



RESEARCH ARTICLE

Revisit Ready: How Smart Tourism Tech Shapes Satisfaction and Revisit Intentions in Malaysia

Brandon Tan Zheng Wei¹, Peong Kwee Kim^{1*}, Sook Fern Yeo^{1,2}¹ Faculty of Business, Multimedia University, Melaka, Malaysia² Department of Business Administration, Daffodil International University, Dhaka, Bangladesh**ARTICLE INFO****ABSTRACT**

Received: Oct 2, 2024

Accepted: Nov 15, 2024

KeywordsPerceived Smart Tourism Technology
Perceived Value
Perceived Risk
Perceived Enjoyment
Tourists' Revisit Intention
Tourists' Satisfaction***Corresponding Author**

kkpeong@mmu.edu.my

The COVID-19 outbreak has become a public health emergency of international concern. The seriousness of this virus has warranted the World Health Organisation (WHO) to set the procedure, that must be followed by all countries around the world to prevent the spread from spreading widely. The economic activities related to the tourism industry in Malaysia have been greatly impacted. In the tourism sector, information technology is crucial. The emergence of smart tourism has drawn attention to the impact of information technology on travel, and these digital shifts are affecting many industries. Thus, the notion of smart tourism technology has emerged as the most crucial component of the travel and tourism sector. It combines cutting-edge information technologies with tourism resources to deliver relevant, timely data and connectivity among tourism stakeholders. Travelers can take advantage of many amenities both during the preparation and execution stages of their trip as well as thereafter with the help of mobile technology and various applications such as location-based information tracking services and mobile travel guides. Hence, the development and execution of smart tourism technologies are pivotal in the tourism industry to boost its efficiency and overall financial performance. The main purpose of this research is to investigate factors influencing revisit intention through the mediating effect of tourists' satisfaction. This research applies purposive sampling, targeting domestic travelers from Generations X and Y in Malaysia. The current study employs a total of 400 questionnaires for data collection. This study is crucial in attaining the main goal of Budget 2023, Key Economic Growth Activities (KEGA) under KEGA 15, and the Sustainable Development Goals (SDGs) 8, 9, 12, 14, and 15 to revitalise Malaysian tourism sector and improve its economic growth.

1. INTRODUCTION

The tourism sector is particularly vulnerable to various political, socioeconomic, and environmental threats. But it is accustomed to and has grown adept at recovering from a wide range of emergencies and pandemics, including earthquakes, terrorism, Zika, SARS, and Ebola. However, the COVID-19 crisis was unique since it occurred and had consequences in a manner never seen before. The tourism industry as a whole may undergo significant, long-lasting structural and transformative changes as a result of this crisis. The international economy will be greatly impacted by the projected 78% decline in foreign visitor numbers. This will result in a loss of US\$1.2 trillion in export revenue and the largest-ever reduction in direct tourism employment about 120 million jobs. Around the world, tourism directly supports one in ten employment and contributes significantly to the economies of many nations. As a result, the focus of all international discussions and economies is COVID-19 and tourism (Sigala, 2020). Technological advancements have revolutionised the tourism business (Law et al., 2019). This is because technological advancements are accelerated by disasters. Travellers' needs and usage of smart technology have expanded throughout all phases of travel

activities as they become more tech-savvy and dependent on technology to seek and exchange information (Tussyadiah, 2015; Huang et al., 2017). In order to improve the traveller experience, smart tourist destinations have emerged in response to the needs of consumers for technology (Boes et al., 2016; Totty, 2017). These destinations combine smart technologies with tourism resources. Many smart tourism destinations have included more diverse smart tourism technologies (STTs) than traditional technologies, such as websites, to enhance travellers' experiences (Jeong & Shin, 2019; TrekkSoft, 2017). The tourist industry has embraced new smart technologies at a quick pace, which has improved travellers' experiences by providing personalised services, connecting with tourism resources, and expanding information access (Choe & Fesenmaier, 2017). One example of a smartphone application that has been released in Seoul, South Korea, is Deoksugung in My Hands. The applications provide pertinent and engaging details about the city and neighbouring points of interest. Indirectly, it increases tourists' experiences (Chung et al., 2017; Peong et al., 2023). Additionally, as the Internet of Things enables information transmission and reception, travellers can enjoy their vacation hassle-free (RevFine, 2020). Travellers are now more engaged and satisfied since wearable technology, augmented and virtual reality applications, and other travel tools have allowed them to fully immerse themselves in the place (Vidal, 2018). The increasing diversity and customisation of STTs' capabilities and services makes it imperative to ascertain the effects of STTs on travellers' satisfaction and behavioural intention.

In a similar vein, the development of ICT has significantly accelerated the traditional tourism industry's transition into the smart technology era, or "tourism 4.0" (Stankov & Gretzel, 2020; Sujood et al., 2022). Previous studies like Lee et al., 2018 and Preko et al., 2022 have shown that tourism 4.0 can offer a kind of immunity to tourism, helping to repair the harm caused by the coronavirus disease 2019 (COVID-19) (Gretzel & Koo, 2022). This is achieved by offering travel and life experiences with assistive technologies. STTs offer travellers remarkable experiences by broadening the scope of smart tourism (Neuhofer et al., 2012). From the traveller perspective, smart technology has become increasingly important in the tourism sector. Tourists mostly used ICT for planning and information searches for their trips (Gretzel, 2011).

A customised trip schedule is the main emphasis of several smart travel apps, such as TripHobo, Visit-A-City, Sygc Travel and Tripit. These applications offer elements that let travellers plan a comprehensive itinerary and see the nearby attractions include hotels, flights, confirmations for auto rentals, maps and restaurants. Thus, when more travellers utilise the apps, the need for travel agents decreases (Peong et al., 2023). This tendency has led many businesses in the tourism sector to adopt a range of ingenious technologies in order to market and promote their trip destinations. Government agencies and destination marketing organisations (DMOs) often establish an evaluation system in compliance with the smart city policy when creating a smart tourist destination, as a means of ensuring the program's effectiveness (Chan et al., 2019). However, the ultimate purpose of smart tourism is to make travel more enjoyable and convenient for guests. Generally, previous researchers such as No & Kim, 2015; Huang et al., 2017; Jeong & Shin 2020 and Goo et al., 2022 identify that the major features of STTs are accessibility, informativeness, interaction, and personalization. These attributes are then used to evaluate the effectiveness of STTs and explore their implications.

Additionally, this study will also tap into the psychological behaviours of tourists when deciding on places to travel. Perceived value and perceived risk are thought to be prime influencers of tourists' revisiting a destination, which has a significant impact on tourists' behaviour (Lepp & Gibson, 2003; Chen & Tsai, 2007; Ranjbarian & Pool, 2015; Allameh et al., 2015; Hsieh et al., 2016; Wang et al., 2017; Zhang et al., 2018; Seetanah et al., 2020). Specifically, the process of choosing a place to travel could be difficult and uncertain (Soliman, 2019) which leads to travellers must devise useful strategies to lower the perceived risks associated with their chosen destinations (Lepp & Gibson, 2003; Hsieh et al., 2016). Hsieh et al. (2016) also noted the paucity of research on people's perceptions of perceived risk, which has grown in importance recently, especially when it comes to planning travel-related itineraries, whether domestic or foreign. Besides, perceived enjoyment is proven to significantly affect consumer intentions (Wang, 2018). One of the key drivers of travellers using technology to get pleasure is their perceived enjoyment (Peong et al., 2023). Scholars like Akdim et al. (2022) has suggested that perceived enjoyment influences the satisfaction and intention of consumers to continue using a product or service. However, there is still little study that investigates how perceived enjoyment influences visitors experiences and revisit intention (Luo et

al., 2021). Therefore, this emphasises the necessity to include perceived enjoyment in tourism context in order to boost tourists' revisit intention.

Furthermore, the mediating effect of satisfaction is equally important as well, especially in the tourism sector and in studies that look into travellers' revisit behaviour. Most of the time, the desire to return is a direct and necessary antecedent of travel satisfaction (Cho et al., 2020). In the face of fierce competition, particularly in the hospitality sector, it is critical to satisfy visitors and guests by attending to their requirements and expectations and offering the necessary level of service quality (Cronin et al., 2000). The purpose of this is to keep the tourists/customers, which is seen as an organisation's objective for keeping customers and continuing to be profitable (Ryu et al., 2012). A higher degree of pleasure is associated with a larger desire to return to a location in the future (Loi et al., 2017; An et al., 2019). Similarly, Loi et al. (2017) found through empirical research that visitor satisfaction acts as a mediator between visitors' impression of a destination's image and their inclination to return. Therefore, this study decides to examine whether satisfaction acts as a mediator between perceived smart tourism technology, perceived value, perceived risk, perceived enjoyment, and destination image in light of this significant phenomenon.

Overall, previous research in the field of tourism has empirically demonstrated that the primary factors influencing visitor attitude and the probability of returning to a place are perceived value, destination image, and perceived risk. These factors have not yet been fully explored and there has not been much research done on how these variables influence travellers' inclinations to return (Abbasi et al., 2021) together with perceived enjoyment and perceived STTs.

Ultimately, the intention of visitors to return is the most significant result for a nation in the context of the travel and tourism business. According to Sohn et al., 2016; Loi et al., 2017 and An et al., 2019, determining revisit intention has received a lot of scholarly interest, particularly in the last ten years. This is because revisiting intention is important for business survival and growth in the tourism sector. The intention of tourists to return is highly valued for businesses to expand and thrive (Ngoc & Trinh, 2015). It could lower marketing and promotion expenses resulting from tourists' frequent visits (Kim et al., 2013; Loi et al., 2017). This considers the secret to successful destination marketing (Loi et al., 2017; Beerli-Palacio & Martín Santana, 2018) and adds to the tourism industry's profitability and substantiality (Stylos et al., 2017; Alves et al., 2019). Due to its service-oriented nature, the tourism business is heavily impacted by the calibre of visitors' experiences as well as their opinions of the amenities and services they get (Gani et al., 2019). However, all nations especially Malaysia seen significant losses in terms of the total amount of money earned by the tourism sector annually as a result of the Covid-19 pandemic. Starting from 2020, which was when the pandemic hit the entire nation, Malaysia's total revenue in 2020 plummeted significantly compared to the previous years and luckily slowly recovered in the year 2022 (Statista Research Department, 2023). Besides, it was reported in the Dewan Rakyat in 2020 that Malaysia's tourism industry incurred an estimated RM100 billion in losses in 2020 alone due to the COVID-19 pandemic (NST, 2020).

Therefore, this study aims to inspect the factors of smart tourism technologies, tourists' psychological behaviours, and destination image that affect satisfaction, understand the factors of tourists' psychological behaviours and destination image that affect the intention to revisit Malaysia, investigate if satisfaction mediates the relationships between the factors (perceived STT, psychological behaviours, and destination image) and the intention to revisit Malaysia and, evaluate whether satisfaction affects revisit intention among Malaysian tourists.

2. LITERATURE REVIEW

This paper applies and extends the Theory of Planned Behaviour (TPB), and explains the definition of (STTs), its uses, and attributes. It also discusses all variables such as perceived value, destination image, perceived risk, perceived enjoyment, perceived STTs, and revisit intention, as well as the mediator. The research framework is also presented.

2.1 Theory of Planned Behaviour (TPB)

The well-known TPB was used in this study to examine the behavioural intentions of tourists. According to Ajzen (1991), TPB is a psychological theory that clarifies the psychological phenomenon of human behavioural intention.

The adoption of smartcards or artificial intelligence for financial investment (Belanche et al., 2014, 2019), the adoption of self-service technologies (Lien et al., 2019), or mobile payments (Flavian et al., 2020) are a few examples of the many contexts in which the TPB model has been widely used in

the literature to explain consumer behaviour. Parallel to this, a number of studies namely Meng and Choi, 2019; Soliman, 2019; Han et al., 2019; Hasan et al., 2020 and Meng and Cui, 2020 also used this model as a reference in the context of tourism. In the study of Meng and Cui (2020), they went the extra mile and sought to understand how visitor intentions to return to home-based accommodations are formed by adding new constructs such as experience escape, perceived value, and memorability to the TPB model. They found empirically that the extended TPB model outperforms the original TPB model in terms of predictive power. Likewise, TPB was expanded once more by Wu et al. (2024) in an attempt to comprehend Chinese consumers' inclination to stay at green hotels by adding variables for example functional value, emotional value, and functional value. It was found that the expanded TPB model is more reliable than the initial TPB model. Additionally, Abbasi et al. (2021) also added perceived value, perceived risk, satisfaction, service quality, and destination image to extend and enhance the existing TPB model.

However, it is said that not much research has extended and supported the TPB theoretically and the validity of the theory is questionable due to the lack of a solid idea (Zheng et al., 2022).

Furthermore, Bianchi et al. (2017) similarly noted that only a small amount of research has expanded the TPB model to predict tourists' behaviour when choosing a destination to travel. Due to the ineffectiveness of the model in forecasting humans' behaviour (Zailani et al., 2016; Hsieh et al., 2016), many scholars have proposed that more factors should be included in the

TPB model to improve the ability to predict humans' behaviour (Mondéjar-Jiménez et al., 2016; Russell et al., 2017; Soliman, 2019; Meng & Cui, 2020; Meng & Choi, 2019). The individual's behaviour is driven by their aims. Notably, the impact of technology on individuals' behavioural goals is extremely significant, whether the outcomes are positive or negative. The tourism industry is implementing new technology to improve the tourist experience (Peong et al., 2023). Therefore, this paper decides to add in additional variables like perceived value, perceived risk, perceived enjoyment, destination image, and satisfaction to enhance the forecasting power of the original TPB model specifically in determining tourists' behaviour when deciding a place to go.

To sum up, various scholars have included additional factors to expand and enhance the TPB model and apply it in different contexts to allow the model to predict better in terms of humans' behaviour as mentioned above. It was discovered that by expanding the TPB model, it successfully explained tourists' behaviour more accurately (Zheng et al., 2022). Therefore, in order to understand tourists' intentions in a better and more accurate way, this research aims to include additional constructs in the existing TPB.

2.2 Smart Tourism Technologies

Smart Tourism Technologies (STTs) refer to all kinds of technology applications that assist tourists for travelling purposes (Huang et al., 2017; Jeong & Shin, 2019). Applications can enhance and add value to travellers' experiences, both generally and specifically (Peong et al., 2023).

As the number of travellers that require STTs rises, smart tourism destinations must be equipped with the latest technologies like augmented reality, virtual reality, and different kinds of mobile applications in order to improve their travel experiences (Gretzel et al., 2015; Huang et al., 2017; Jeong & Shin, 2019). Travellers are becoming more adept at and engaged in a variety of tourism-related activities by using STTs (Pan & Fesenmaier, 2006; Ho et al., 2012; Chung & Koo, 2015; Um & Chung, 2019). Travellers expect and utilise more smart tourism technologies at every stage of their journeys as they get more tech-savvy (Huang et al., 2017) and depend on it to locate items and share information (Tussyadiah, 2015). In response to the demands of technologically proficient travellers, tourist sites have evolved into "smart tourism destinations," fusing smart technologies with tourism-related amenities to enhance the visitor experience (Boes et al., 2016).

In addition to more conventional technology like websites, several smart tourism locations have incorporated a greater variety of smart tourism technologies (STTs) to enhance the visitor experience (Jeong & Shin, 2019). The tourism industry has actively adopted the latest STTs that enhance tourists' experiences as they increase the availability of information, provide more personalized services, and connect tourists with available tourism resources (Choe & Fesenmaier, 2017).

Therefore, it is indeed important to find out how STTs impact tourists' satisfaction and future behaviour intentions as STT capabilities are growing over time and more individualised and diversified services are being offered (Shin et al., 2021). Researchers have identified 4 major features

of STT which are accessibility, informativeness, interactivity, and personalisation. These attributes were then used to evaluate the effectiveness of STTs and explore their impacts on tourists (No & Kim, 2015; Huang et al., 2017).

2.3 Hypothesis Development

2.3.1 Informativeness

As the tourist industry requires plenty of information (Cox et al., 2009), the satisfaction level of a tourist is much dependent on the amount of detail and accuracy of the information STT gives (Jeong & Shin, 2019). Consequently, the efficiency and accuracy by means of which STTs provide the relevant data is stated to be the key success factor of user satisfaction (Yoo et al., 2017; Um & Chung, 2019). A representative sample of researchers suggests that informativeness is, without doubt, the foremost influencer on tourists' experiences and their level of satisfaction (Huang, et al, 2017; Lee et al, 2018; Um & Chung, 2019).

2.3.2 Accessibility

The availability of STTs affects traveller's experience. Travelers' perceived usefulness of STTs are improved when they feel that it is easily reachable (Luo & Gretzel, 2009;Huang et al., 2017), this makes the satisfaction rating scale increased accordingly. Moreover, the link between the availability of STT and tourists' satisfaction has been established among scholars (Lee et al., 2018). It facilitates traveler's experience across all STTs based on the number of interfaces between travelers and stakeholders that influence the information travelers are able to get through different STTs (Tussyadiah & Fesenmaier, 2007; Huang et al., 2017).

2.3.3 Interactivity

There are many benefits can be attained by tourists if the STTs offered are highly interactive. Visitors will be given lots of chance to be involved, among other activities, with the utilization of the modern technologies such as personal experiences creation and sharing, self-service voice travel companions on interest groups, and discussions on forums. In the research by Jeong & Shin (2019), user interactions are pivotal in determining the accuracy and quality of data and services provided by STTs. This further goes on to increase happiness and satisfaction levels of users, which becomes a stepping stone for the success and wide adoption of these platforms. The promptness, the quality of updates and the long-term reliability of STT systems are the key factors that influence this. Similarly, Yoo et al. (2017) also mentioned that quick and steady responses given by STTs will change consumers' perception to think that STTs are highly participatory and wows them up and hence increases their satisfaction.

2.3.4 Personalisation

Personalisation has been defined by Huang et al. (2017) as a STT's ability to offer personalized information which meets the diverse interests and needs of travellers. As Kim and No (2015) claimed, the customisation process should be comprised of gathering and applying data about customers' interests and usage habits in a manner that they get only those contents which match their personal requirements. When robotics assist the STT operators, personalization becomes a way of increasing the travelers' chance of experiencing more fun (Madu & Madu, 2002; No & Kim, 2015). Consequently, the tourists will be satisfied and openly say how good the STTs worked when they receive individualised requests that are processed quickly (Huang, et al. 2017; Lee, et al. 2018; Um & Chung, 2019). As shown by the past studies, personalisation can shorten the length of time which is needed to find the information and it may lead to the higher satisfaction level of the subscribers (Jeong & Shin, 2019). Consequently, a high customization level of STTs leads to increased user satisfaction by saving clients some valuable time while upgrading their level of satisfaction as well (Um & Chung, 2019).

Based on the relationships revealed in the literature, the following hypotheses are proposed:

H1: There is a significant relationship between informativeness and satisfaction.

H2: There is a significant relationship between accessibility and satisfaction.

H3: There is a significant relationship between interactivity and satisfaction.

H4: There is a significant relationship between personalization and satisfaction.

2.3.5 Perceived Value and Tourists' Satisfaction

Previous research has also demonstrated that customer satisfaction may be influenced by perceived value (Hussain et al., 2015; García-Fernandez et al., 2018; An et al., 2019). In a 2016 study on guest homes in the Maldives, Waheed and Hassan empirically demonstrated that perceived value

significantly influences visitor pleasure. A study by Rasoolimanesh et al. (2016) found similar outcomes when examining how satisfied tourists were with a community-based homestay in the Lenggong Valley World Heritage site. The study also provided empirical evidence for the positive relationship between perceived value and satisfaction. Having said that, it suggests that travelers' perception of value plays a crucial role in their level of satisfaction. Moreover, prior research has repeatedly demonstrated that pleasure and perceived value are positively correlated (Edward & Sahadev, 2011; Wu, 2014; Jin et al., 2015; Pandža Bajs, 2015). Therefore, the proposed hypothesis is suggested as follows:

H5: There is a significant relationship between perceived value and satisfaction.

2.3.6 Perceived Risk and Tourists' Satisfaction

Perceived risk has been found to lower satisfaction in the tourism industry, according to early researchers (Angulo & Gil, 2007; Kozak et al., 2007; Yuksel & Yuksel, 2007; Gray & Wilson, 2009). Additionally, a few research revealed a negative relationship between attitudes or satisfaction and perceived risks (Yuksel & Yuksel, 2006; Chen & Li, 2007). Health, political unpredictability, terrorism, unfamiliar cuisine, and cultural barriers are among the uncertainties that have been researched in the tourism industry; these factors are the main causes of unhappy travelers (Kapu'sci'nski & Richards, 2016). Furthermore, a number of research' findings indicate that perceived risk also affects visitors' pleasure (Sohn et al., 2016; Chen et al., 2017; Khasawneh & Alfandi, 2019). Therefore, the below hypothesis is established: **H6: Perceived risks negatively affects satisfaction.**

2.3.7 Perceived Enjoyment and Tourists' Satisfaction

Researchers like Joo et al. (2017) on digital textbooks, Jung & Chung (2012) on Internet Protocol TV, Hsiao et al. (2016) on mobile social apps, Lin et al. (2005) on Web-portal site users, and Oghuma et al. (2016) on mobile instant messaging conducted studies on perceived enjoyment and satisfaction in a way that differed from contextualization by experts. These studies confirmed a positive relationship between perceived enjoyment and satisfaction. Entertainment aspects in social mobile apps, such chat rooms, photo/video sharing, game apps, etc., can amuse users and make them feel content with the apps (Pillai & Mukherjee, 2011). Regarding earlier research on the mobile setting, Joo et al. (2017) assessed digital textbook courses and found that students were more likely to be content with utilizing digital textbook technology if they felt that the experience was enjoyable. Therefore, the research suggests the below hypothesis.

H7: There is a significant relationship between perceived enjoyment and satisfaction.

2.3.8 Destination image and Tourists' Satisfaction

Scholars on the field consistently highlight that destination image has a decisive role in producing traveler satisfaction. For instance, in the research conducted by Lu et al. (2020), waterfront aesthetics, the evaluation of the destination, and visitors' experience were examined as relationship entities. The study has revealed that destination image is an integral factor that gives birth to the pleasure tourists experience and also does so indirectly by increasing visitors' loyalty towards a given destination. In correspondence with this, there was another research done by Ramseook-Munhurrun et al. (2015) from Mauritius that found a correlation of the aforementioned factors with the reputation of the island. Besides the thorough studies, which are taken into account, a destination image played a great role in the decision of visitors to whether they were satisfied or not. Researchers like Prayag (2009), Kim (2018), Foroudi et al. (2018), Jeong & Kim (2020), Sharma & Nayak (2019), Eid et al. (2019), Stavrianea & Kamenidou (2022), Wong & Lai (2021) all agree the above statement. Therefore, the following hypothesis is shown:

H8: There is a significant relationship between destination image and satisfaction.

2.3.9 Perceived Value and Revisit Intention

Numerous consumer behaviors and the propensity of tourists to return have been found to be strongly correlated with customer perceived value in tourism research (Chang et al., 2014; Ranjbarian & Pool, 2015). Chang et al. (2014) contended that perceived value was a significant factor in the consuming process. Similarly, Allameh et al. (2015) found that visitors' intentions to return to sports tourism destinations are significantly influenced by their perceived value. According to research done by Allameh et al. (2015) among visitors who visited Iran as a sports tourism destination, perceived value has a significant impact on tourists' intentions to return to sports tourism destinations. This suggests that travelers are more likely to form the intention to return to a place they feel has greater value. Therefore, this study suggests the below hypothesis.

H9: There is a significant relationship between perceived value and revisit intention.

2.3.10 Perceived Risk and Revisit Intention

It is well acknowledged by researchers like Weinstein, 1988; Sjöberg, 2000 and Brug et al., 2004 that behavior is influenced by perceived risk. According to Kozak et al. (2007), inadequate safety and security have an effect on a nation's travel and tourist sectors. Therefore, risk and satisfaction are important factors that make it possible to predict how customers will behave in the future (Sohn et al., 2016; Chen et al., 2017). Travellers who thought certain places that were risky were more inclined to stay away from them in the future (Kozak et al., 2007). When travellers run into issues while on trips or excursions, they tend to see that particular tourist destination as riskier. In the end, discontent will surface (Rindrasih, 2018) and cause demand to decline, which can have a big impact on the rate of intention to revisit. Therefore, the below hypothesis is shown:

H10: Perceived risks negatively affects revisit intention.

2.3.11 Perceived Enjoyment and Revisit Intention

According to Children et al. (2001), intention is consistently predicted by perceived enjoyment. The intention to continue using blogs (Shiau & Luo, 2013), mobile instant messaging (Oghuma et al., 2016), mobile social apps (Hsiao et al., 2016), purchasing attitude or intention to buy, or both (Koufaris et al., 2001), and online repurchase intention (Wen et al., 2011) were all positively influenced by the hedonic factor, or perceived enjoyment. According to Suki and Suki (2011), users are more likely to engage in or carry out an enjoyable activity again. Consequently, the likelihood that a user will stick with a social mobile app increases if the user perceives delight from interacting with it (e.g., watching photos/videos, reading shared experiences, etc.). Additionally, Luo et al. (2021) examines the connection between hedonism and the tourism experience as well as revisit intention in Macau from the viewpoint of the patrons. The results demonstrate that hedonism and revisit intention are positively and directly correlated. This study demonstrated that hedonism may have an impact on tourists' intentions to return in a tourism scenario. Therefore, the research establishes the hypothesis as follows. **H11: There is a significant relationship between perceived enjoyment and revisit intention.**

2.3.12 Destination Image and Revisit Intention

Decision-making processes before, during, and after a visit are influenced by the impression of the destination image, which is a critical aspect of the tourist experience (Lee & Bai, 2016). One of the most important factors in selecting a place is having a favorable perception of it (Buhalis, 2000). It affects how the tourist experience is rated during the visit and molds the intentions of future behavior (Foroudi et al., 2018). Additionally, it has been demonstrated that the perception that travellers have of a place might influence their behavior when travelling (Hallmann et al., 2015); travellers, for instance, typically choose locations that have a favorable reputation (Leisen, 2001). The relationship between destination image and travel intention has been noted in the literature (Chen & Phou, 2013; Wang et al., 2017; Kim et al., 2017; Kim, 2018). Thus, destination image is essential to the growth of tourism in the future, particularly traveller behavior. To put it simply, places that have a strong, favorable reputation are more likely to be chosen and offer better travel experiences (Souiden et al., 2017).

Therefore, the below hypothesis is established as follows.

H12: There is a significant relationship between destination image and revisit intention.

2.3.13 Satisfaction and Revisit Intention (RI)

Studies conducted in the tourism domain have previously established the correlation between visitor satisfaction and desire to return, and have experimentally demonstrated that visitor satisfaction significantly influences their intention to return in a favorable manner (Breiby & Slåtten, 2018; Hasan et al., 2019). Furthermore, An et al. (2019) looked into travellers' intentions to return, specifically for Airbnb hosts, and they found empirical evidence to support the idea that visitors' pleasure increases their inclination to return to the location. This suggests that tourists are more likely to plan a return visit to a location if they are happy with it. Therefore, the research suggests the hypothesis as below:

H18: There is a significance relationship between satisfaction and revisit intention.

2.4 The Mediation Effect of Satisfaction

The mediating effect of satisfaction has been extensively applied by various scholars (e.g Kim et al., 2014; Albaity & Melhem 2017; Scridon et al., 2018; Ashfaq et al., 2019). Particularly, scholars like Abbasi et al. (2021) have mentioned in their study to increase the predictability of TPB by extending the theory which includes satisfaction as the mediator. Therefore, the current study will adapt Abbasi et al.'s (2021) extended TPB model which included satisfaction as the mediator in order to enhance the original TPB model. The relationships of the mediating effect of satisfaction are discussed below.

2.4.1 Perceived Smart Tourism Technologies, Satisfaction, and Revisit Intention

In fact, technology has created certain circumstances which can be effective at converting the attitudes or opinions about the technology and people's level of enjoyment. The study of Chung et al. (2017) shows that users consider augmented reality (AR) experience to be satisfactory when they use it as a tool. The research found that the effect of technology on human happiness was the most positive when it was of the highest quality (for example, easy-to-use systems), contained more information (such as in the case of more informative systems), and was accompanied by good service (including personalization and interaction) (Jung et al., 2015). Further studies by Ozturk & Hancer (2015) focuses on technology adoption succeeding in their previous experience and is positively relevant to the future use. Consequently, satisfaction with the AR technology upon an individual results to a positive attractiveness toward that destination (Chung et al., 2017). Similarly, Wang et al. (2017) support the mediation theory by asserting that satisfaction mediates the effects of service quality and future positive behavioral intention mentioned above.

2.4.2 Perceived Value, Satisfaction, and Revisit Intention

Previous studies devoted to customer satisfaction having mediated the relationship between perceived value and repeat purchase intention reveals the existence of a positive correlation (Kim et al., 2013; Cheng and Lu, 2013). Furthermore, it has been earlier pointed out that guest satisfaction is a major factor in the formation of loyalty and perceived value (Lee et al., 2007; He and Song, 2008; Bradley & Sparks, 2012)

2.4.3 Perceived Risk, Satisfaction, and Revisit Intention

The study of Scridon et al. (2018) used satisfaction as a mediator in the relationship between perceived risk and loyalty. They considered the factors of perceived risks such as functional sacrifices, social sacrifices, and emotional sacrifices and found that satisfaction mediated both functional sacrifices and emotional sacrifices towards loyalty fully and partially but not on social sacrifices.

2.4.4 Perceived Enjoyment, Satisfaction, and Revisit Intention

The study aim of Ashfaq et al., (2019) is to analyze the correlation between consumer expectations, satisfaction, perceived enjoyment, perceived ease of use, and repurchase intentions when buying used items online. It has been found out that satisfaction mediates the relationships perceived enjoyment and repurchase intention partially. Moreover, Ryu et al. (2010) obtained the proof that behavioral intentions and hedonic value are very strongly mediated through customer satisfaction.

2.4.5 Destination image, Satisfaction, and Revisit Intention

From the study of Albaity and Melhem (2017), the mediation role of customer satisfaction is an added value in the association of perception of UAE to the returning intention of visitors. In parallel with this study, an empirical research on tour bus service in Macau indicated that return intention is predicted by destination image through destination satisfaction (Loi et al., 2017). Additionally, Kim et al. (2015) examined and approved the indirect relationship between destination image, satisfaction, and revisit intention in Greece.

Based on the above literature, the hypotheses are suggested as below:

H13: Satisfaction mediates the relationship between perceived smart tourism technologies and revisit intention.

H14: Satisfaction mediates the relationship between perceived value and revisit intention.

H15: Satisfaction mediates the relationship between perceived risk and revisit intention.

H16: Satisfaction mediates the relationship between perceived enjoyment and revisit intention.

H17: Satisfaction mediates the relationship between destination image and revisit intention.

2.5 Research Framework

The study consists of eight independent variables which are the informativeness of STT, accessibility of STT, interactivity of STT, personalization of STT, perceived value, perceived risks, perceived enjoyment, and destination image that affect the dependent variable (revisit intention) through the mediating effect of satisfaction. Based on the above-proposed hypotheses, the research framework of this study is developed. This framework is presented in Figure 1 as shown below.

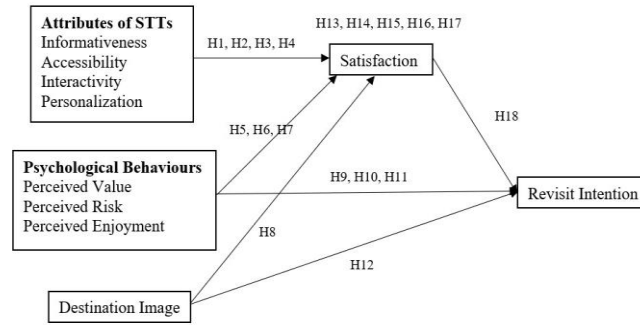


Figure 1: Research Framework of the Study

3. METHODOLOGY

This paper will issue a Google Survey to around 400 Malaysians targeting Generations X and Y that have travelled in Penang, Melaka, Perak, and Negeri Sembilan. It also discusses the research design using quantitative methods with all ten constructs being reflective, and the data analysis methods by using SPSS and PLS-SEM.

3.1 The Target Respondents

A structured questionnaire will be created and issued to around 400 Malaysians targeting Generations X and Y that have travelled in the 4 states as stated below and to show why those states are chosen for this study.

To begin with, Penang is situated in Peninsular Malaysia's northern region. There are roughly 1.5 million people living in the state, representing a variety of racial and cultural backgrounds. (Ghaderi et al., 2012). George Town, the capital of Penang, is a bustling state that holds the unique distinction of being a UNESCO World Heritage Site (Omar et al., 2017). Furthermore, behind the manufacturing sector, the tourism industry contributes the second most to Penang state's revenue (Leng, 2015). With an estimated six million hotel guests in 2012, Penang state is the most visited city in Malaysia (The Malaysian Insights, 2017). Penang saw a record 4.70 million arrivals overall in 2013 (Abbasi et al., 2021).

Second, Melaka has been a well-known historical state with a wealth of tourism attractions for many years. Indeed, accounting for 46.6% of the state's GDP, tourism, under the services sector, is the state's most significant economic sector. To draw in tourists and investment, the state government has proposed a motto for marketing purposes. Early in 2000, the tagline "Visit Melaka Means Visit Malaysia" was introduced. The United Nations Educational, Scientific, and Cultural Organization (UNESCO) designated Melaka as a World Heritage City on July 7, 2008. The city is regarded as a historical and cultural record of the 500-year-long East-West trade and cultural interchange across the Straits of Melaka. Presently, UNESCO is helping Melaka save and renovate the priceless colonial structures, squares, and churches that the Portuguese, Dutch, and British left behind in the fifteenth century. Following its UNESCO accreditation, Melaka has emerged as a hub for both domestic and foreign tourism, hosting 13.711 million visitors in 2012. In 2012, they managed to draw in 1.366 million domestic tourists, compared to 3.512 million in 2007. Actually, after being recognized by UNESCO, domestic arrivals increased more quickly, rising from 4.857 million in 2007 to 10,199 million in 2012. China leads the top five nations in terms of tourist arrivals with 652,002 visitors, followed by Singapore (584,088), Indonesia (517,941), Taiwan (356,409), and Japan (123,930), according to Amir et al. (2015). Melaka, a small state with a rich cultural past, boasts both tangible sites and intangible cultural qualities. Since visiting historic and cultural places has become one of

the most popular tourist activities in recent years, Melaka, as a state that encourages heritage tourism, has the potential to draw more tourists. Consequently, one of the travel industry's specialty market categories with the fastest rate of growth is heritage tourism. Amir et al. (2015) found that tourists who participate in heritage and cultural activities in their host cities spend more money and stay longer. According to him, the youthful generation was the one who visited historical sites that provided real experiences in the greatest numbers. Melaka boasts abundant cultural and historical resources that can be leveraged to generate additional opportunities, not just for tourists but also for the betterment of the local community (Amir et al., 2015).

In contrast, Negeri Sembilan's tourism industry, which provides the island with a steady stream of income, had a sharp rise in visitor numbers in 2018, from 6.86 million in 2017 to 7.86 million in 2018, a 14.58 percent increase. In 2019, 6.43 million tourists visited the state (MIDA, 2020).

In conjunction with Visit Perak Year 2024, the state Tourism, Industry, Investment, and Corridor Development Committee chairman, Loh Sze Yee, stated that Perak hopes to welcome eight million domestic tourists. They are hopeful that the goal may be met in keeping with the state's post-Covid-19 pandemic rehabilitation process thanks to the engaging programs provided at the state's many tourism destinations. Despite the recovery, Perak has not been able to meet the targets for the last year (Bernama, 2023).

3.2 Research Design

A quantitative research design was adopted to assess the proposed model. The questions will adopt the Likert-type scale to examine how strongly subjects agree or disagree with a statement on a seven-point scale. The study encompasses ten constructs, (i.e., INF, ACC, INT, PER, PV, PR, PE, DI, SAT, RI), all being reflective.

3.3 Data Analysis: Method

This study will utilize SPSS and partial least square structural equation modelling (PLS-SEM) to analyze the data gathered through the Google Form survey. Both data screening and the production of descriptive statistics can be done with the SPSS software. The use of PLS-SEM is preferable for this study as it is prediction-oriented and the study's goal is to identify the critical variables influencing tourists' revisit intention. Furthermore, as TPB is a validated model that has been applied to several investigations, theory testing is not necessary for this investigation, in contrast to CB-SEM (Hair et al., 2019). Subsequently, the structure of this study is intricate, involving multiple path linkages and factors like the mediator. A more multivariate regression is produced by this intricate structural model, and PLS-SEM analysis is superior in this case (Hair et al., 2019). Furthermore, PLS-SEM is more dependable for this investigation in terms of sample size as PLS-SEM does not require a large sample size compared to CB-SEM (Hair et al., 2019). Additionally, we used a structural model that was evaluated using PLS-SEM, which provides a number of benefits over conventional regression-based statistical techniques as PLS can reveal multicollinearity, misspecification and skew distributions for indicators (Gani et al., 2023).

CONCLUSION

The study's findings will benefit managers in the tourism sector and the service literature both theoretically and practically. It helps theoretically in a number of ways. First off, this study extends the TPB and adds to the body of knowledge linked to tourism by utilising perceived value, perceived risk, perceived enjoyment, destination image, and satisfaction. As a result, it may help explain a significant chunk of the participants' intention to return and demonstrates the model's compatibility. Thirdly, our research will add to the body of information already in existence, particularly as it relates to tourism in the Asia-Pacific region. Malaysia is a developing nation in the Asia-Pacific region that differs from the developed nations where previous research has been conducted in terms of culture and expressiveness. As a result, the TPB's application in the Asia-Pacific region clarifies the path model of the TPB and creates new avenues for future academics to look into how these components may be investigated for additional research. Finally, because the emphasis of this research is the tourism sector in a

developing nation like Malaysia, it will add to and expand the body of knowledge already available about the sector from a contextual standpoint. The majority of the sample used in previous research on tourism comes from wealthy nations. The degree to which conclusions from one nation may not be applicable to other countries due to cultural variations can be limited. These other countries may have distinct preferences and expectations that are firmly ingrained in their common cultural or societal norms (Abbasi et al., 2021). In this regard, the study by Sujood et al. (2022) also noted that

it might be hard to conclude and generalize the empirical studies being conducted on the utilization of STT by tourism stakeholders because the data for the study was only collected in India. It is suggested that a more general conclusion can be conducted about STTs in a variety of nations and backgrounds. Therefore, Malaysia is the appropriate choice to conduct this study as it is known for its multiracial country. It is also added that majority of studies on the subject have concentrated on developed nations (Sakshi et al., 2020; Azis et al., 2020). However, Malaysia is a developing market with limited research on the use of smart tourism (Rahman et al., 2020).

In practical terms, government agencies and managers of domestic and international tourism sites that aim to connect with and impact travellers' intentions to return can find value in this research. Travel destinations should design their strategies to achieve higher visitor satisfaction by offering more value, as this will boost visitors' intention to return and strengthen their competitive edge. A tourist's satisfaction, for example, can be increased by offering more value to reassure both domestic and foreign visitors that they had made the proper choice. Furthermore, a single incident could negatively impact a tourist's travel experience, leading to unhappiness and a decrease in their inclination to return. As a result, the government, managers of popular tourist locations, and service providers should take precautions to ensure that frontline employees give guests with excellent service. As a result, service providers should provide more importance to training staff members to provide excellent customer service and enhance the community's perception. Furthermore, a destination's reputation depends on a number of pragmatic factors, such as the availability of tourist amenities, safety, and cleanliness. As a result, favourable perceptions encourage travellers to return, whereas negative perceptions discourage travellers from doing so, especially if the practical components of the place are subpar compared to those elsewhere. Therefore, in order to improve the destination's image from the viewpoint of tourists, local companies and the government might collaborate to establish a favourable destination image. Errors and mistakes are inevitable in tourism-related activities, but the key to providing excellent customer service is to address visitors' problems in order to capture and hold their interest. With the importance of the Asian market growing in the global economy, this study provides much-needed information for tourism providers to attract repeat visitors. Understanding and applying the knowledge gained from this research will help the nation's tourist sector plan ahead and gain a competitive edge in this profitable market.

ACKNOWLEDGEMENTS

The authors would like to thank the Malaysian Ministry of Higher Education (MOHE) for sponsoring this research under the Fundamental Research Grant Scheme (FRGS) (Ref: FRGS/1/2022/SS01/MMU/03/1).

REFERENCES

- Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC*, 25(2), 282–311. <https://doi.org/10.1108/SJME12-2019-0109>
- Ahmmadi, P., Rahimian, M., & Movahed, R. G. (2021). Theory of planned behavior to predict consumer behavior in using products irrigated with purified wastewater in Iran consumer. *Journal of Cleaner Production*, 296, 126359. <https://doi.org/10.1016/j.jclepro.2021.126359>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I., & Driver, B. L. (1992). Application of the Theory of Planned Behavior to Leisure Choice. *Journal of Leisure Research*, 24(3), 207–224. <https://doi.org/10.1080/00222216.1992.11969889>
- Akdim, K., Casaló, L. v., & Flavián, C. (2022). The role of utilitarian and hedonic aspects in the continuance intention to use social mobile apps. *Journal of Retailing and Consumer Services*, 66, 102888. <https://doi.org/10.1016/j.jretconser.2021.102888>
- Allameh, S. M., Khazaei Pool, J., Jaber, A., Salehzadeh, R., & Asadi, H. (2015). Factors influencing sport tourists' revisit intentions. *Asia Pacific Journal of Marketing and Logistics*, 27(2), 191–207. <https://doi.org/10.1108/APJML-12-2013-0159>
- Alves, H., Campón-Cerro, A. M., & Hernández-Mogollón, J. M. (2019). Enhancing rural destinations' loyalty through relationship quality. *Spanish Journal of Marketing - ESIC*, 23(2), 185–204. <https://doi.org/10.1108/SJME-09-2018-0041>
- Amir, S., Osman, M. M., Bachok, S., & Ibrahim, M. (2015). Sustaining Local Community

- Economy Through Tourism: Melaka UNESCO World Heritage City. *Procedia Environmental Sciences*, 28, 443–452. <https://doi.org/10.1016/j.proenv.2015.07.054>
- An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for airbnb guests. *International Journal of Tourism Sciences*, 19(3), 145–165. <https://doi.org/10.1080/15980634.2019.1663980>
- Angulo, A. M., & Gil, J. M. (2007). Risk perception and consumer willingness to pay for certified beef in Spain. *Food Quality and Preference*, 18(8), 1106–1117. <https://doi.org/10.1016/j.foodqual.2007.05.008>
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 9(2), 215824401984621. <https://doi.org/10.1177/2158244019846212>
- Assaf, A., & Scuderi, R. (2020). COVID-19 and the recovery of the tourism industry. *Tourism Economics*, 26(5), 731–733. <https://doi.org/10.1177/1354816620933712>
- Beerli-Palacio, A., & Martín-Santana, J. D. (2018). Cultural sensitivity: an antecedent of the image gap of tourist destinations. *Spanish Journal of Marketing - ESIC*, 22(1), 103–118. <https://doi.org/10.1108/SJME-03-2018-002>
- Belanche, D., Casaló, L. v., & Flavián, C. (2014). The Role of Place Identity in Smart Card Adoption. *Public Management Review*, 16(8), 1205–1228. <https://doi.org/10.1080/14719037.2013.792385>
- Belanche, D., Casaló, L. v., & Flavián, C. (2019). Artificial Intelligence in FinTech: understanding robo-advisors adoption among customers. *Industrial Management & Data Systems*, 119(7), 1411–1430. <https://doi.org/10.1108/IMDS-08-2018-0368>
- Bernama (2023), "Visit Perak Year 2024 Targets 8 Million Domestic Tourist Arrivals | New Straits Times." *NST Online*, 5 Apr. 2023, www.nst.com.my/news/nation/2023/04/896658/visit-perak-year-2024-targets-8million-domestic-tourist-arrivals. (Accessed 28 November 2023.)
- Bianchi, C., Milberg, S., & Cúneo, A. (2017). Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management*, 59, 312–324. <https://doi.org/10.1016/j.tourman.2016.08.013>
- Boes, K., Buhalis, D., & Inversini, A. (2016). Smart tourism destinations: ecosystems for tourism destination competitiveness. *International Journal of Tourism Cities*, 2(2), 108–124. <https://doi.org/10.1108/IJTC-12-2015-0032>
- Bradley, G. L., & Sparks, B. A. (2012). Antecedents and Consequences of Consumer Value. *Journal of Travel Research*, 51(2), 191–204. <https://doi.org/10.1177/0047287510396099>
- Breiby, M. A., & Slåtten, T. (2018). The role of aesthetic experiential qualities for tourist satisfaction and loyalty. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), 1–14. <https://doi.org/10.1108/IJCTHR-07-2017-0082>
- Brug, J., Aro, A. R., Oenema, A., de Zwart, O., Richardus, J. H., & Bishop, G. D. (2004). SARS Risk Perception, Knowledge, Precautions, and Information Sources, the Netherlands. *Emerging Infectious Diseases*, 10(8), 1486–1489. <https://doi.org/10.3201/eid1008.040283>
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21(1), 97–116. [https://doi.org/10.1016/S0261-5177\(99\)00095-3](https://doi.org/10.1016/S0261-5177(99)00095-3)
- Cham, T.-H., Lim, Y.-M., Sia, B.-C., Cheah, J.-H., & Ting, H. (2021). Medical Tourism Destination Image and its Relationship with the Intention to Revisit: A Study of Chinese Medical Tourists in Malaysia. *Journal of China Tourism Research*, 17(2), 163–191. <https://doi.org/10.1080/19388160.2020.1734514>
- Chan, C. S., Peters, M., & Pikkemaat, B. (2019). Investigating visitors' perception of smart city dimensions for city branding in Hong Kong. *International Journal of Tourism Cities*, 5(4), 620–638. <https://doi.org/10.1108/IJTC-07-2019-0101>
- Chang, L.-L., F. Backman, K., & Chih Huang, Y. (2014). Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention. *International Journal of Culture, Tourism and Hospitality Research*, 8(4), 401–419. <https://doi.org/10.1108/IJCTHR-04-2014-0032>

- Chen, C.-F., & Phou, S. (2013). A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, 269–278. <https://doi.org/10.1016/j.tourman.2012.11.015>
- Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28(4), 1115–1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chen, J. V., Htaik, S., Hiele, T. M., & Chen, C. (2017). Investigating International Tourists' Intention to Revisit Myanmar Based on Need Gratification, Flow Experience and Perceived Risk. *Journal of Quality Assurance in Hospitality & Tourism*, 18(1), 25–44. <https://doi.org/10.1080/1528008X.2015.1133367>
- Chen, M.-F., & Li, H.-L. (2007). The consumer's attitude toward genetically modified foods in Taiwan. *Food Quality and Preference*, 18(4), 662–674. <https://doi.org/10.1016/j.foodqual.2006.10.002>
- Cheng, T.-M., & Lu, C.-C. (2013). Destination Image, Novelty, Hedonics, Perceived Value, and Revisiting Behavioral Intention for Island Tourism. *Asia Pacific Journal of Tourism Research*, 18(7), 766–783. <https://doi.org/10.1080/10941665.2012.697906>
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511–535. [https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/10.1016/S0022-4359(01)00056-2)
- Cho, H., Joo, D., & Woosnam, K. M. (2020). Sport Tourists' Team Identification and Revisit Intention: Looking at the Relationship through a Nostalgic Lens. *Journal of Hospitality & Tourism Research*, 44(6), 1002–1025. <https://doi.org/10.1177/1096348020926550>
- Choe, Y., & Fesenmaier, D. R. (2017). *The Quantified Traveler: Implications for Smart Tourism Development* (pp. 65–77). https://doi.org/10.1007/978-3-319-44263-1_5
- Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, 32(2), 215–229. <https://doi.org/10.1016/j.tele.2014.08.005>
- Chung, N., Lee, H., Kim, J.-Y., & Koo, C. (2017). The Role of Augmented Reality for Experience-Influenced Environments: The Case of Cultural Heritage Tourism in Korea. *Journal of Travel Research*, 57(5), 627–643. <https://doi.org/10.1177/0047287517708255>
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218. [https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/10.1016/S0022-4359(00)00028-2)
- Daim, N. (2020, December 14). Local tourism sector has suffered RM100 billion in losses due to pandemic. *NST Online*. <https://www.nst.com.my/news/nation/2020/12/649305/local-tourism-sector-hassuffered-rm100-billion-losses-due-pandemi>
- Edward, M., & Sahadev, S. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacific Journal of Marketing and Logistics*, 23(3), 327–345. <https://doi.org/10.1108/13555851111143240>
- Eid, R., El-Kassrawy, Y. A., & Agag, G. (2019). Integrating Destination Attributes, Political (In)Stability, Destination Image, Tourist Satisfaction, and Intention to Recommend: A Study of UAE. *Journal of Hospitality & Tourism Research*, 43(6), 839–866. <https://doi.org/10.1177/1096348019837750>
- Flavián, C., Guinaliu, M., & Lu, Y. (2020). Mobile payments adoption – introducing mindfulness to better understand consumer behavior. *International Journal of Bank Marketing*, 38(7), 1575–1599. <https://doi.org/10.1108/IJBM-01-2020-0039>
- Foroudi, P., Akarsu, T. N., Ageeva, E., Foroudi, M. M., Dennis, C., & Melewar, T. C. (2018). PROMISING THE DREAM: Changing destination image of London through the effect of website place. *Journal of Business Research*, 83, 97–110. <https://doi.org/10.1016/j.jbusres.2017.10.003>
- Gani, A. A., Mahdzar, M., Asmalina, N., Anuar, M., & Anuar, M. (2019). Islamic tourism attractions in Malaysia. In *Journal of Tourism, Hospitality & Culinary Arts* (Vol. 11, Issue 1). <https://www.researchgate.net/publication/334130217>
- Gani, M. O., Roy, H., Faroque, A. R., Rahman, M. S., & Munawara, M. (2023). Smart tourism technologies for the psychological well-being of tourists: a Bangladesh perspective. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-06-2022-0239>

- García-Fernández, J., Gálvez-Ruiz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García, A. (2018). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250–262. <https://doi.org/10.1016/j.smr.2017.07.003>
- Ghaderi, Z., Som, A.P.M. and Henderson, J.C. (2012), "Tourism crises and island destinations: experiences in Penang, Malaysia", *Tourism Management Perspectives*, Vol. 2, pp. 7984
- Gray, J. M., & Wilson, M. A. (2009). The Relative Risk Perception of Travel Hazards. *Environment and Behavior*, 41(2), 185–204. <https://doi.org/10.1177/0013916507311898>
- Hailey Shin, H., Jeong, M., & Cho, M. H. (2021). The impact of smart tourism technology and domestic travelers' technology readiness on their satisfaction and behavioral intention: A cross-country comparison. *International Journal of Tourism Research*, 23(5), 726– 742. <https://doi.org/10.1002/jtr.2437>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hall, C. M., Scott, D., & Gössling, S. (2020). Pandemics, transformations and tourism: Be careful what you wish for. *Tourism Geographies*. <https://doi.org/10.1080/14616688.2020.1759131>.
- Hallmann, K., Zehrer, A., & Müller, S. (2015). Perceived Destination Image. *Journal of Travel Research*, 54(1), 94–106. <https://doi.org/10.1177/0047287513513161>
- Han, H., & Yoon, H. J. (2015). Hotel customers' environmentally responsible behavioral intention: Impact of key constructs on decision in green consumerism. *International Journal of Hospitality Management*, 45, 22–33. <https://doi.org/10.1016/j.ijhm.2014.11.004>
- Han, J. H., Kim, J. S., Lee, C.-K., & Kim, N. (2019). Role of place attachment dimensions in tourists' decision-making process in Cittáslow. *Journal of Destination Marketing & Management*, 11, 108–119. <https://doi.org/10.1016/j.jdmm.2018.12.008>
- Hasan, K., Abdullah, S. K., Islam, F., & Neela, N. M. (2020). An Integrated Model for Examining Tourists' Revisit Intention to Beach Tourism Destinations. *Journal of Quality Assurance in Hospitality & Tourism*, 21(6), 716–737. <https://doi.org/10.1080/1528008X.2020.1740134>
- Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2019). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism and Hospitality Research*, 13(2), 218–234. <https://doi.org/10.1108/IJCTHR-11-2018-0151>
- He, Y., & Song, H. (2008). A Mediation Model of Tourists' Repurchase Intentions for Packaged Tour Services. *Journal of Travel Research*, 47(3), 317–331. <https://doi.org/10.1177/0047287508321206>
- Ho, C.-I., Lin, M.-H., & Chen, H.-M. (2012). Web users' behavioural patterns of tourism information search: From online to offline. *Tourism Management*, 33(6), 1468–1482. <https://doi.org/10.1016/j.tourman.2012.01.016>
- Hsiao, C.-H., Chang, J.-J., & Tang, K.-Y. (2016). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics*, 33(2), 342–355. <https://doi.org/10.1016/j.tele.2015.08.014>
- Hsieh, C.-M., Park, S. H., & McNally, R. (2016). Application of the Extended Theory of Planned Behavior to Intention to Travel to Japan Among Taiwanese Youth: Investigating the Moderating Effect of Past Visit Experience. *Journal of Travel & Tourism Marketing*, 33(5), 717–729. <https://doi.org/10.1080/10548408.2016.1167387>
- Huang, C. D., Goo, J., Nam, K., & Yoo, C. W. (2017). Smart tourism technologies in travel planning: The role of exploration and exploitation. *Information & Management*, 54(6), 757–770. <https://doi.org/10.1016/j.im.2016.11.010>
- Hussain, R., al Nasser, A., & Hussain, Y. K. (2015). Service quality and customer satisfaction of a UAE-based airline: An empirical investigation. *Journal of Air Transport Management*, 42, 167–175. <https://doi.org/10.1016/j.jairtraman.2014.10.001>
- Jeong, M., & Shin, H. H. (2019). Tourists' Experiences with Smart Tourism Technology at Smart Destinations and Their Behavior Intentions. *Journal of Travel Research*, 59(8), 1464–1477. <https://doi.org/10.1177/0047287519883034>

- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-20190101>
- Jin, N. P., Lee, S., & Lee, H. (2015). The Effect of Experience Quality on Perceived Value, Satisfaction, Image and Behavioral Intention of Water Park Patrons: New versus Repeat Visitors. *International Journal of Tourism Research*, 17(1), 82–95. <https://doi.org/10.1002/jtr.1968>
- Joo, D., Woosnam, K. M., Lee, S., & Lee, C. K. (2020). Destination loyalty as explained through self-congruity, emotional solidarity, and travel satisfaction. *Journal of Hospitality and Tourism Management*, 45, 338–347. <https://doi.org/10.1016/j.jhtm.2020.06.017>
- Joo, Y. J., Park, S., & Shin, E. K. (2017). Students' expectation, satisfaction, and continuance intention to use digital textbooks. *Computers in Human Behavior*, 69, 83–90. <https://doi.org/10.1016/j.chb.2016.12.025>
- Jung, C.-H., & Chung, Y.-S. (2012). Determinants of the user's satisfaction and continued usage intention in IPTV services. *Journal of Digital Convergence*, 10, 137–146.
- Kapuściński, G., & Richards, B. (2016). News framing effects on destination risk perception. *Tourism Management*, 57, 234–244. <https://doi.org/10.1016/j.tourman.2016.06.017>
- Khasawneh, M. S., & Alfandi, A. M. (2019). Determining behaviour intentions from the overall destination image and risk perception. *Tourism and Hospitality Management*, 25(2), 355–375. <https://doi.org/10.20867/thm.25.2.6>
- Kim, H. J., Park, J., Kim, M.-J., & Ryu, K. (2013). Does perceived restaurant food healthiness matter? Its influence on value, satisfaction and revisit intentions in restaurant operations in South Korea. *International Journal of Hospitality Management*, 33, 397–405. <https://doi.org/10.1016/j.ijhm.2012.10.010>
- Kim, J. H. (2018). The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction. *Journal of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
- Kim, S., Park, J. H., Lee, D. K., Son, Y., Yoon, H., Kim, S., & Yun, H. J. (2017). The impacts of weather on tourist satisfaction and revisit intention: a study of South Korean domestic tourism. *Asia Pacific Journal of Tourism Research*, 22(9), 895–908. <https://doi.org/10.1080/10941665.2017.1357640>
- Kim, Y. H., Duncan, J., & Chung, B. W. (2015). Involvement, Satisfaction, Perceived Value, and Revisit Intention: A Case Study of a Food Festival. *Journal of Culinary Science & Technology*, 13(2), 133–158. <https://doi.org/10.1080/15428052.2014.952482>
- Koufaris, M., Kambil, A., & Labarbera, P. A. (2001). Consumer Behavior in Web-Based Commerce: An Empirical Study. *International Journal of Electronic Commerce*, 6(2), 115–138. <https://doi.org/10.1080/10864415.2001.11044233>
- Kozak, M., Crotts, J. C., & Law, R. (2007). The impact of the perception of risk on international travellers. *International Journal of Tourism Research*, 9(4), 233–242. <https://doi.org/10.1002/jtr.607>
- Lee, C.-K., Yoon, Y.-S., & Lee, S.-K. (2007). Investigating the relationships among perceived value, satisfaction, and recommendations: The case of the Korean DMZ. *Tourism Management*, 28(1), 204–214. <https://doi.org/10.1016/j.tourman.2005.12.017>
- Lee, H., Lee, J., Chung, N., & Koo, C. (2018). Tourists' happiness: are there smart tourism technology effects? *Asia Pacific Journal of Tourism Research*, 23(5), 486–501. <https://doi.org/10.1080/10941665.2018.1468344>
- Lee, S., & Bai, B. (2016). Influence of popular culture on special interest tourists' destination image. *Tourism Management*, 52, 161–169. <https://doi.org/10.1016/j.tourman.2015.06.019>
- Leisen, B. (2001). Image segmentation: the case of a tourism destination. *Journal of Services Marketing*, 15(1), 49–66. <https://doi.org/10.1108/08876040110381517>
- Leng, O.W. (2015), "Penang economic indicators – invest Penang", available at www.investpenang.gov.my/files/investment-updates/31/penang. Accessed 10 January 2024.
- Lepp, A., & Gibson, H. (2003). Tourist roles, perceived risk and international tourism. *Annals of Tourism Research*, 30(3), 606–624. [https://doi.org/10.1016/S0160-7383\(03\)000240](https://doi.org/10.1016/S0160-7383(03)000240)

- Lien, C.-H., Hsu, M. K., Shang, J.-Z., & Wang, S. W. (2019). Self-service technology adoption by air passengers: a case study of fast air travel services in Taiwan. *The Service Industries Journal*, 41(9–10), 671–695. <https://doi.org/10.1080/02642069.2019.1569634>
- Lin, C. S., Wu, S., & Tsai, R. J. (2005). Integrating perceived playfulness into expectationconfirmation model for web portal context. *Information & Management*, 42(5), 683– 693. <https://doi.org/10.1016/j.im.2004.04.003>
- Loi, L. T. I., So, A. S. I., Lo, I. S., & Fong, L. H. N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32, 115–123. <https://doi.org/10.1016/j.jhtm.2017.06.002>
- Lu, C.-S., Weng, H.-K., Chen, S.-Y., Chiu, C. W., Ma, H. Y., Mak, K. W., & Yeung, T. C. (2020). How port aesthetics affect destination image, tourist satisfaction and tourist loyalty? *Maritime Business Review*, 5(2), 211–228. <https://doi.org/10.1108/MABR-12-20190056>
- Luo, J. M., Lam, C. F., & Wang, H. (2021). Exploring the Relationship Between Hedonism, Tourist Experience, and Revisit Intention in Entertainment Destination. *SAGE Open*, 11(4), 215824402110503. <https://doi.org/10.1177/21582440211050390>
- Madu, C. N., & Madu, A. A. (2002). Dimensions of e-quality. *International Journal of Quality & Reliability Management*, 19(3), 246–258. <https://doi.org/10.1108/02656710210415668>
- Meng, B., & Choi, K. (2019). Tourists' intention to use location-based services (LBS). *International Journal of Contemporary Hospitality Management*, 31(8), 3097–3115. <https://doi.org/10.1108/IJCHM-09-2018-0734>
- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior. *Tourism Management Perspectives*, 33, 100581. <https://doi.org/10.1016/j.tmp.2019.100581>
- MIDA (2020), "Negeri Sembilan Has Potential to Emerge as Developed State." | *Malaysian Investment Development Authority*, 31 Aug. 2020, www.mida.gov.my/midanews/negeri-sembilan-has-potential-to-emerge-as-developed-state/. (Accessed 28 November 2023).
- Mondéjar-Jiménez, J.-A., Ferrari, G., Secondi, L., & Principato, L. (2016). From the table to waste: An exploratory study on behaviour towards food waste of Spanish and Italian youths. *Journal of Cleaner Production*, 138, 8–18. <https://doi.org/10.1016/j.jclepro.2016.06.018>
- Muhammad Ihwanudin, Hartini, S. H., & Harris Prasetya Rahmandika. (2023). Effect of Fear of COVID-19 on Destination Image, Tourist Satisfaction, and Revisit Intention: Protection Motivation Theory Perspective. *Jurnal Organisasi Dan Manajemen*, 19(1), 156–167. <https://doi.org/10.33830/jom.v19i1.3111.2023>
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2012). Conceptualising technology enhanced destination experiences. *Journal of Destination Marketing & Management*, 1(1–2), 36–46. <https://doi.org/10.1016/j.jdmm.2012.08.001>
- Ngoc, K. M., & Trinh, N. T. (2015). Factors Affecting Tourists' Return Intention towards Vung Tau City, Vietnam-A Mediation Analysis of Destination Satisfaction. *Journal of Advanced Management Science*, 292–298. <https://doi.org/10.12720/joams.3.4.292-298> No, E., & Kim, J. K. (2015). Comparing the attributes of online tourism information sources. *Computers in Human Behavior*, 50, 564–575. <https://doi.org/10.1016/j.chb.2015.02.063>
- Oghuma, A. P., Libaque-Saenz, C. F., Wong, S. F., & Chang, Y. (2016). An expectationconfirmation model of continuance intention to use mobile instant messaging. *Telematics and Informatics*, 33(1), 34–47. <https://doi.org/10.1016/j.tele.2015.05.006>
- Omar, S.I., Mohamad, D., Rozelee, S. and Mohamed, B. (2017), "Holiday satisfaction in Penang, Malaysia: a quantitative perspective analysis of international and domestic tourists", *Geografia: Malaysian Journal of Society and Space*, Vol. 11 No. 7.
- Ozturk, A. B., & Hancer, M. (2015). The Effects of Demographics and Past Experience on RFID Technology Acceptance in the Hospitality Industry. *International Journal of Hospitality & Tourism Administration*, 16(3), 275–289. <https://doi.org/10.1080/15256480.2015.1054756>

- Pan, B., & Fesenmaier, D. R. (2006). Online Information Search. *Annals of Tourism Research*, 33(3), 809–832. <https://doi.org/10.1016/j.annals.2006.03.006>
- Pandža Bajs, I. (2015). Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions. *Journal of Travel Research*, 54(1), 122–134. <https://doi.org/10.1177/0047287513513158>
- Peong, K. K., Yeo, S. F., Peong, K. P., Tan, C. L., Solarin, S. A., & Lim, K. B. (2023). Smart tourism technology framework: A gateway to enhancing tourists' experiences and psychological behaviour. *IEEE Xplore*, 219–225. <https://doi.org/10.1109/ICDATE58146.2023.10248730>
- Pillai, A., & Mukherjee, J. (2011). User acceptance of hedonic versus utilitarian social networking web sites. *Journal of Indian Business Research*, 3(3), 180–191. <https://doi.org/10.1108/17554191111157047>
- Prayag, G., Hosany, S., Muskat, B., & del Chiappa, G. (2017). Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*, 56(1), 41–54. <https://doi.org/10.1177/0047287515620567>
- Ramseok-Munhurrun, P., Seebaluck, V. N., & Naidoo, P. (2015). Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction and Loyalty: Case of Mauritius. *Procedia - Social and Behavioral Sciences*, 175, 252–259. <https://doi.org/10.1016/j.sbspro.2015.01.1198>
- Ranjbarian, B., & Pool, J. K. (2015). The Impact of Perceived Quality and Value on Tourists' Satisfaction and Intention to Revisit Nowshahr City of Iran. *Journal of Quality Assurance in Hospitality & Tourism*, 16(1), 103–117. <https://doi.org/10.1080/1528008X.2015.966295>
- Rasoolimanesh, S. M., Dahalan, N., & Jaafar, M. (2016). Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management*, 26, 72–81. <https://doi.org/10.1016/j.jhtm.2016.01.005>
- Rindrasih, E. (2018). Tourist's Perceived Risk and Image of the Destinations Prone to Natural Disasters: The Case of Bali and Yogyakarta, Indonesia. *Jurnal Humaniora*, 30(2), 192. <https://doi.org/10.22146/jh.v30i2.32239>
- Russell, S. v., Young, C. W., Unsworth, K. L., & Robinson, C. (2017). Bringing habits and emotions into food waste behaviour. *Resources, Conservation and Recycling*, 125, 107–114. <https://doi.org/10.1016/j.resconrec.2017.06.007>
- Ryu, K., Han, H., & Jang, S. (Shawn). (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management*, 22(3), 416–432. <https://doi.org/10.1108/0959611011035981>
- Ryu, K., Lee, H., & Gon Kim, W. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200–223. <https://doi.org/10.1108/09596111211206141>
- Scridon, M. A., Achim, S. A., Pintea, M. O., & Gavriletea, M. D. (2019). Risk and perceived value: antecedents of customer satisfaction and loyalty in a sustainable business model. *Economic Research-Ekonomska Istraživanja*, 32(1), 909–924. <https://doi.org/10.1080/1331677X.2019.1584043>
- Seetanah, B., Teeroovengadam, V., & Nunkoo, R. (2020). Destination Satisfaction and Revisit Intention of Tourists: Does the Quality of Airport Services Matter? *Journal of Hospitality and Tourism Research*, 44(1), 134–148. <https://doi.org/10.1177/1096348018798446>
- Sharma, P., & Nayak, J. K. (2018). RETRACTED: Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, 28, 41–52. <https://doi.org/10.1016/j.tmp.2018.07.004>
- Shiau, W.-L., & Luo, M. M. (2013). Continuance intention of blog users: the impact of perceived enjoyment, habit, user involvement and blogging time. *Behaviour &*

- Information Technology*, 32(6), 570–583. <https://doi.org/10.1080/0144929X.2012.671851>
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312–321. <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Sjöberg, L. (2000). Factors in Risk Perception. *Risk Analysis*, 20(1), 1–12. <https://doi.org/10.1111/0272-4332.00001>
- Sohn, H.-K., Lee, T. J., & Yoon, Y.-S. (2016). Relationship between Perceived Risk, Evaluation, Satisfaction, and Behavioral Intention: A Case of Local-Festival Visitors. *Journal of Travel & Tourism Marketing*, 33(1), 28–45. <https://doi.org/10.1080/10548408.2015.1024912>
- Soliman, M. (2019). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality & Tourism Administration*, 22(5), 524–549. <https://doi.org/10.1080/15256480.2019.1692755>
- Souiden, N., Ladhari, R., & Chiadmi, N. E. (2017). Destination personality and destination image. *Journal of Hospitality and Tourism Management*, 32, 54–70. <https://doi.org/10.1016/j.jhtm.2017.04.003>
- Stankov, U., Filimonau, V., & Vujičić, M. D. (2020). A mindful shift: an opportunity for mindfulness-driven tourism in a post-pandemic world. *Tourism Geographies*, 22(3), 703–712. <https://doi.org/10.1080/14616688.2020.1768432>
- Statista Research Department. (2023) Malaysia: value of tourism receipts 2022. <https://www.statista.com/statistics/971706/total-tourism-receipts-malaysia/>. Accessed 10 January 2024.
- Stavrianea, A., & Kamenidou, I. (2022). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), 1–20. <https://doi.org/10.1108/EMJB-10-2020-0106>
- Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, 60, 15–29. <https://doi.org/10.1016/j.tourman.2016.11.006>
- Suki, N. M., & Suki, N. M. (2011). Exploring the Relationship between Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Attitude and Subscribers' Intention towards Using 3G Mobile Services. *Journal of Information Technology Management*, 22, 1–7.
- The Malaysian Insights (2017), "Penang sees tourism boom in 2017", available at: www.themalaysianinsight.com/s/29769/. Accessed 10 January 2024.
- Thomas, A., & Chopra, M. (2020). On How Big Data Revolutionizes Knowledge Management. In *Digital Transformation in Business and Society* (pp. 39–60). Springer International Publishing. https://doi.org/10.1007/978-3-030-08277-2_3
- Tussyadiah, I. P. (2015). Personal Technology and Tourism Experience. In Egger, R. & Maurer, C. (Eds.), *ISCONTOUR 2015 Tourism Research Perspectives* (pp. 1 - 10). Book on Demand.
- Tussyadiah, I. P., & Fesenmaier, D. R. (2009). Mediating Tourist Experiences. *Annals of Tourism Research*, 36(1), 24–40. <https://doi.org/10.1016/j.annals.2008.10.001>
- Um, T., & Chung, N. (2019). Does smart tourism technology matter? Lessons from three smart tourism cities in South Korea. *Asia Pacific Journal of Tourism Research*, 26(4), 396–414. <https://doi.org/10.1080/10941665.2019.1595691>
- Waheed, N., & Hassan, Z. (2016). Influence of Customer Perceived Value on Tourist Satisfaction and Revisit Intention: A study on Guesthouses in Maldives. *International Journal of Accounting and Business Management*, 4(1), 98–119. <https://doi.org/10.24924/ijabm/2016.04/v4.iss1/98.119>
- Wang, H.-Y. (2018). Investigating the factors of hospitality company-branded Line stickers that influence users' attitudes toward hospitality companies. *International Journal of Contemporary Hospitality Management*, 30(3), 1808–1826. <https://doi.org/10.1108/IJCHM-09-2016-0551>
- Wang, T.-L., Tran, P. T. K., & Tran, V. T. (2017). Destination perceived quality, tourist satisfaction and word-of-mouth. *Tourism Review*, 72(4), 392–410. <https://doi.org/10.1108/TR-06-2017-0103>
- Wang, Y., So, K. K. F., & Sparks, B. A. (2017). Technology Readiness and Customer

- Satisfaction with Travel Technologies: A Cross-Country Investigation. *Journal of Travel Research*, 56(5), 563–577. <https://doi.org/10.1177/0047287516657891>
- Weinstein, N. D. (1988). The precaution adoption process. *Health Psychology*, 7(4), 355–386. <https://doi.org/10.1037/0278-6133.7.4.355>
- Wen, Chao; Prybutok, Victor R.; and Xu, Chenyan, "An integrated model for customer online repurchase intention" (2011). Faculty Research & Creative Activity. 8. http://thekeep.eiu.edu/business_fac/8
- Wong, J. W. C., & Lai, I. K. W. (2021). Gaming and non-gaming memorable tourism experiences: How do they influence young and mature tourists' behavioural intentions? *Journal of Destination Marketing & Management*, 21, 100642. <https://doi.org/10.1016/j.jdmm.2021.100642>
- Wu, H.-C. (2014). The effects of customer satisfaction, perceived value, corporate image and service quality on behavioral intentions in gaming establishments. *Asia Pacific Journal of Marketing and Logistics*, 26(4), 540–565. <https://doi.org/10.1108/APJML-03-20140049>
- Yoo, C. W., Goo, J., Huang, C. D., Nam, K., & Woo, M. (2017). Improving travel decision support satisfaction with smart tourism technologies: A framework of tourist elaboration likelihood and self-efficacy. *Technological Forecasting and Social Change*, 123, 330–341. <https://doi.org/10.1016/j.techfore.2016.10.071>
- Yüksel, A., & Yüksel, F. (2007). Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. *Tourism Management*, 28(3), 703–713. <https://doi.org/10.1016/j.tourman.2006.04.025>
- Zailani, S., Iranmanesh, M., Masron, T. A., & Chan, T.-H. (2016). Is the intention to use public transport for different travel purposes determined by different factors? *Transportation Research Part D: Transport and Environment*, 49, 18–24. <https://doi.org/10.1016/j.trd.2016.08.038>
- Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing and Management*, 8, 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>
- Zheng, K., Kumar, J., Kunasekaran, P., & Valeri, M. (2022). Role of smart technology use behaviour in enhancing tourist revisit intention: the theory of planned behaviour perspective. *European Journal of Innovation Management*. <https://doi.org/10.1108/EJIM-03-2022-0122>
- Zhou, T. (2014). Understanding continuance usage intention of mobile internet sites. *Universal Access in the Information Society*, 13(3), 329–337. <https://doi.org/10.1007/s10209-0130313-4>