal of Management* 13(6): 889-898.
- Lou ZF (2016) Analysis of the influencing factors of online travel consumers' purchase decision, *Journal of Commercial Economics* 12(12): 38-40.
- Hu T, Guo YZ (2014) A study on tourism consumers' trust, satisfaction and loyalty in online purchasing, *Tourism Science* 28(6): 40-50.
- Yu ZJ, Jia BY, Zhao YZ (2021) Impact of OTA online reputation system on consumers' purchase decision. *China Soft Science* 1(1): 147-155.
- Liu Y J (2020) Comparative of influence factors of purchase intention of the online B&B short-term rental in China and the United States, *Economic Geography* 40(1): 234-240.
- Wang ZY, Wu SZ (2018) Effect factors of experience quality of mobile online tourism services in ethnic minority areas: An empirical study based on dual perspectives of customers from minority tourism destination, *Guizhou Ethnic Studies* 39(8): 168-172.
- Fu SL, Qin J (2014) An empirical analysis of consumers' purchase intention of online vacation travel products: The moderating effect of consumption experience, *Modernization of Management* 34(6): 40-42.
- Tu HW, Wu SD (2019) The effect of consumer confusion on negative word of mouth in the tourism domain based on emotion-focused coping perspective. *Tourism Tribune* 34(7): 73-84.
- WW, Wang XY (2010) An empirical study on perception risk about online-travel booking. *Tourism Forum* 3(2): 194-198.
- Xie LS, Zhang WX, Liu J (2015) Scale Development and test of e-travel service providers' customer need knowledge, *Tourism Science* 29(4): 14-34.
- Wang W, Liu Y (2014) Consumers' continuance of online travel websites: The mediating role of satisfaction and trust, *Jinan Journal (Philosophy & Social Sciences)* 36(4): 84-92+164.
- Alalwan AA (2018) Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management* 42: 65-77.
- Zhou Z, Ge JZ, Lin Y (2015) An evaluation indicator system for online travel sites consumer purchase decision based on Value Focused Thinking, *Journal of Mathematics in Practice and Theory* 45(18): 146-154.
- Xia SY, Han YJ (2017) Review of international online tourism studies. *Tourism Forum* 32(3): 29-37.
- Liu Q, Zhang X, Huang S, Zhang L, Zhao Y (2020) Exploring consumers' buying behavior in a large online promotion activity: The role of psychological distance and involvement. *Journal of Theoretical and Applied Electronic Commerce Research* 15(1): 66-80.
- Dabbous A, Barakat, KA (2020) Bridging the online offline gap: Assessing the impact of brands' social network content quality on brand awareness and purchase intention. *Journal of Retailing and Consumer Services* 53: 101966.
- Hew JJ, Leong LY, Tan GWH, Lee VH, Ooi KB (2018) Mobile social tourism shopping: A dual-stage analysis of a multi-mediation model. *Tourism Management* 66: 121-139.
- Song ZJ, Shi XL, Shi R (2013) Analysis of influencing factors of online travel product purchase intention. *Enterprise Economics* 10(10): 96-100.
- Grönroos C (1982) An applied service marketing theory. *European Journal of Marketing* 16(7): 30-41.
- Marimon F, Llach J, Alonso-Almeida M, Mas-Machuca M (2019) CC-Qual: A holistic scale to assess customer perceptions of service quality of collaborative consumption services. *International Journal of Information Management* 49: 130-141.
- Ding J (2014) Research on online service quality evaluation of travel agency based on WebQual system. *Tourism Science* 28(6): 51-61.
- Lai LL, Peng LF (2017) Research on the construction of online tourism electronic service quality measurement index system. *Journal of Commercial Economics* 4(4): 71-75.
- Hou PP, Yao YB, Zhang DD (2022) Research on Strategic Performance Evaluation System of Online Travel Service Enterprises. *Enterprise Economy* 2(2): 112-124.
- Oriade A, Schofield P (2019) An examination of the role of service quality and perceived value in visitor attraction experience. *Journal of Destination Marketing & Management* 11: 1-9.
- Roy S, Sreejesh S, Bhatia S (2019) Service quality versus service experience: An empirical examination of the consequential effects in B2B services. *Industrial Marketing Management* 82: 52-69.
- Davis FD (1989) Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly* 13(3): 319-340.
- Davis FD, Bagozzi RP, Warshaw PR (1989) User Acceptance of Computer Technology: A comparison of two theoretical models. *Management Science* 35(8): 982-1003.
- Liu HY, Yan MJ (2021) Influence of mobile short-form video on tourist behavior intentions. *Tourism Forum* 36(10), 62-73.
- Xu RR (2021) Research on user behavior of smart tourism service platform in UGC model -based on UTAUT model. *Research on Economics and Management* 42(6): 93-105.
- Dong XW, Ye ZJ, Xu NN, Wang YL, Guan JJ, et al. (2020) Tourists' intention to book freelance tour guide online based on Technology Acceptance Model and Technology Readiness Index. *Tourism Forum* 35(7): 24-35.
- Xia M, Zhang Y, Zhang C (2018) A TAM-based approach to explore the effect of online experience on destination image: A smartphone user's perspective. *Journal of Destination Marketing & Management* 8: 259-270.
- Feng Z, Shen TL (2020) Operation mechanism, efficiency evaluation and improvement path of tourism WeChat public account. *Journal of Mathematics in Practice and Theory* 50(4): 1-9.
- Tsai SC, Chen CH, Shih KC (2022) Exploring Transaction Security on Consumers' Willingness to Use Mobile Payment by Using the

- Technology Acceptance Model. *Applied System Innovation* 5(6): 113.
36. Zhou B, Zhou LQ, Wu MY (2017) Influence of augmented reality on tourists' tourism intention in the context of smart tourism: a revised model based on Technology Acceptance Model. *Journal of Business Economics* 2(2): 71-79.
37. Li L, Zhang J (2013) Impact of network information evaluation on tourists' information-related behavior and travel decisions. *Tourism Forum* 28(10): 23-29.
38. Agag G, El-Masry AA (2016) Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust. *Computers in Human Behavior* 60: 97-111.
39. Li DH, Zhang LX (2015) Model of influential factors for downloading and using tourism Apps based on Technology Acceptance Model. *Tourism Forum* 30(8): 26-34.
40. Escobar-Rodríguez T, Carvajal-Trujillo E (2014) Online purchasing tickets for low-cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management* 43: 70-88.
41. Yan HL, Yu J, Xiong H (2020) Research on the factors affecting the stickiness of Mobile Travel Applications users: Taking network public opinion as the moderator. *Nankai Business Review* 23(1): 18-27.
42. Xu FF, Huang L (2018) Tourists' willingness to use smart tourist attraction system: An integrated model based on TAM and TTF. *Tourism Tribune* 33(8): 108-117.
43. Huang JF, Lu L, Zhang Y (2015) Research on the connotation system and construction strategies of smarter scenic area from the perspective of technology acceptance. *Science and Technology Management Research* 35(11): 164-168+178.
44. Kang JW, Namkung Y (2019) The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management* 78: 189-198.
45. Peng RH, Yang ZQ, Xiong L (2009) An empirical study on tourism mobile commerce tourists' acceptance -based on tourists' survey in Guilin. *Tourism Tribune* 24(4): 67-72.
46. Cardozo RN (1965) An experimental study of customer effort, expectation, and satisfaction. *Journal of Marketing Research* 2(3): 244-249.
47. Wang N, Dong HQ (2021) Research on information ontology construction of online tourism websites based on user participation-take Horse Beehive online travel website as an example. *Journal of Modern Information* 41(6): 64-75.
48. Tu HW, Guo GX (2018) Online travel consumers prefer active coping or passive avoidance? The effect of need for cognition on the relationship between consumer confusion and satisfaction. *Tourism Forum* 33(7): 91-102.
49. Hsieh CC, Kuo PL, Yang SC, Lin SH (2010) Assessing blog-user satisfaction using the expectation and disconfirmation approach. *Computers in Human Behavior* 26(6): 1434-1444.
50. Lankton N, McKnight DH, Thatcher JB (2014) Incorporating trust-in-technology into Expectation Disconfirmation Theory. *The Journal of Strategic Information Systems* 23(2): 128-145.
51. DeLone WH, McLean ER (2003) The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems* 19(4): 9-30.
52. Li JN, Wu BT (2017) Research on service quality evaluation and improvement strategies of online travel platforms. *Shanghai Management Science* 39(1): 42-48.
53. Ma QG, Wang K, Shu LC (2009) Influence of positive emotion on users' adoption intention on information technology: An experimental study with RA. *Studies in Science of Science* 27(10): 1557-1563.
54. Kobas A (2007) Privacy-enhanced personalization. *Communications of the ACM* 50(8): 24-33.
55. Adomavicius D, Tuzhilin A (2006) Personalization technologies: A process-oriented perspective. *Business informatics* 48(6): 449-450.
56. Wedari LK, Fatimah AN, Rusmanto T (2022) Zoom application acceptance in online learning: An analysis with the Technology Acceptance Model. *International Journal of Information and Education Technology* 12(9): 821-830.
57. Zhou T, Lu YB, Zhang JL (2011) Research on the Critical Success Factors of Mobile Commerce Website. *Management Review* 23(6): 61-67.
58. Parasuraman A, Zeithaml VA, Malhotra A (2005) ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research* 7(3): 213-233.
59. Bai K, Lv YY, Li WW (2014) The influence of tourism website information type, brand and service guarantee on website trust. *Tourism Tribune* 29(3): 91-99.
60. Chen Y, Yi LS, He C, Geng J (2016) The stickiness of tourism websites and its influencing factors-based on dual-system cognitive theory. *Tourism Tribune* 31(2): 53-63.
61. Featherman MS, Pavlou, PA (2003) Predicting e-services adoption: a perceived risk facets perspective. *International Journal of Human-Computer Studies* 59(4): 451-474.
62. Peng Z, Duan ZL, Ben PW, Wang FJ (2019) A study on the driving factors and mechanisms of online travel purchase intention-mediating role of perceived value and perceived risk. *Journal of Chongqing Technology and Business University: Social Science Edition* 36(4): 69-77.
63. Jarvenpaa SL, Todd PA (1996) Consumer reactions to electronic shopping on the World Wide Web. *International Journal of Electronic Commerce* 1(2): 59-88.
64. Zhou T (2012) Examining location-based services usage from the perspectives of unified theory of acceptance and use of technology and privacy risk. *Journal of Electronic Commerce Research* 13(2): 135-144.
65. Yagci MI, Biswas A, Dutta S (2009) Effects of comparative advertising format on consumer responses: The moderating effects of brand image and attribute relevance. *Journal of Business Research* 62(8): 768-774.
66. Cai LB, Wu N (2017) A study of the impact of website creativity on tourists' behavioral: A hierarchy of effects model. *Tourism Tribune* 32(8): 25-37.
67. Wixom BH, Todd PA (2005) A theoretical integration of user satisfaction and technology acceptance. *Information Systems Research* 16(1): 85-102.
68. Wu H, Xiao T (2017) Research on the impact of user participation based on the perspective of belonging and value: Taking online travel community as an example. *Human Geography* 32(4): 155-160.
69. Anonymous (2023) Ctrip - About Us.
70. Tinsley HE, Tinsley DJ (1987) Uses of factor analysis in counseling psychology research. *Journal of Counseling Psychology* 34(4): 414-424.

71. Hair JF, Sarstedt M, Ringle CM, Mena JA (2012) An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science* 40: 414-433.
72. Hair JF, Tatham RL, Anderson RE, Black WC (1998) *Multivariate data analysis*, 5/E. Prentice Hall.
73. Rasoolimanesh SM, Ringle CM, Jaafar M, Ramayah T (2017) Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development. *Tourism Management* 60: 147-158.
74. Bernardo M, Marimon, F Alonso-Almeida, M del (2012) Functional quality and hedonic quality: A study of the dimensions of E-service quality in online travel agencies. *Information & Management* 49(7-8): 342-347.
75. Yang YW, Sun GF, Wang Y (2016) Are consumers willing to adopt recommendations? Based on information system success-technology acceptance model. *Journal of Central University of Finance & Economics* 0(7): 109-117.
76. Allard CR, Veronica L, Petra J (2001) Exploring consumer evaluations of e-services: A portal site. *International Journal of Service Industry Management* 12(4): 359-377.
77. Nusair KK, Kandampully J (2008) The antecedents of customer satisfaction with online travel services: A conceptual model. *European Business Review* 20(1): 4-19.
78. Bernardo M Bernardo M, Llach J, Marimon F, Alonso-Almeida MM (2013) The balance of the impact of quality and recovery on satisfaction: The case of e-travel. *Total Quality Management & Business Excellence* 24(11-12): 1390-1404.
79. Rifat A, Nisha N, Iqbal M (2019) Predicting E-tax service adoption. *Journal of Electronic Commerce in Organizations* 17(3): 71-100.
80. Fornell C, Larcker DF (1981) Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research* 18(1): 39-50.
81. Gefen D (2002) Customer loyalty in e-commerce. *Journal of the Association for Information Systems* 3(1): 27-51.
82. Hair JF, Hult GTM, Ringle CM, Sarstedt M (2021) *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.
83. McGuinness D, Pribram KH (1979) The origins of sensory bias in the development of gender differences in perception and cognition. In *Cognitive growth and development: Essays in Memory of Herbert G Birch* (ed BORTNER M New York: Brunner Mazel), pp: 3-56.
84. García MÁO, Vázquez MV, Verdugo MC, Agüera FO (2019) Tourism in protected areas and the impact of service scape on tourist satisfaction, key in sustainability. *Journal of Destination Marketing & Management* 12: 74-83.
85. Quest Mobile (2023) Male consume insights.
86. Xu H, Luo XR, Carroll JM, Rosson MB (2011) The personalization privacy paradox: An exploratory study of decision-making process for location-aware marketing. *Decision Support Systems* 51(1): 42-52.



This work is licensed under Creative Commons Attribution 4.0 License
DOI: [10.19080/GJTLH.2025.03.555619](https://doi.org/10.19080/GJTLH.2025.03.555619)

Your next submission with Juniper Publishers
will reach you the below assets

- Quality Editorial service
- Swift Peer Review
- Reprints availability
- E-prints Service
- Manuscript Podcast for convenient understanding
- Global attainment for your research
- Manuscript accessibility in different formats
(Pdf, E-pub, Full Text, Audio)
- Unceasing customer service

Track the below URL for one-step submission
<https://juniperpublishers.com/online-submission.php>