

# **UNDERSTANDING USER EXPERIENCES OF ONLINE TRAVEL REVIEW**

## **WEBSITES FOR HOTEL BOOKING BEHAVIOURS:**

### **AN INVESTIGATION OF A DUAL MOTIVATION THEORY**

#### **ABSTRACT**

Online travel review websites (a form of social media) have become an important information source for online travellers. However, previous studies have mainly focused on the issue of the adoption of social media websites. Recognising the theoretical gap in tourism, this paper tries to understand users' experiences in using social media, associated with user satisfaction and determining the success of an information system. The findings of this research indicate that, in accordance with the motivation theory, both extrinsic (i.e., the argument quality of consumer reviews) and intrinsic (i.e., the credibility of the source) motivation play important roles that enhance user satisfaction. Specifically, the completeness, relevance, flexibility, and timeliness of the argument quality as well as the trustworthiness of source credibility positively influence user satisfaction, leading to intentions to reuse the website and purchase the tourism product. Practical implications for online tourism marketers are also discussed.

**KEYWORDS.** Tourism marketing, online consumer reviews, user satisfaction, motivation theory, online review websites, intention to book a hotel, information search, TripAdvisor, digital marketing, partial least square modelling

## INTRODUCTION

The emergence of Web 2.0 has produced substantial changes in the ways in which consumers create, obtain and exchange information (Cantallops & Salvi, 2014). The number of platforms offering online consumer reviews or product ratings has grown considerably (Ladhari & Michaud, 2015) due to functions that allow consumers to acquire information related to products or services not only from people whom they know, but also from vast groups of people who have relevant experience, without the restrictions of geographic and temporal boundaries (Duan et al., 2008). There are various types of online platform, such as blogs, online review sites and social networking sites, on which customers can engage in two-way communication by sharing their knowledge and experiences of products and services. Thus, electronic word of mouth (eWOM) shared by consumers on social media websites has become a vital marketing resource, especially in the hospitality industry. Due to the characteristics of hospitality products (intangibility and perishability), consumers tend to rely largely on consumer reviews that enable them to obtain sufficient and up-to-date information to estimate the quality of products as well as to reduce uncertainty in their purchasing decisions (Liu & Park, 2015). According to a report provided by TrustYou (2015), 95% of travellers utilise travel reviews regularly to book accommodation.

Accordingly, many previous studies have investigated the effects of online consumer reviews on the decision-making process (Vermeulen & Seegers, 2009) and the firm's performance (Zhang, Ye, Law, & Li, 2010). Importantly, however, it is argued that most of the literature has focused predominantly on the attributes of online reviews—for example, the valence and variance of consumer reviews, length of reviews and so on (Fang, Ye, Kucukusta, & Law, 2016; Liu & Park, 2015). That is to say, the main focus of previous research was on

analysing behavioural data directly collected from social media websites. This implies that the extant studies have failed to understand psychological aspects (i.e. user experiences) of consumer review websites to evaluate the influences on consumption behaviours. To accomplish this purpose, this study adopts motivation theory (Deci & Ryan, 1985), explaining two classes of motivation to perform an activity: extrinsic motivation (i.e. information quality) and intrinsic motivation (i.e. source credibility). When a traveller checks online travel reviews, he/she decide to adopt the information that guides to make a decision based upon two different aspects of information process: extrinsic motivation, referring to the instrumental value of the information, and intrinsic motivation, referring to the performance of an activity for no prominent reason other than the performance itself (Deci & Ryan, 1985; Park & Nicolau, 2015). A number of scholars in information systems and marketing have employed a theory of dual motivations to explain information search behaviours and the adoption of an information system (Moon & Kim, 2001).

Therefore, the aim of this research is to identify factors reflecting user experiences of online review websites in relation to motivation theory, and to estimate influences of those factors on user satisfaction in utilizing the online review websites to obtain travel information and ultimately behavioural intentions to reuse review websites and book hotels.

## **LITERATURE REVIEW**

### ***Online Consumer Review***

Online review sites (or eWOM) have increasingly been considered to be an important source of information (Racherla et al., 2013), because they allow consumers to acquire

information related to products or services not only from people whom they know but also from vast groups of people with relevant experience, without the restriction of geographic and temporal boundaries (Lee et al., 2008). Based on the recognition of the importance of online reviews, previous studies have investigated the impact of online consumer reviews from two different sides, namely supply (product sales) (Duan et al., 2008) and demand (decision-making processes) (Sen & Lerman, 2007).

Chevalier and Mayzlin (2006) examined the relationship between customers' comments and book sales in the online retail context and showed that positive reviews of certain books stimulated sales of those books. Duan et al. (2008) identified consumer awareness, which is improved by online reviews, as an important factor that affects sales directly. With regard to consumers' decision-making process, Huang and Chen (2006) compared the relative effectiveness of the product information offered by different providers, such as experts and consumers. They observed that online reviews written by consumers were more influential on purchasing decisions than those provided by experts in the industry. This implies that consumers are more likely to trust and rely on consumer reviews than ones written by service providers. The heterogeneous effect of online reviews also suggested that positive reviews were more influential for consumers when they were searching for information about hedonic consumption, while consumers gravitated towards negative online reviews when seeking information for utilitarian purposes (Sen & Lerman, 2007).

In the tourism and hospitality industry, Ye et al. (2009) investigated the effect of online reviews on hotel room sales and found a positive relationship between the reservation rate of a hotel and the number of positive reviews posted on booking sites. They concluded that consumers are more likely to book a hotel when they are exposed to a large number of positive

reviews. From the decision-making perspective, the display of user-generated reviews improves both the awareness of the hotel and the attitudes towards the hotel when forming an opinion (Vermeulen & Seegers, 2009). Leung et al. (2013) suggested that online, consumer-generated content influences all the phases of consumers' decision-making process, including the pre-, during-, and post-consumption phases, by playing different roles in enhancing the quality of their purchases.

Based on the review of the previous literature, it can be seen that most studies have attempted to identify the relationship between the attributes of online reviews, product sales, and purchasing behaviour. However, it can be argued that the attempts to understand user experiences regarding online review websites when purchasing hospitality products are considerably limited and unknown both to researchers and practitioners (Filiari & McLeay, 2014). Thus, the focus of this study is on understanding the aspects of users' experiences of online review websites – information quality and source credibility – that create user satisfaction and lead to consumers' intention to book a hotel.

### ***User Satisfaction***

User satisfaction, defined as “an affective attitude towards a specific computer application by someone who interacts with the application directly” (Doll & Torkzadeh, 1988, p. 261), plays an important role in determining the success or failure of an information system (DeLone & McLean, 2003). User (or system) satisfaction is an attitude towards the information system that people employ in a specific context and represents their opinion of a system as a criterion for evaluating information and communication systems (Huffman & Hochster, 2007). When the experiences detailed by online review websites are comparable to users' expectations,

this results in feelings of gratification, thus satisfying the online users and in turn generating their behavioural intentions.

In terms of the relationship between user satisfaction and user intention to revisit, many previous researchers have tried to investigate this research stream through their studies. If users who have utilised online consumer reviews for their travel objectives are satisfied with what they acquired/experienced from the online review website, their revisit intentions to the online review website can be influenced positively. In a similar vein, Chiu et al. (2007) demonstrated that users' satisfaction with online review sites influences their intentions to reuse them, because satisfaction has a positive effect on future intentions, both directly and indirectly, via its impact on users' attitude (Oliver, 1980). In accordance with this research stream, it can be argued that the qualities of the website design and services on a public tourism website are positively associated with user satisfaction with the website; thus, this user satisfaction positively supports the consumer intention to reuse the website.

Therefore, it can be argued that users' satisfaction with online review sites influences their intention to reuse the review site and that consumers are more likely to purchase a product through the online review site (Chiu et al., 2007). Based on this related literature, this study suggests the following hypotheses:

**H1.** User satisfaction is positively related to the intention to reuse online review websites.

**H2.** User satisfaction is positively related to the intention to book a hotel via online review websites.

**H3.** The intention to use online review websites is positively related to the intention to book a hotel.

## **Motivation Theory: Extrinsic and Intrinsic Motivation**

In motivation theory, previous researchers have consistently distinguished between two classes of motivation to perform an activity, namely extrinsic and intrinsic motivation. Extrinsic motivation refers to the performance of an activity because it is perceived to be instrumental in achieving valued outcomes that are distinct from the activity itself. In contrast, intrinsic motivation focuses on the performance of an activity with no apparent reinforcement other than the process of performing the activity itself (Deci & Ryan, 1985). In other words, extrinsic motivation influences behaviours due to the reinforcement value of outcomes, whereas intrinsic motivation relates to the affective satisfaction obtained from the activity for its own sake (see Davis, Bagozzi, & Warshaw, 1992; Sussman & Siegal, 2003). Since consumer-generated platforms (e.g. TripAdvisor.com) are considered more complex and hedonic systems (Ayeh, Au, & Law, 2013), both extrinsic and intrinsic motivation might be important determinants of use (Park & Nicolau, 2015). Thus, extrinsic motivation relates to cognitive elements focusing on the quality of information consumers obtain from social media websites (i.e. information quality) (Sussman & Siegal, 2003). On the other hand, intrinsic motivation relates to pleasure and intrinsic emotions while using the online review websites, such as credibility of the sources (Sussman & Siegal, 2003). Detailed explanations of those two elements of motivation and user experiences of online review websites will be discussed.

### ***Extrinsic Motivation: Information Quality***

Researchers in information communication technology (ICT) have proposed a number of dimensions measuring information quality in relation to the attributes of an online information

process, such as accuracy, content, layout, relevance, completeness, clarity, timeliness, dynamism, personalisation, and variety. For instance, McKinney et al. (2002) suggested three determinants to evaluate information quality (reliability, understandability, and the usefulness of the information) as antecedents to explain website satisfaction. In a similar vein, Wixom and Todd (2005) analysed completeness, accuracy, format, and currency to measure information quality, which has an influence on user satisfaction. Cheung et al. (2008) identified the comprehensiveness and relevance of information provided by social sites as positively influencing information usefulness, which helps users to adopt information. In addition, Tseng (2015) showed that the perceived quality of web-based self-services (i.e., information quality and system quality) positively affected user satisfaction, which has a positive influence on user usage intention. Thus, the authors of this study propose that the information quality of online review platforms is more associated with extrinsic motivation, as the determinants to evaluate the information quality are related more to the reinforcement value of the outcomes rather than the pleasure and inherent satisfaction derived from the activity.

Based on the findings of the previous research, this study examines completeness, relevance, flexibility, and timeliness as indicators of extrinsic motivation on online review websites. Their relationships with user satisfaction are discussed below.

### ***Completeness***

Information completeness is defined as the degree to which messages are of sufficient breadth, depth, and scope for the task at hand (Wang et al., 1996). That is, when searching for information about products, consumers tend to seek detailed and adequate information so that they are able to judge the value of the products. A number of researchers have found that

information completeness significantly influences the perceived usefulness of the information (Cheung et al., 2008), which influences consumers' decision to adopt the information. In terms of the relationship between information completeness and user satisfaction, Koo et al. (2013) concluded that information completeness positively influences user satisfaction regarding the system. Therefore, the more complete the information in online reviews, the greater the satisfaction of online consumers with the online review site. Thus, we hypothesise that:

**H4.** The completeness of information provided by an online review website is positively related to user satisfaction.

### ***Relevance***

Information relevance is described as the extent to which the information obtained is applicable to and helpful for the task at hand and satisfies different customer needs in specific situations (Filieri, 2015). From consumers' viewpoint, relevant reviews can be described as those that provide the information that they seek. For example, online users rarely read a substantial number of the reviews posted on all the web pages due to a lack of time to spend searching for information and the high cognitive cost involved (Mudambi & Schuff, 2010). Instead, online consumers are likely to scrutinise selected reviews that are highly relevant to their tasks to reduce the quantity of information with which they are concerned (Nah & Davis, 2002). Thus, the relevance of the message is an important factor in the information evaluation stage and influences the user satisfaction with the online review website (Dunk, 2004).

**H5.** Relevant information offered by an online review website is positively related to user satisfaction.

### ***Flexibility***

Information flexibility refers to the capacity of the IS to change or to adjust in response to new conditions, demands, or circumstances (Bailey & Pearson, 1983). When searching for information on online review sites, individuals' demands or conditions during the consumption process can change as a result of situational constraints (Park & Fesenmaier, 2014). In this case the ability of review sites to adapt to the changing demands of users is important to meet various information needs for people to perceive the usefulness of the websites offering the information. For instance, review sites can provide different kinds of information based on various demands of users (e.g., distance, satisfaction rate, or price), and it is expected that the reviews provided by websites can adjust flexibly to new conditions. In this regard previous researchers have examined the relationship between information flexibility and user satisfaction. Wixom and Todd (2005) indeed found that websites' ability to adjust flexibly to various demands can directly affect user satisfaction. Koo and Wati (2010) also indicated that information flexibility and user satisfaction are positively related, because flexibility is the key indicator of customers' belief that mobile banking may improve their transactions and lead to customer satisfaction. Thus, the flexibility of online review information can be regarded as a conspicuous dimension that satisfies users of an online review site.

**H6.** The information flexibility of an online review website is positively associated with user satisfaction.

### ***Timeliness***

The timeliness of information refers to the extent to which the information on a website is current, timely, and up to date (Cheung et al., 2008). Customers who search for information on online review sites may want to acquire the most recent information. The study by Madu and Madu (2002) indicated that a website that fails to perform regular updates of product information is not able to generate the expected performance of the business. This is because the timeliness of a review is the main driver that draws increased attention from online users and in turn leads to people revisiting the website (Liu et al., 2008). In addition, Kim et al. (2012) identified the relationship between information timeliness and user satisfaction as being strongly positive. Thus, it can be argued that online websites that provide the latest information in response to consumer needs can lead to user satisfaction with the information source.

**H7.** The timeliness of information provided by online consumer review websites is positively associated with user satisfaction.

### ***Intrinsic Motivation: Source Credibility***

Source credibility is related to receivers' perception of message trustworthiness. In an online environment, source credibility refers to the extent to which one recognises that the information is believable, true, or factual (Simons, 2002) and the extent to which users have unlimited freedom to publish and express their feelings towards certain products or services without disclosing their identity (Cheung et al., 2008). In this regard online review sites cannot prove their credibility without the credibility of the source, and all forms of this content (i.e., online reviews) are created and provided by individual reviewers, which is the reason for this study's focus on identifying source credibility. In accordance with this, it can be said that source credibility is crucial in assisting a consumer to judge online information (Wathen & Burkell, 2002). For instance, Kim et al. (2013) asserted that there are two dimensions of source

credibility: expertise and trustworthiness. In this regard their study concluded that the source credibility of online review sites can be related to intrinsic motivation, as the determinants of source credibility are more concerned with the pleasure and inherent emotion derived from the activity than with apparent reinforcement. Thus, this study investigates expertise and trustworthiness to assess source credibility, and the relationship with user satisfaction is described in the following section.

### *Expertise*

Source expertise refers to the perceived ability or skill of an information source to recognise the correct answer (Clark et al., 2012). Information provided by experts is more likely to be correct and reliable and is therefore expected to be persuasive (Bristor, 1990). Thus, previous studies have suggested that the expertise of a source is crucial for establishing the credibility of online information (Stvilia et al., 2009). Compared with other kinds of websites, the content on review websites is generally created by individual reviewers, which implies that the expertise of the reviewers is related to the expertise of a review site itself. Therefore, the source's expertise has a positive effect on consumer attitudes towards products and on consumer intentions (Gilly et al., 1998).

**H8.** The expertise of the online review site is positively related to user satisfaction.

### *Trustworthiness*

In the online environment, the trustworthiness of reviews is an important element, especially for users, because clues to the identification of online review informants are limited when compared with traditional sources (Ayeh et al., 2013). For instance, people can provide

fake reviews by disguising themselves as genuine consumers and thus provide potential consumers with a dishonest experience of the consumption in question. Similarly, individuals are less likely to pay attention to an online information source provided by an untrustworthy person (Metzger et al., 2003). In addition, Ayeh et al. (2013) suggested that the trustworthiness of review informants lies at the centre of consumer attitudes towards the use of online reviews, which can determine the satisfaction of online information seekers.

**H9.** The trustworthiness of an online review site is positively associated with user satisfaction.

Based on the findings of the relevant literature, the proposed research model is developed and shown in Figure 1, depicting the hypothetical relationships among the variables.

**[Insert Figure 1 near here]**

## **METHDOLOGY**

### ***Data collection***

An online survey questionnaire was distributed because it has the benefit of enabling researchers to contact suitable samples, regardless of temporal and geographical barriers. Consumers who had posted reviews of London hotels in the UK on daodao.com were randomly contacted online. That is, the researchers have randomly contacted online travellers who have written travel reviews about hotels in London by sending messages via the TripAdvisor system (daodao.com) during April and September, 2016. London is one of the most popular travel destinations, as 16.8 million international travellers visited London in 2013, an increase of 43.5%

over 10 years, and the amount that visitors spent, £ 21,012 million, has increased by 12.7% since 2012 (ONS, 2014). Mintel (2014) reported that London has 22 per cent of the supply of rooms in the entire UK, and over 90% of guests who stayed in hotels in the region used information technology to book their hotels. These statistics indicate that London is relevant as the specific setting of this research. Daodao.com is an official website of TripAdvisor in China. Since it was launched in China in 2009, daodao.com has included information from consumer reviews of over 20,000 hotels and restaurants, and has become one of the biggest travel-related websites in China (daodao.com, 2011).

As a result, a total of 252 responses were collected initially, and 179 valid responses were considered for data analysis. There were slightly more male respondents in this study (52%) than there were female (48%), and the average age was 26.49 years (3.55 of standard deviation). The majority of the travellers gave single as their marital status (61.5%), and had obtained at least one college degree (72%). Furthermore, 24% of people indicated that their annual income was less than £10,000.

### ***Measurement Development***

The survey consisted of three sections. The first section inquired about the participants' experiences of travel and online review websites. The questions specifically requested the number of trips taken in the past 12 months and planning horizon, as well as the frequency and perceived usefulness of reading trip reviews when planning trips. The second section included nine theoretical constructs consisting of multiple measurement items, including completeness, relevancy, flexibility, timeliness, expertise, trustworthiness, system satisfaction, intention to use TripAdvisor, and intention to book hotel rooms. All the measurements employed a five-point

Likert scale and were adapted from previous studies that exhibited high levels of reliability and validity. The items concerning argument quality (information and system quality) were based on the suggestions by Karimi, Somers and Gupta (2004), such as completeness, relevancy, flexibility, and timeliness. With regard to the credibility of the online reviews, the current research used two items to measure each construct: expertise and trustworthiness (Bhattacharjee & Sanford, 2006). Two measurements of user satisfaction were also adapted from Petter et al. (2008) and from Wixom and Todd (2005). In terms of behavioural intentions, three items for each construct (intention to use TripAdvisor and to book a hotel) were derived from the suggestions by Cheung et al. (2008) and by Kim et al. (2013). The final section requested the following demographic information: gender, age, marital status, level of education, and annual income.

It is important to note that previous studies have identified that the demographic characteristics that influence the search for travel information and evaluation behaviour are gender, age, income, and education level (Park et al., 2013). Thus, this study considered demographics as control variables when analysing the proposed model.

### ***Data Analysis***

This study used Partial Least Square (PLS) to test the hypotheses in that the method provides several advantages over other multivariate models. To be more specific, PLS requires minimal restrictions on measurement scales, sample size and residual distributions by avoiding inadmissible solutions and factor indeterminacy (Vinzi et al., 2010). As such, PLS analysis is an appropriate approach to assessing models that include complex relationships and a large number of manifest variables (over 25 proposed relationships) (Kleijnen et al., 2007). Concerning the

partial nature of the PLS algorithm, PLS requires a relatively small sample size (Hair, Hollingsworth, Randolph, & Chong, 2017). A rule of thumb for robust PLS estimations suggests a method to calculate the sample size for the reflective model: ten times the largest number of structural paths directed to a particular construct in the structural path model (Chin, 1998; Hair, Ringle & Sarstedt, 2011), which suggest 60 as minimum required samples. Based on the aim of PLS focusing on maximizing the variance explained of endogenous variables by analyzing exogenous variables, PLS is the suitable statistical method in this research context.

Furthermore, the authors of this research have calculated minimum required sample size for a multiple regression, given anticipated effect size  $f^2$  (0.15), desired statistical power level (0.8), number of predictors (6), and probability level (0.05) and that the results suggested 97 sample size (see Cohen et al., 2003). Thus, it can be said that 179 valid samples used in the data analysis of this research is enough to operate PLS method and product reliable results.

Specifically, two stages of data analysis tested the proposed model: (1) measurement model and (2) structural model estimations using SmartPLS software. Then, this research evaluated the effect size of the path model based upon Cohen (1988)  $f^2$ :

$$\text{Cohen's } f^2 = \frac{R_{included}^2 - R_{excluded}^2}{1 - R_{included}^2}$$

According to Cohen (1988)'s study,  $f^2$  values of 0.01, 0.15, and 0.35 refer to small, medium, and large effects, respectively.

Furthermore, this study tested the model's predictive validity by considering Stone-Geisser's  $Q^2$  which can be estimated using a blindfolding procedure (Tenenhaus et al., 2005). The Stone-Geisser's  $Q^2$  method postulates that the model is able to provide a prediction of the endogenous latent variable's indicators and shows a synthesis of function fitting and cross

validation. When the value of  $Q^2$  about a certain endogenous variable is larger than zero, its explanatory variables include predictive relevance. As a similar approach to the effect size  $f^2$ , the relative impact of predictive relevance ( $q^2$ ) was estimated by:

$$q^2 = \frac{Q_{included}^2 - Q_{excluded}^2}{1 - Q_{included}^2}$$

Last, three types of method to estimate the mediation effect of user satisfaction was used, including Sobel test, Aroian test, and Goodman test (MacKinnon et al., 1995). Aroian test adds the third denominator term ( $S_a^2 * S_b^2$ ) on the form of Sobel test while Goodman test substrates the term from the originality of Sobel test.

## RESULTS

### *Respondents' Travel and Information-Seeking Behaviour*

The subjects in this research had travelled, on average, 3.18 times, with 2.19 standard deviations. The majority of people planned their trips for less than a week (55.3%), followed by 1-3 weeks (20.1%), 3-8 weeks (17.9%), 2-4 months (3.9%) and 4-6 months (1.7%). In terms of information-seeking behaviour, around 48% of respondents said that they 'sometimes' visited and/or read the consumer reviews on TripAdvisor when planning their recent trips, and more than half of them (54.7%) had booked hotel rooms based on travel information obtained from online review websites.

### ***Estimating Measurement Model***

A CFA was conducted using SmartPLS software. All of the indicator variances are statistically significant at the 0.05 p-value, and the factor loadings reflecting the constructs to be measured are much higher than are ones with other principal constructs with over cut-off factor loadings (0.70), which confirms the discriminant validity.

The results of the correlation analysis show that the AVEs (the mean-squared loading for each construct) of each construct are larger than are the cross-correlations of other constructs, which suggests that each reflective construct is distinct from other constructs in the measurement model. The squared AVE is also over .82, implying that the latent variables explain its indicators more readily than does error variance, and this suggests convergent validity (see Table 1). As shown in Table 1, all the reliabilities are over .80, which indicates sufficiently high levels to satisfy tolerate reliability. The correlation values between latent constructs are also below 0.90, implying limited collinearity across thirteen factors.

**[Insert Table 1 near here]**

### ***Estimating Structural Model***

The proposed model for online review responses was estimated using SmartPLS with a bootstrap resampling method (300 sample generation) to obtain the p-value. In the argument quality, all of the relationships significantly influenced user satisfaction: completeness (b = 0.21, p <.001), relevancy (b = 0.11, p < 0.01), flexibility (b = 0.27, p <.001) and timeliness (b = 0.62, p <.001). With regard to source credibility, while trustworthiness shows a significant relationship with satisfaction (b = 0.11, p < 0.01), expertise was not statistically significant in terms of user

satisfaction ( $b = -0.07, p < 0.05$ ). These variables account for 79% of the endogenous variable, user satisfaction. The construct of user satisfaction positively affects intentions to use TripAdvisor when searching for information about hotels ( $b = 0.67, p < 0.001$ ), which explains 47% of the variance. Controlling the four demographic factors, user satisfaction ( $b = 0.23, p < 0.001$ ) and the intention to reuse TripAdvisor ( $b = 0.63, p < 0.001$ ), positively affect the intention to book a hotel, with 62% of the variance explained by an endogenous variable (see Figure 2).

**[Insert Figure 2 near here]**

In order to test the robustness of the results, a series of multi-regressions were conducted to assess individual relationships. Given the control variables, including gender, age, education and income, hierarchical regression analyses were used to identify the change of  $R^2$  by sequentially adding the theoretical variables to the investigation. The authors of this research checked for multi-collinearity between variables based on VIF (below 10.0) and the conditional index (below 30.0) (Belsley et al., 1980). The results showed acceptable levels, which suggest the limitation of collinearity in the results.

The statistical findings from the regression models seem to be consistent with the findings of the PLS model. For example, completeness ( $\beta = 0.19, p < 0.01$ ), relevancy ( $\beta = 0.12, p < 0.01$ ), flexibility ( $\beta = 0.28, p < .001$ ), timeliness ( $\beta = 0.38, p < .001$ ), and trustworthiness ( $\beta = 0.11, p < 0.05$ ) significantly and positively influence the perceived user satisfaction of online review websites ( $R^2 = 0.78$ ). User satisfaction has a positive relationship with the intention to use TripAdvisor ( $\beta = 0.67, p < 0.001, R^2 = 0.45, \Delta R^2 = 0.43$ ). With regard to the intention to book a hotel, not only user satisfaction ( $\beta = 0.22, p < .001$ ), but also the intention to use TripAdvisor ( $\beta =$

0.63,  $p < .001$ ), significantly affected purchasing intention and accounted for 59% of the total variance ( $R^2 = 0.59$ ;  $\Delta R^2 = 0.57$ ) (see Table 2).

**[Insert Table 2 near here]**

In addition to the structural estimation obtained by using PLS, this study conducted additional analyses to assess the mediation effect of user satisfaction based on the Sobel test, the Aroian test and the Goodman test. Eliminating the relationship with expertise, the estimated values of three mediation tests (the Sobel, Aroian and Goodman tests) for argument quality and source credibility are all statistically significant. This finding suggests the mediating role of user satisfaction on user experience and behavioural intention to both reuse TripAdvisor and to book a hotel via the website.

Table 3 presents the effect sizes of exogenous variables according to various estimations, namely Cohen's  $f^2$  and Stone-Geisser's  $q^2$ . Timeliness and flexibility had a substantial (medium) effect size on explaining user satisfaction, whereas the effect sizes of completeness, relevancy and trustworthiness were low. In terms of intention to book hotels, while the likelihood to re-use TripAdvisor shows high values of effect size, user satisfaction appears at a low level. This study then performed predictive validity of the structural model with 7 of  $d$  values, and all three results reflecting each endogenous variable (user satisfaction, intention to use TripAdvisor and to book hotels) were above zero. This result implies that the constructs regarding argument quality and source credibility have predictive relevance for the endogenous construct under consideration.

**[Insert Table 3 near here]**

## CONCLUSION

The importance of user-generated content is constantly increasing in the hospitality industry, along with the characteristics of the services (Racherla et al., 2013). Current consumers are considerably dependent on the online reviews provided by other consumers when making a decision to purchase products (Gupta & Harris, 2010). This study attempted to identify those aspects of consumer experiences of using hospitality-related social media websites that affect user satisfaction, which ultimately induce behavioural intentions to reuse the online review websites and, accordingly, to book hotels. Specifically, the findings of this research identified that both extrinsic motivation, such as completeness, relevance, flexibility and timeliness, and intrinsic motivation, including trustworthiness, are important in terms of having positive influences on the perceived satisfaction with online review websites.

This research can provide contributions to both theoretical and practical aspects. With regard to academic implications, this research is dedicated to filling the gaps in the literature on ICT in the tourism sector. Most of the previous studies regarding online consumer reviews have focused on secondary data directly collected from the online review websites such as online reviews (e.g. star ratings) and the reviewers (e.g. identity disclosure) themselves (see Liu & Park, 2015; Zhang, Zhang, & Yang, 2016). These previous studies have provided tourism researchers with limited approaches to understanding the online travellers' perceptions and experiences of using online review websites. Furthermore, past studies have focused mainly on the issues surrounding the adoption of use of online review websites (Papathanassis & Knolle, 2011). Recognizing the paucity in extant studies, the findings of this research shed light on the important elements reflecting consumer experiences that drive the user satisfaction. Particularly,

this study has theoretically and empirically demonstrated the application of motivation theory comprising extrinsic (i.e. information quality) and intrinsic (i.e. source credibility) motivations into the area of tourism information systems (Davis et al., 1992). In addition to the variables influencing user satisfaction, the current study has found consequences of user satisfaction associated with consumers' intention to utilise an online review page and to book a hotel. The findings of this study indicate that the relationship among user satisfaction, intention to use an online review site and intention to book a hotel through a platform is interrelated and strongly influenced.

This research can provide implications in both theoretical and practical aspects. With regard to academic implications, this research can be dedicated to filling the gaps in the literature on ICT in the hospitality sector. Most previous studies regarding online consumer reviews have estimated the effect of social media and/or consumer reviews on product sales and/or consumer purchasing behaviour by focusing on the attributes of the online reviews (e.g. star ratings) and the reviewers (e.g. identity disclosure) themselves (see Liu & Park, 2015). The current study, however, applied the concept of system satisfaction to understand the important factors reflecting consumer experiences when using online review websites. As a result, this research has identified the specific antecedents and consequences of user satisfaction in the social media context, providing a further understanding of online consumer decision-making regarding hospitality products. Therefore, the current research highlights how user satisfaction plays an important role, especially when consumers are making a decision in web-based circumstances. It is also believed that this contribution can open up many possibilities for future studies that are related to consumer online decision-making based on user-generated content and review sites.

Based on the findings above, the authors have formulated several practical implications, particularly for the hospitality industry. For example, online review websites such as TripAdvisor or Yelp provide reviews that users could perceive as comprehensive, relevant, flexible, timely and credible, facilitating their satisfaction with the online review sites. In other words, the more users are satisfied with online reviews and online review platforms, the more people are likely to use them again, which is especially important for the hospitality industry. Specifically, if users experience that online review websites that they have used provided more relevant and credible information, there is a high possibility that they will choose the same review platform again. The findings of the current study suggest that managers and administrators of online review websites should focus not only on the content of the consumer reviews but also on additional cues that help to improve their perceived credibility. More specifically, online marketers could develop a template that facilitates online consumers' provision of comprehensive and structured information. Implementing the data-mining approach, social media websites should select more up-to-date and useful reviews to be highlighted on the relevant web pages so that information seekers can easily find helpful reviews. With regard to the source credibility aspect, making reviewers' characteristics conspicuous on the online review website is important—that is, information including not only demographics (e.g. address, profile pictures, etc.) but also past experiences in leaving reviews and consumption behaviours would improve the credibility of the reviews provided. In addition to the implications above, practitioners in the hospitality industry should not overlook the result that the relationships among user satisfaction, consumers' intention to use an online review site and their intention to book a room through a platform is interrelated and strongly affected. Consequently, it can be important for hotel managers to harmonize their systems with online consumer review websites

and relationship management system in order not only to understand information search behaviours when using the review websites, but also to comprehend the up-to-date service experiences provided.

While the current study identified interesting findings and implications, there are a few limitations. First, the majority of the respondents in this study were between 20 and 28 years of age, which may have resulted in a limited representation of the responses from all age groups. This study focused on a single online review website (TripAdvisor), which suggests that future researchers could examine more different websites.

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Figure 1. The Proposed Model

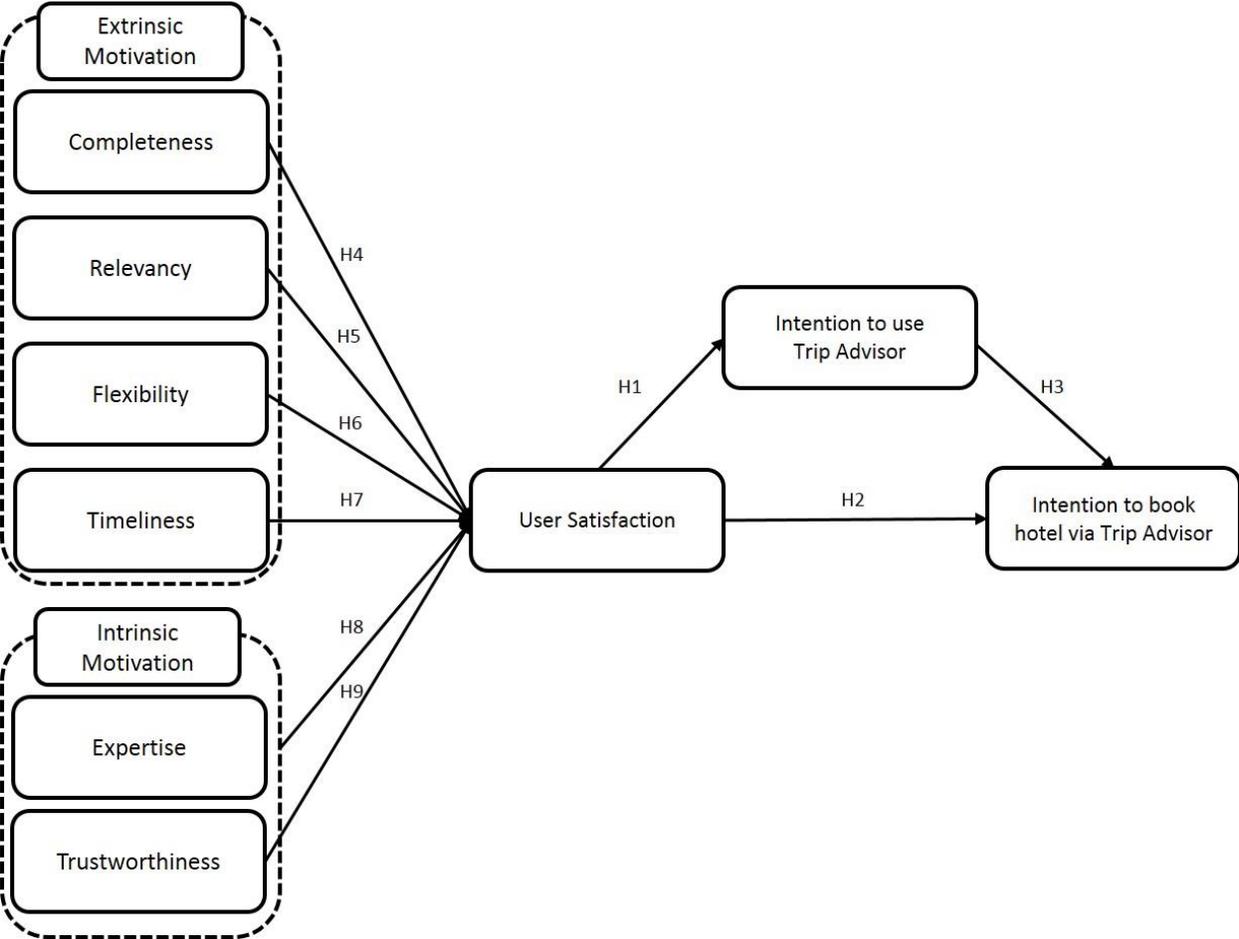


Figure 2. The Results of Structural Model

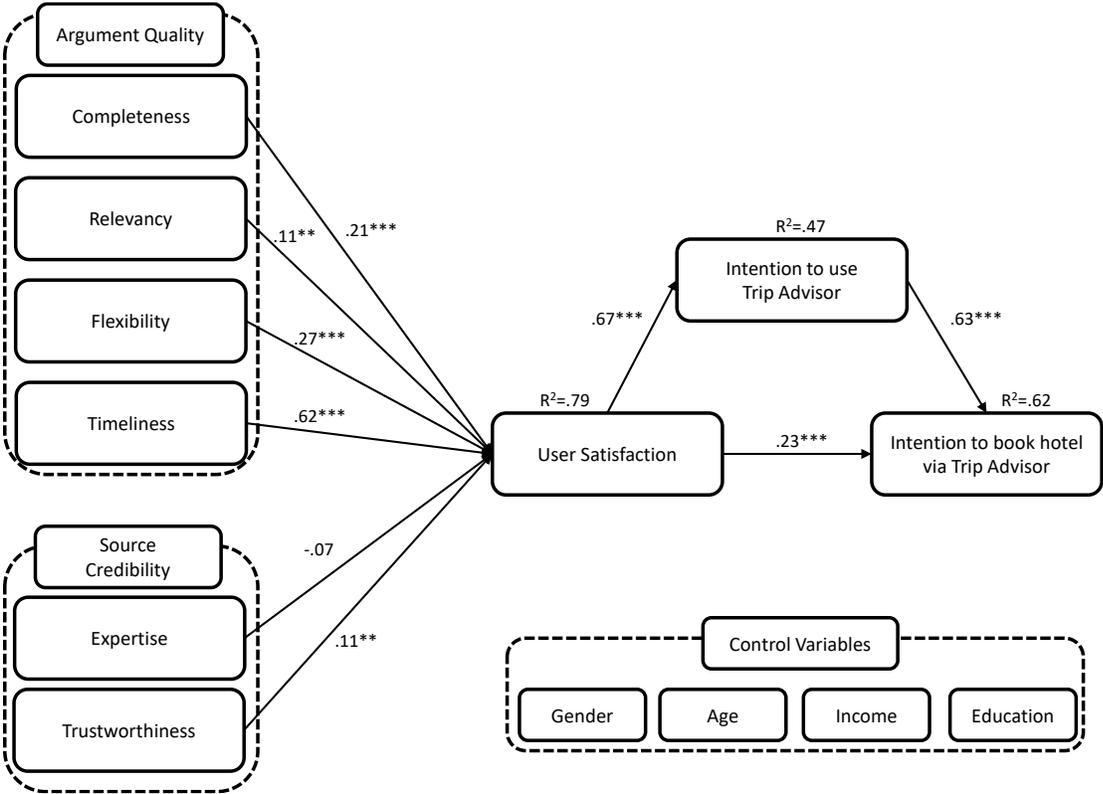


Table 1. Latent Correlation Analysis

Constructs	Reliability	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Completeness	0.93	<b>0.91</b>												
2. Relevancy	0.81	0.68	<b>0.83</b>											
3. Flexibility	0.93	0.65	0.64	<b>0.91</b>										
4. Timeliness	0.92	0.75	0.68	0.66	<b>0.93</b>									
5. Expertise	0.89	0.70	0.64	0.60	0.69	<b>0.90</b>								
6. Trustworthiness	0.92	0.54	0.51	0.61	0.53	0.67	<b>0.92</b>							
7. Satisfaction	0.94	0.76	0.69	0.75	0.81	0.65	0.60	<b>0.94</b>						
8. Intention to use Tripadvisor	0.94	0.63	0.59	0.59	0.61	0.65	0.62	0.68	<b>0.91</b>					
9. Intention to book hotels	0.90	0.56	0.55	0.62	0.56	0.64	0.66	0.63	0.63	<b>0.87</b>				
10. Gender	1.0	-0.04	-0.07	0.08	-0.12	-0.10	-0.06	-0.12	-0.12	-0.04	<b>1.0</b>			
11. Age	1.0	-0.04	-0.16	0.03	-0.03	-0.06	-0.02	0.07	0.07	-0.03	0.07	<b>1.0</b>		
12. Education	1.0	0.23	0.18	0.05	0.28	0.21	0.13	0.17	0.17	0.09	-0.02	-0.19	<b>1.0</b>	
13. Income	1.0	0.10	0.08	0.01	0.20	0.16	-0.05	0.11	0.11	0.01	-0.16	0.01	0.28	<b>1.0</b>

Note: The diagonal elements (in bold) represent the square root of AVE

Table 2. Robustness Test

Variables	Dependent variables											
	User satisfaction				Intention to use TripAdvisor				Intention to book hotel rooms			
	$\beta$	VIF	$\beta$	VIF	$\beta$	VIF	$\beta$	VIF	$\beta$	VIF	$\beta$	VIF
<b>Control variables</b>												
Gender	-0.12	1.03	-0.09	1.10	-0.12	1.03	-0.04	1.05	-0.03	1.03	0.07	1.05
Age	-0.11	1.05	-0.10**	1.10	0.01	1.05	0.09	1.06	0.01	1.05	0.03	1.07
Education	0.18*	1.13	0.01	1.26	0.17*	1.13	0.06	1.17	0.08	1.13	-0.07	1.17
Income	0.04	1.12	0.01	1.21	-0.01	1.12	-0.03	1.12	-0.03	1.12	-0.03	1.13
<b>Independent variables</b>												
Completeness			0.19**	3.12								
Relevancy			0.12*	3.13								
Flexibility			0.28***	2.62								
Timeliness			0.38***	3.37								
Expertise			-0.06	2.94								
Trustworthiness			0.11*	2.17								
User Satisfaction							0.67***	1.06			0.22***	1.89
Intention to use TripAdvisor											0.63***	1.87
Conditional index	4.64		10.39		4.64		5.58		4.64		6.52	
Adjusted R-square	0.04		0.78		0.02		0.45		0.02		0.59	
F-test	2.61*		63.52***		2.05		30.10** *		0.32		43.68***	

Note: \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$

Table 3. The Results of Effect Size and Predictive Validity

	<b>User satisfaction</b>		<b>Intention to book hotels</b>	
	$f^2$	$q^2$	$f^2$	$q^2$
Completeness	0.07	0.04		
Relevancy	0.01	0.06		
Flexibility	0.14	0.09		
Timeliness	0.28	0.15		
Expertise	N/A	N/A		
Trustworthiness	0.03	0.01		
Satisfaction			0.06	0.02
Intention to use TripAdvisor			0.54	0.35

*Note:*  $Q^2$  of user satisfaction is 0.67,  $Q^2$  of intention to use TripAdvisor is 0.31,  $Q^2$  of intention to book hotels is 0.30