SOCIAL MEDIA USAGE IN TOURISM: A COMPARISON STUDY BETWEEN MALAYSIA AND TAIWAN

TOH WOOI YEK

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

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Between Malaysia and Taiwan

Toh Wooi Yek

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Between Malaysia and Taiwan

By

Toh Wooi Yek

This research project is supervised by:

Cham Tat Huei
Assistant Professor
Department of International Business
Faculty of Accountancy and Management

DECLARATION

I hereby declare that:

(1) This Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is 18,530.

Name of Student: Toh Wooi Yek

Student ID: 17UKM05399

Signature:

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PREFACE

The research topic is Social Media Usage in Tourism: A Comparison Study between Malaysia and Taiwan. The reason for choosing this topic is to explore and study the independent variables that will impact on individuals' attitudes toward social media usage in tourism which later have an effect on the intention to use. The independent variables stated in the research topic are information quality, system quality, service quality, social influence and social capital.

Attitude is defined as the willingness of an individual to respond in a positive way or negative way towards a various idea, object, person, or situation. Attitude also affects a person's choice of action, and responses. Attitudes toward social media usage in tourism is the individuals' evaluation towards travel information searching and sharing on social media which can be classified as positive or negative.

Therefore, the five independent variables will be used to measure their opinions and experiences of using social media in tourism context. These variables hold important roles in affecting individuals' attitudes toward social media usage in tourism.

This research project involves five chapters where Chapter 1 is the overview of the research project. Chapter 2 will be focusing on the literature review and Chapter 3 will be on the research methodology. Furthermore, Chapter 4 will be focusing on the data analysis from the questionnaires distributed. Lastly, Chapter 5 will be reviewing on the discussions and conclusion of this research project.

The results acquired from this research project allow us to analyse the relationship between attitudes toward usage (dependent variable) with information quality, system quality, service quality, social influence and social capital (independent variables). Besides, the relationship between attitudes and intention to use is also analysed.

ABSTRACT

The research project looks closely into the relationship between five (5) independent variables which are information quality, system quality, service quality, social influence and social capital towards attitudes and intention to use in Malaysia and Taiwan. The aimed of this research project is to conclude the following objectives: (i) examine the association with information quality, system quality, service quality, social influence and social capital which will affects attitudes toward social media usage in tourism; and (ii) determine the association between attitudes toward usage and intention to use.

In order to attempt the relationship between variables, a sample size of 300 respondents (150 Malaysian respondents and 150 Taiwanese respondents) are asked to complete the online questionnaires. The results are obtained from the Statistical Packages for Social Science (SPSS), where it shows that all independent variables are significant related to attitudes toward social media usage in tourism. Besides, the target population in this research project are any type of social media users regardless of their demographic profile. The location selected for the sampling is Malaysia and Taiwan.

The limitations and recommendations are mentioned lastly in the research project in order to gain improvement in the future. As the society shows a significant increase in the number of social media users and social media is increasing important in tourism sector. Therefore, it is essential for tourism organizations and marketers to know and understand individuals' attitudes toward social media usage in tourism, so that they can utilize social media wisely.

CHAPTER 1: RESEARCH OVERVIEW

1.0   Introduction

The topic of this research study is "Social Media Usage in Tourism: A Comparison Study between Malaysia and Taiwan". This study aimed to investigate the significant determinants that shape individuals' attitudes toward social media usage in tourism. Besides, this study also determines the relationship between the attitudes and intention of social media usage in tourism. This chapter will provide an outline of this research study which includes research background, problem statement, research questions, research objectives, hypotheses and significance of the research.

1.1   Background of the Study

In the past decade of the 21st century, Internet technologies has been growing considerably and gained significant popularity across the globe, especially social media such as Facebook, YouTube, Instagram and Twitter. According to Statista, as shown in Figure 1.1, Facebook has around 2.3 billion users worldwide as of January 2019, followed by YouTube with 1.9 billion users, Instagram with 1 billion users, Twitter with 326 million users and Pinterest with 250 million users. The main reason of social media getting popular in today's world is due to its unique features. These social media platforms allowed users connect and interact with each other as well as enable them to share various information in an easy and timely manner (Bortoli, Palpanas & Bouquet, 2011; Cham, Lim, Aik, & Tay, 2015).

The unique features of social media, such as the ability to post and share information in the form of words, pictures and videos, screen and filter information by other users as well as its interactive nature, have allowed them to

gain a great number of users around the world (Lange-Faria & Elliot, 2012). According to Statista, as shown in Figure 1.2, social media users in 2021 is predicted to be increased to approximately 3.02 billion worldwide, compared to 2.46 billion in 2017.

Figure 1.1: Most Popular Social Networks Worldwide

Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions)
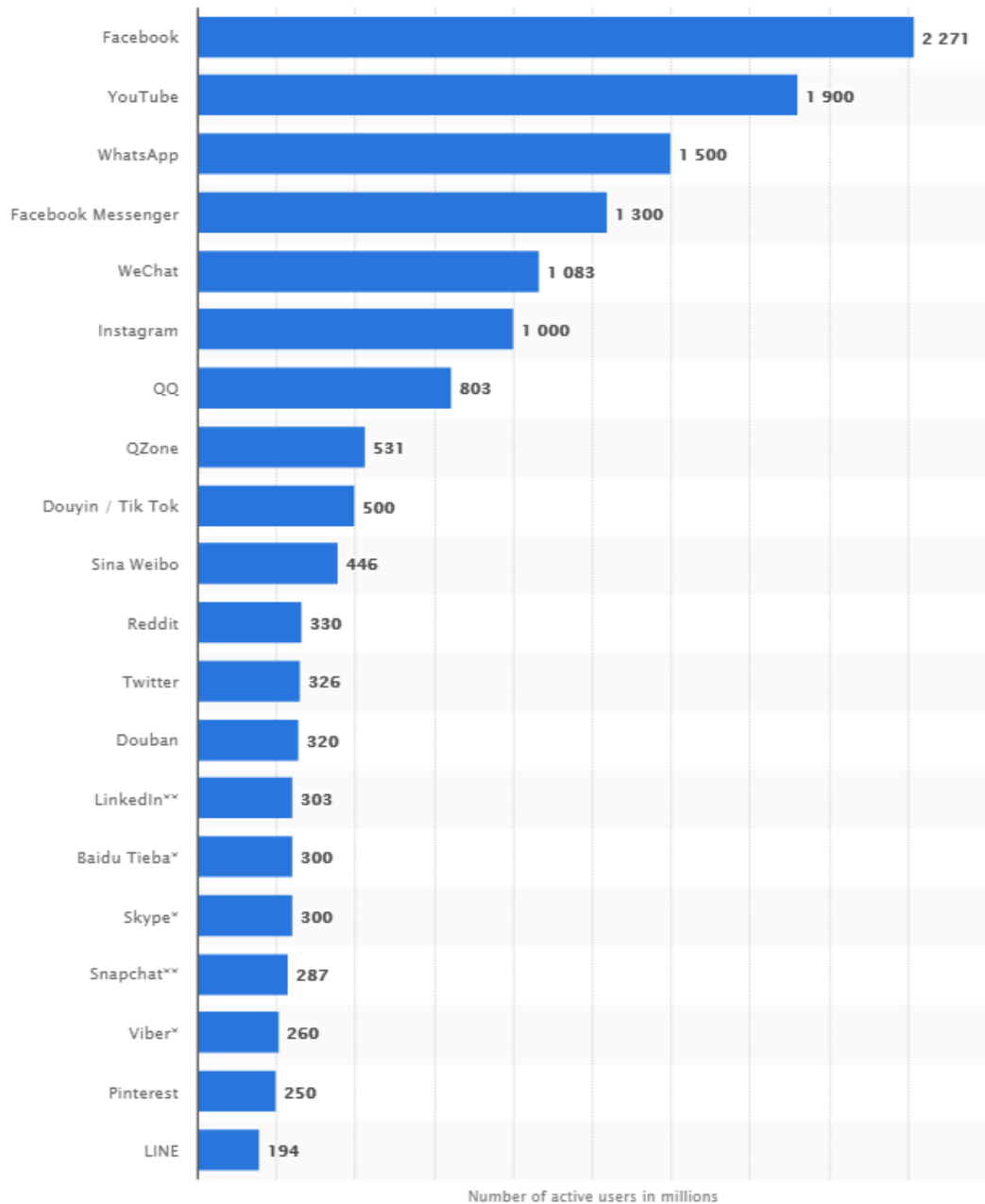
Platform	Active users (millions)
Facebook	2 271
YouTube	1 900
WhatsApp	1 500
Facebook Messenger	1 300
WeChat	1 083
Instagram	1 000
QQ	803
QZone	531
Douyin / Tik Tok	500
Sina Weibo	446
Reddit	330
Twitter	326
Douban	320
LinkedIn**	303
Baidu Tieba*	300
Skype*	300
Snapchat**	287
Viber*	260
Pinterest	250
LINE	194

Number of active users in millions

Note. From Statista (2019). *Most famous social network sites worldwide as of January 2019, ranked by number of active users (in millions).*

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Figure 1.2: Number of Social Media Users Worldwide

Number of social media users worldwide from 2010 to 2021 (in billions)
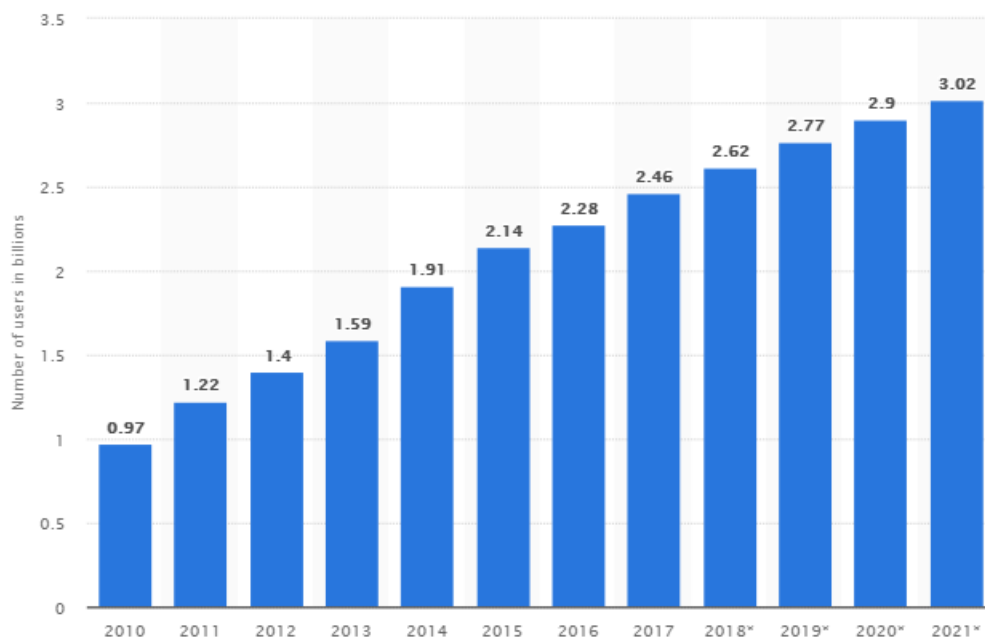
Note. From Statista (2019). *Most famous social network sites worldwide as of January 2019, ranked by number of active users (in millions).*

Furthermore, according to Kim, Gupta and Goh (2011), social media has been widely used in different industries as a vital tool to communicate with their customers. Researchers suggest that social media influences consumer behaviour from different aspects, including information search, attitudes, and evaluation. In tourism industry, social media platforms are also increasingly popular nowadays. Travellers can share the experiences with their online community through social media in various forms. Besides, social media allowed markets to interact faster. Lyu and Wang (2015) indicates that there are only 27.6% respondents use traditional information centres to obtain travel information in Korea, after the emerging of new Internet technologies including social media. This indicates that people tend to use social media as sources of information instead of using the traditional method today. Today, it is common to see travellers use social media for information searching as well as experiences sharing (Leung, Law, Hoof & Buhalis, 2013).

On the other hand, Achrol and Kotler (1999) suggested that the role of marketers in this network economy era has become "agent of the buyer" rather than "agent of seller". In other words, marketing practices are shifted from product-oriented to consumer-oriented, from being a marketer of goods and services to being a customer consultant and manager. Therefore, marketers tend to make use of social media to reach their target customers, influence their beliefs and values, lead to more commitment to the company these days. In terms of tourism, social media can be considered as a tool to convince potential visitors to pick a destination or purchase a travel-related product. Based on research conducted by Opinion Research Corporation, 82% of respondents will go through online reviews, blogs, and other online customer feedback of a particular travel-related product before purchase it (eMarketer, 2008).

In the current technology-oriented world, mobile devices are increasingly widespread use, especially smartphones. The mobiles devices allowed users to be connected with each other in anytime at anywhere, and making social networking become a more attractive communication tools compared to others (Gong, 2012). In other word, technologies and social media together changed the way of delivering information. It creates new opportunities for marketers to interact directly and develop deeper relationships with their customers (Buckley, Gretzel, Scott, Weaver & Becken, 2015; Cham et al., 2015). In addition, Buckley et al. (2015) claimed this will have an effect on how travel information is created, shared and used.

1.2   Problem Statement

Given that social media has become a popular marketing tools implemented to reach out a wider range of consumers (Cheah, Ting, Cham, & Memon, 2019; Lim & Cham, 2015; Uri & Paquette, 2013) and it has slowly changed the current marketing practices on a fundamental basis throughout the years. Therefore, marketer should take notice of it. Social media have been used by marketers as a powerful marketing tool in many sectors. One of the fast-growing sectors is

tourism. With the improvement of people's living standards, tourism is becoming more and more popular. Based on the report of United Nations World Tourism Organization (UNWTO) in 2015, the tourism industry is growing steadily from previous years and predicted to continue growing in the next few years. In addition, tourism can be described as one of the "key drivers for socio–economic progress" (UNWTO, 2015).

However, there are different perceptions toward the impacts of social media marketing. As mentioned, social media marketing has been widely used. The findings from Social Media Marketing Industry Report, conducted by Stelzner (2013), show that only one-fourth of marketers who participate in the social media marketing are able to determine the returns. Moreover, the report also studies on the effectiveness on Facebook marketing. Findings show that only 37% of the marketers indicate that Facebook marketing is effective, meanwhile, other marketers has either no idea or disagree with the statement (Stelzner, 2013). Therefore, there is a need to understand what are the determinants that affect the effectiveness of social media marketing. In this study, there is a must for travel tourism organizations and marketers to understand the determinants that shapes the attitudes and the intention of social media usage in tourism so that they could fully utilise this new marketing channel which will lead to favourable outcome (Lopez, Bulchand-Gidumal, Tano & Armas, 2011).

As mentioned, social media marketing is the trend and tourism is one of the major sectors that drives one country's economics. However, in Asia context, there are still limited number of studies discussing the topic. Besides, most of the research in this context study merely on technical aspects (Abou-Shouk & Hewedi, 2016; Ayeh, 2015; Cheng, Mansori, & Cham, 2012; Di Pietro, Di Virgilio, & Pantano, 2012) and lack of study focuses on social aspects. However, this study presents a different model, both aspects are considered to investigate the determinants affecting the intention to use social media in tourism. This study adapted DeLone and McLean's different quality dimensions, namely information, system and service quality to the model. Apart from that, social influence and social capital is also considered in this study, which make it different from the previous study.

In a nutshell, the purpose of this research is to examine the determinants of attitudes toward usage of social media in tourism which in turn create an impact on behavioural intention. Besides, this research also intended to compare the social media usage of Malaysian and Taiwanese in tourism based on the attitudes and determined factors.

1.3 Research Objectives

This research aims to fill gaps by investigating the determinants of attitudes toward social media usage in tourism and how it influences the intention to use in Malaysia and Taiwan. Based on the problem statement in previous section, the following research objectives are developed as below:

1.3.1 General Objective

The main purpose of conducting this research is to study the relationship between factors affecting attitudes toward social media usage in tourism. Besides, this research is also keen to ascertain the relationships between the attitudes and the intention to use social media in tourism.

1.3.2 Specific Objectives

Following are the specific objectives derived from the general objectives in previous section:

RO1: To examine the relationship between information quality and attitudes toward social media usage in tourism.

RO2: To investigate the relationship between system quality and attitudes toward social media usage in tourism.

RO3: To determine the relationship between service quality and attitudes toward social media usage in tourism.

RO₄: To examine the relationship between social influence and attitudes toward social media usage in tourism.

RO₅: To determine the relationship between social trust and attitudes toward social media usage in tourism.

RO₆: To investigate the relationship between attitudes and intention to use social media in tourism.

1.4 Research Questions

Based on the research objectives in the previous section, the research questions are developed and shown as below:

RQ₁: What is the relationship between information quality and attitudes toward social media usage in tourism?

RQ₂: What is the relationship between system quality and attitudes toward social media usage in tourism?

RQ₃: What is the relationship between service quality and attitudes toward social media usage in tourism?

RQ₄: What is the relationship between social influence and attitudes toward social media usage in tourism?

RQ₅: What is the relationship between social capital and attitudes toward social media usage in tourism?

RQ₆: What is the relationship between attitudes toward usage and intention to use social media in tourism?

1.5 Significance of the Study

The underlying reason of conducting this research is to provide an insight of the determinants of attitudes toward social media usage in tourism and how it influences the users' intention in the context of Malaysia and Taiwan. Furthermore, social media has been widely used across various industries, not only tourism industry, as a consumer communication tool. Social media affects

consumer behaviour in different ways such as how they obtain information, their attitudes, the purchase and post-purchase communication, as well as the evaluation of product or service received (Kim et al., 2011).

It is important to understand the determinants that influence attitudes and the intention of using social media in tourism, especially for those tourism organizations and policy makers. The results of this research will enable tourism organizations as well as marketers to effectively utilise social media, which not only attracting new customers but also retaining the existing one. In addition, it also helps these organization to be cost effective, efficient and actively engage with customers. Apart from that, policy makers such as Ministry of Tourism would be benefited as they can incorporate the findings of this research into their policy decisions.

The framework provides a clear picture of the study which illustrates the relationships of factors affecting attitudes toward social media usage in tourism and the intention to use. The framework will benefit future researchers who wish to conduct studies in the similar field by support the reliability of data Moreover, future researchers are also able to predict the behaviour based on attitudes and its determinants that has been analysed in this framework.

1.6 Outline of the Study

This research attempts to study how information quality, system quality, service quality, social influence and social capital influence individuals' attitudes toward social media usage in tourism which later have an impact on the intention to use.

Outline of this research is provided in Chapter 1 which include background of the study and also problem statement. Moreover, research objectives and research questions has been determined and will be used as a guideline for subsequent chapters. Last but not least, the significance of the research has also been discussed in this chapter.

Chapter 2 will be focuses on the review of previous studies done by other researchers. Moreover, all variables will be studied which help in develop the proposed conceptual framework and hypotheses for the research. The purpose of literature review is to determine the validity of the present research hypotheses and the proposed framework.

Chapter 3 discussing mainly on research methodology. Research design, sampling design and methods for data collection will be included in this chapter. The instrument used to collect and analyse data from target respondents will be discussed. Besides, pilot test will also be conducted to determine the reliability of all variables identified in this study. Moreover, the measurement scales used in designing the survey questionnaires and the descriptions of data processing for the research will be described as well.

Chapter 4 will be focuses on data analysis. The results of the study will be explained in this chapter. Tables and graphs are used to support the explanation. In addition, reliability analysis is also included to prove the consistency of data. Furthermore, few inferential analyses are used in determining how the independent variables influence dependent variable.

Lastly, Chapter 5 will conclude the major statistical findings in determining the validation of the hypotheses developed. Additionally, the implications of the findings will be discussed as well. Limitations to the research will be identified and recommendations will be mentioned to improve subsequent studies.

1.7 Conclusion

In short, this chapter outlined the basic foundation for this research project. An overview of the research is provided in this chapter which encompasses research background, problem statement, research questions and research objectives. The significance to study the importance of social media usage in tourism is also included and explained.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter will be reviewing the studies and findings of previous research in relation to the research topic, followed by a review of relevant theoretical model. After that, an outline of the proposed dependent, mediating and independent variables for this study will be developed. Lastly, the hypotheses development for each variable will be formulated based on relevant past researches.

2.1 Literature Review

2.1.1 Social Media Usage

Social media has already become part of everyday life and there are a great number of studies on social media since 2008 (Luo & Zhong, 2015). According to Xiang and Gretzel (2010), social media is defined as "Internet-based applications that carry consumer-generated content encompassing media impressions created by consumers." Another study conducted by Chung and Koo (2015) defined social media as "a group of Internet-based applications that exist on the Web 2.0 platform and enable Internet users from all over the world to share ideas, thoughts, experiences, perspectives, information, and forge relationship." This definition is also supported by few other studies which defined social media as a group of Internet-based applications, built on the Web 2.0 platform, which enable anyone to produce user generated contents and share them easily regardless of region or time (Chan & Guillet, 2011; Gretzel, Christou, & Sigala, 2012). Furthermore, social media can be classified based on the extent of self-presentation/self-disclosure and the extent of social presence/media richness, as shown in the table below:

Table 2.1: Classification of Social Media

		Social presence/ Media richness		
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Note. From Kaplan, A. M., & Haenlein, M. (2011). The early bird catches the news: Nine things you should know about micro-blogging. *Business Horizons*, *54*(2), 105-113.

Today, social media has been viewed as a notably reliable source to acquire products and services information compared to other marketing channels sponsored by the companies (Foux, 2006). Moreover, few studies also indicate that different industries have widely using social media nowadays. Social media is a powerful consumer communication tool, which can influence their attitudes and behaviours (Kim et al., 2011; Mangold & Faulds, 2009). Risius and Beck (2015) proved that a good social media management can affect the perception of the public towards the firm. In addition, Hudson, Roth, Madden and Hudson (2015) found that people tend to buy a product or service when they received the information from their friends rather than through other channels.

2.1.1.1 Social Media Usage in Tourism

In the past few decades, travellers tend to obtain travel information through printed media such as newspapers, magazines or books. Over the years, social media has slowly replacing these traditional media sources. Today, users can easily find and share information online. Moreover, social media provides a platform for users to interact. Xiang and Gretzel (2010) has identified three critical components of online travel information search shown as follows:

1. Online traveller who involved in travel-related needs;
2. Online tourism platform where provides users to share travel information among themselves; and
3. Search engine which shows representation of the tourism platform that have impact on the travellers' attitude and also when they making travel decisions. For instance, design of interface features, search result rankings, metadata, and paid links.

There are also studies that pointed out the social media usage in pre- and post-travel phase. These studies found that travellers are likely to look for travel information and make online bookings before a trip, on the other hand, they will share the experiences after their trip (Jeng & Fesenmaier, 2002; Vogt & Fesenmaier, 1998). A study done by Gretzel et al. (2012) suggested that travel information in social media includes photos, videos, rating, comments, of products or services during a trip. Besides, social media has changed the way tourism industry operate. Travellers nowadays also play a role as information provider who share their travel experiences online rather than just process information (Gretzel et al., 2012).

Additionally, social media, such as Instagram, enables users around the world to be connected and share their travel experiences with each other by posting photos and videos (Parra-López, Bulchand-Gidumal, Gutiérrez-Taño, & Díaz-Armas, 2011). This information could be very useful and convenient for other travellers who want to visit a certain destination. Moreover, due to advanced technology, travellers can install tourism related social media application on their mobile devices. These applications provide travellers a better and direct access to the travel information they are looking for (Xiang and Gretzel, 2010). Besides, Chung and Koo (2015) stated that if travellers want to know about someone's experiences in certain destination, they will seek information using social media and interact with other users. Hence, travellers could get real-time information among the social media users.

2.1.2 Attitude

In general, attitude can be defined as "a person's consistently favourable or unfavourable evaluations, feelings, and tendencies toward an object or idea" (Armstrong, Adam, Denize, & Kotler, 2014). Myers (2002) suggested that attitude can be described as one's views, emotional states and intention. Solomon, White, Dahl, Zaichkowsky and Polegato (2013) refers attitude as a general evaluation of a certain object, people or issue. Moreover, Tsang, Ho and Liang (2004) defined attitude as a mindset applied by people to construct the method, they apprehend their environments and how they respond to it. Therefore, evaluation of people is more complicated rather than just an assessment on their likeability about a certain object (Le & Nguyen, 2014).

2.1.2.1 Attitude toward Social Media Usage in Tourism

Figure 2.1: Tripartite Model of Attitudes
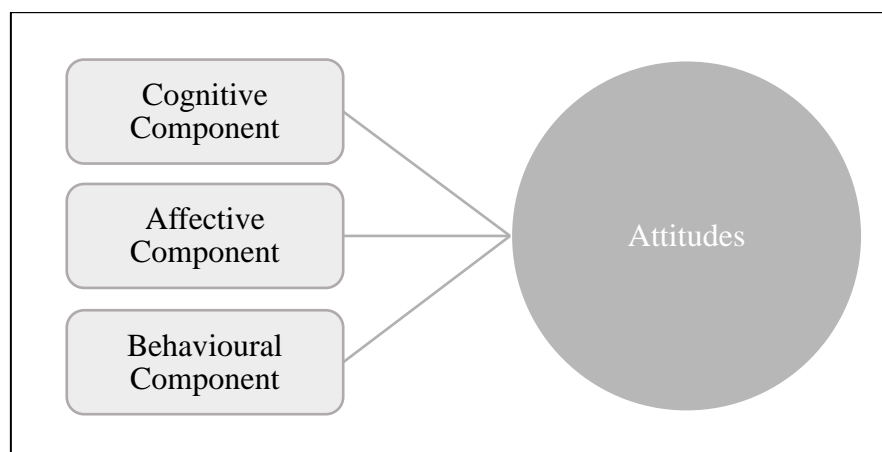
Note. From Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. Harcourt Brace Jovanovich College Publishers.

Eagly and Chaiken (1993) has been classified attitudes into three components, also known as tripartite model, which are cognitive, affective and conative. Solomon et al. (2017) claimed that cognitive component includes psychological processes such as one's beliefs, awareness,

comprehension and knowledge regarding a certain object. Kim, Lee, Shin and Yang (2017) suggested that it related to the one's beliefs or knowledge attached to social media usage to obtain travel information. The affective component has been defined by Batra, Myers and Aaker (1995) as individual's emotional states such as feelings, evaluations, likings and preferences toward an object. In other words, the affective component is more subjective. It can also regard as one's feeling and emotion toward social media usage in travel and tourism (Chew & Jahari, 2014). In this study, the affective components refer to the social aspects, which are social influence and also social capital. Whereas the behavioural component indicates the tendencies or intentions to perform any action relevant to the object (Mukhopadhyay, Sengupta, & Ramanathan, 2008). According to Baloglu and McCleary (1999), it can be described as the social media user's behavioural factors related to travel information search.

2.2 Review of Relevant Theoretical Framework

Figure 2.2: Model of Social Media Usage
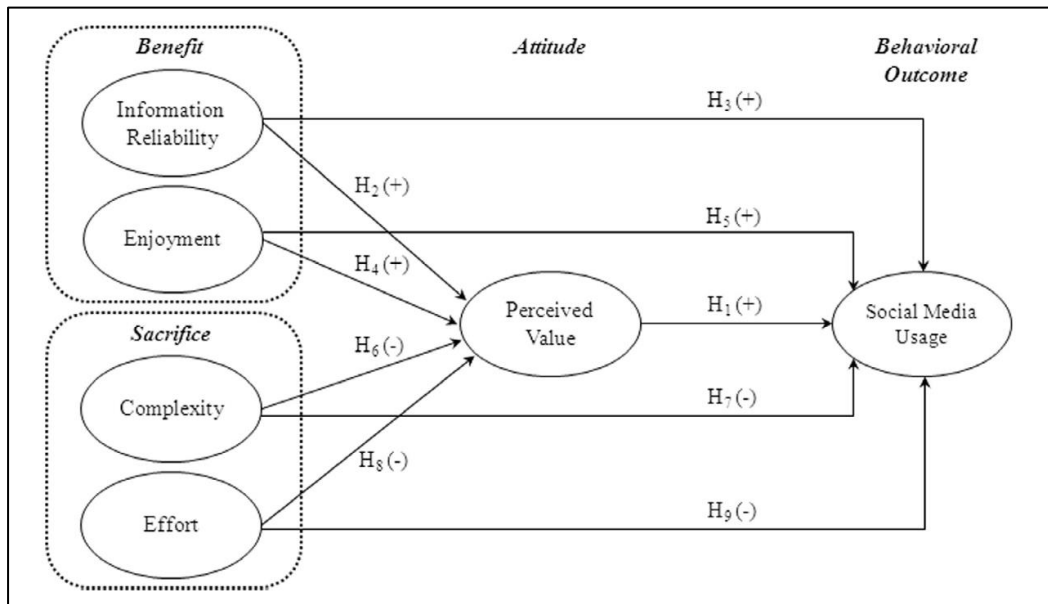
Note. From Chung, N., & Koo, C. (2015). The use of social media in travel information search. *Telematics and Informatics*, *32*(2), 215-229.

Figure 2.2 shows the research framework developed by Chung and Koo (2015) for their study on the social media usage for travel information search. The study investigates social media usage for travel information searches from a value perspective. Chung and Koo (2015) adopted the value-based adoption model (VAM) into their framework. Their VAM model is adapted the prospect theory and mental accounting theory from value maximization perspectives of benefits versus sacrifices for a new technology. The results of the study show the how both information reliability, enjoyment, complexity and perceived effort influence traveller's social media usage which is mediated by perceived value. However, enjoyment is the only predictor that has significant impact on social media usage in this study.

2.3 Hypotheses Development

2.3.1 Technical Aspects

2.3.1.1 Information Quality

Negash, Ryan, and Igbaria (2003) defined information quality as "a function of the value of the output produced by a system as perceived by the user". Rucker, Tormala, Petty and Briñol (2014) suggested that completeness, legitimacy, accuracy, relevance, importance, and subjective experience are important measurements of information quality. Moreover, due to emerging new internet technologies, people can easily access to excessive information. Delone and McLean (2003) mentioned in their research people evaluate quality of online information based on the completeness, relevancy, ease of understand, security and personalization of web content. Apart from that, Grotenhuis, Wiegmans, and Rietveld (2007) has done a study about perceived quality of travel information in public transport. Their study reveals that information is one of the important variables which shape the final quality of public transportation.

Furthermore, Rucker et al. (2014) claimed that the quality of information plays a key role when forming one's attitudes. Few studies also indicate that information quality is one of the important factors that influence beliefs and attitudes (Cham, Lim, Cheng, & Lee, 2016; Kim, Chung, Lee & Preis, 2016). In addition, Chen, Shang and Li (2014) found that the higher the information quality (interestingness, understandability and reliability) of tourism blogs, the better the tourists' perceived enjoyment, which have an impact on their intention to visit the destinations. Additionally, study from Priyadarshini, Sreejesh, and Anusree (2017) show quality information of employment website is positively associated with jobseekers' attitude towards the website. These studies show the information quality has a significant and positive impact on attitude. For these reasons, the first hypothesis of the research is developed as follows:

H1: There is a positive relationship between information quality and attitudes toward social media usage in tourism.

2.3.1.2 System Quality

There are few definitions of system quality. According to DeLone and McLean (2003), system quality has been defined as the attributes that a system should possessed. On the other hand, Lee and Chung (2009) refer system quality as the overall performance of a system. Besides, Gorla, Somers and Wong (2010) refer system quality as the quality of information processing which contains the system's features, interface, ease of use and ease of maintenance. Moreover, Nelson, Todd and Wixom (2005) suggested that a quality system can be evaluation through these dimensions, which are the system's security, ease of navigation and user friendliness.

Study from Wixom and Todd (2005) shows that system quality having positive and significant effect on perceived technology value. In addition, Luo, Han and Yu (2016) also found that website's system quality affects

web-users' behavior and attitude. Besides, according to Rinaldi (2018), system quality is one of the major determinants which positively influence customer satisfaction towards Traveloka. Grimes and Marquardson (2019) found that system quality gives rise to positive social norms, reduces threat appraisal, and boost coping appraisal to influence attitudes and intentions of secure behaviour. For these reasons, the second hypothesis of the research is developed as follows:

H2: There is a positive relationship between system quality and attitudes toward social media usage in tourism.

2.3.1.3 Service Quality

In 1992, there are only two quality dimensions included in the information systems success model developed by DeLone and McLean to study system use and user satisfaction, which are system and information quality. 10 years later, DeLone and McLean (2002) revised their model by adding a third quality dimension, which is service quality. Service quality plays a very crucial role in today's competitive environment. It has been referred to satisfying customer by fulfil the gap between their expectations and perception (Parasuraman, Zeithaml, & Berry, 1985). Later, Zeithaml and Bitner (2003) service quality can be measure by using five different dimensions, which include "tangibles, reliability, assurance, empathy and responsiveness".

Previous studies have studied the influence service quality on attitudes in different contexts. According to Ciravegna, Lopez and Kundu (2016), service quality and customers' attitudes toward store brands have a significant and positive relationship. Studies from Guesalaga, Pierce and Scaraboto (2016) also found a positive association between service quality and individual's attitudes toward the service provider. Jeon and Jeong (2017) also found that perceived website service quality possesses a positive impact on customers' attitudes and satisfaction. Social media also

provides many types of services such as own space, enabling to share photos and videos, and encourage interactions between users and so on. However, there are limited number of researches investigates the service quality dimensions that influence social media adoption, even though it is important. In this study, service quality will be considered as a determinant that influence attitudes towards travel information searching and sharing on social media. For these reasons, the third hypothesis of the research is developed as follows:

H3: There is a positive relationship between service quality and attitudes toward social media usage in tourism.

2.3.2 Social Aspects

2.3.2.1 Social Influence

Previous studies have frequently use social influence to individuals' intention towards certain behaviour (Hsu & Lin, 2008; Wang & Lin, 2011). Social influence concept involves two facets, which are subjective and descriptive norms. Ajzen and Fishbein (1977) defined subjective norms as "individual's perception of expectations from significant others". For descriptive norms, Rivis and Sheeran (2003a) refers it as the "perceptions of attitudes possessed by or behaviours of significant others". In addition, Elek, Miller-Day and Hecht (2006) also suggested that individual's behaviour will be influenced by behaviour of majority. In other words, people tend make certain action or behaviour when majority are doing it. Besides, Bonabeau (2004) suggest that people tend to follow others' behaviour when they are overwhelmed by information.

Previous studies have suggested social influence is an important variable that influence attitudes and intentions of a person toward certain behaviour (Cham, Ng, Lim, & Cheng, 2018). Findings from Salganik, Dodds and

Watts (2006) show that their respondents have different perception towards a same song because of other's behaviour, such as download counts. In addition, Lopez-Nicolas, Molina-Castillo and Bouwman (2008) found that social norm has significant effect on users' intention to play online games. Moreover, Murray and Schaller (2016) said that individual are more likely to agree with statements that corresponding to social norms. Besides, Akman and Mishra (2014) also found that social norm has a significant impact on intention to use social media. Hamari and Koivisto (2015) also found that social influence has directly and positively affect individual's attitude towards a system use. Findings from these studies show that people tend to have better attitudes toward certain products or services based on popularity. For these reasons, the fourth hypothesis of the research is developed as follows:

H4: There is a positive relationship between social influence and attitudes toward social media usage in tourism.

2.3.2.2 Social Capital

Social capital is included in the study from Nahapiet and Ghoshal (1998), who refer it as obligation and expectation, trust and identity. Later, Ngai, Tao and Moon (2015) refers social capital to social ties, social interaction, trust, and reciprocity. Social media platforms like Facebook provides more social cues which establish and maintain social capital in the form of relationships among users (Chang & Chuang, 2011). Therefore, a number of social media studies has proposed social capital as an important variable to understand individual's intention and behaviour, such as studies from Chai and Kim (2010), and Hau and Kim (2011).

Lee (2015) studied on the impact of social capital on tourism technology adoption and he found that social capital is an important factor where variables such as bonding ties, trust and level of participations has significant impact to tourism technology adoption. Besides, according to

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Hartono and Sheng (2016), social ties give rise to a better attitude towards a community and the feelings of being part of it. Besides, Zheng, Cheung, Lee and Liang (2015) found that social capital has an impact on consumer attitudes and behaviour in the restaurant industry. Kang, Tang and Fiore (2014) also proposed that social capital possesses a significant association towards attitude and behavioural intention. Capaldo (2007) found that the stronger the social ties between members of online community, the higher level of trust between them which will also makes them to have a sense of obligation to maintain the relationship. In this study, it refers that when there are strong social ties, people are more likely to trust and have positive attitudes toward social media usage in tourism. For these reasons, the fifth hypothesis of the research is developed as follows:

H5: There is a positive relationship between social capital and attitudes toward social media usage in tourism.

2.3.3 Relationship between Attitude and Intention to Use

In classic psychological research, attitude can be viewed as important predictors of behaviour (Allport, 1929; Cohen, 1960). Kotler and Keller (2006) refer attitude as individual's positive or negative judgement, psychological changes, and behaviour tendencies toward certain objects or statements. In other words, attitude shapes a person's feeling and thought, whether it is favourable or unfavourable, which in turn making them undertake, ignore or even turn down for an object, people or issue. Hence, it can be explained that behaviour of a person is corresponding to the attitudes toward similar objects (Kotler & Keller, 2006).

According to Erkan and Evans (2016), consumers' attitude towards a product or service will have a significant positive impact on their intention to purchase and use. Moreover, based on the research done by Al-Hujran, Al-Debei, Chatfield and Migdadi (2015) in the context of e-government

adoption and use, they found that attitude is directly and positively influence the behavioural intention to use e-government services. Furthermore, Furthermore, Rivera, Gregory and Cobos (2015) also show that attitudes towards mobile apps will influence individuals' intent to use the mobile apps. In this study, attitudes are believed to have a significant and positive relationship with intention to use social media for travel information searching and sharing. For these reasons, the last hypothesis of the research is developed as follows:

H6: There is a positive relationship between attitude and social media usage in tourism.

2.4   Proposed Theoretical Framework

Figure 2.3: Proposed Theoretical Framework for Social Media Usage
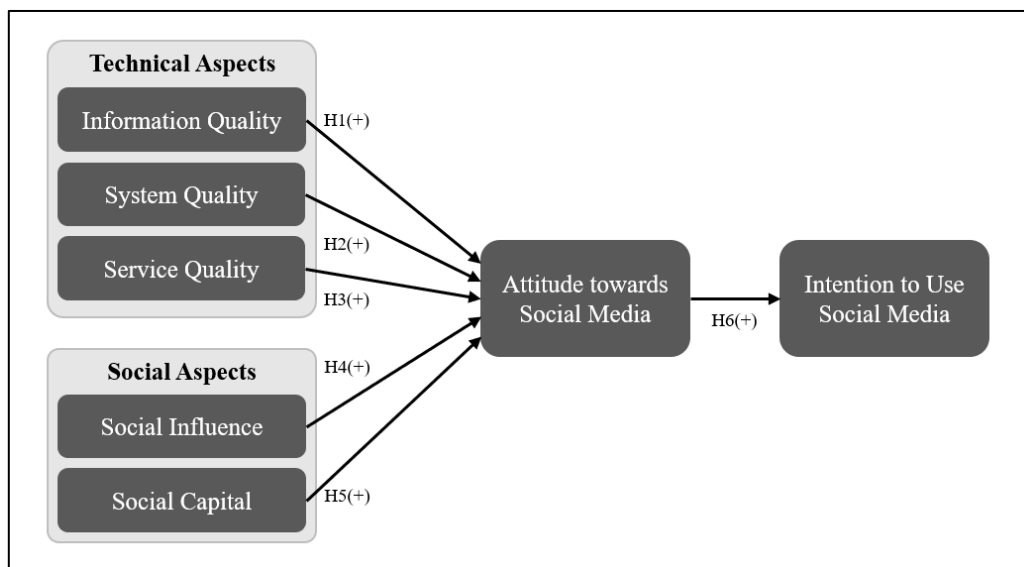
Note. Developed for this study.

Figure 2.3 shows the proposed theoretical framework for this research study. This framework helps in identifying the network of relationships among the important variables. In this research, independent variables are categorized into two groups, which are technical and social aspects. In technical aspects, the quality dimension from DeLone and McLean is adapted as they highlighted in their research that

consideration of information, system and service quality constructs was crucial to system use (DeLone & McLean, 2002). On the other hand, social aspects include social influence and social capital. The influence of information quality, system quality, service quality, social influence and social capital toward attitudes and intention to use social media in tourism will be studied. Each of the variables dimension would be discussed and the research hypotheses would be developed in next section.

2.5   Conclusion

The review of literature in this chapter have provided a clearer picture and more comprehensive understanding on the factors affecting attitude towards social media usage and the intention to use it in tourism. The factors are information quality, system quality, service quality, social influence and social capital. Reviews of prior study rationalized the elaborations. The relationship between the variables has been discussed and supported by previous researches in the theoretical framework and in the development of hypotheses.

CHAPTER 3: METHODOLOGY

3.0   Introduction

This chapter includes research design used by researcher of present study to analyse the data collected, and data collection method which consist of primary data and secondary data. Besides, sampling design such as target population, sampling frame, sampling techniques, sample size and research instrument will be included in this chapter as well.

3.1   Research Design

Sekaran and Bougie (2013) refer research design as an outline for the collection, measurement and analysis of data, on the basis of the determined research question. Besides, Creswell (2013) also refer it as the types of inquiry within qualitative, quantitative and mixed methods that provide specific direction for procedures in a research study. Quantitative research and descriptive research will be used in this study.

3.1.1 Quantitative Research

Leedy and Ormrod (2015) suggested that quantitative research is specific in its surveying and experimentation, as it builds upon existing theories. The methodology of a quantitative research maintains the assumption of an empiricist paradigm (Creswell, 2003). According to Sekaran and Bougie (2013), quantitative research is the approach which collects information by distributing questionnaire to the target respondents with the intention of testing the hypothesis of the study. In addition, Creswell (2003) explained that quantitative research "employ strategies of inquiry such as

experimental and surveys, and collect data on predetermined instruments that yield statistical data". Therefore, quantitative research involves the collection of data, so that information can be quantified and subjected to statistical treatment in order to support or refute "alternate knowledge claims" (Creswell, 2003).

3.1.2 Descriptive Research

According to Burns and Grove (2003), descriptive research "is designed to provide a picture of a situation as it naturally happens". In other words, this research design is necessary for researchers to have a clear overview about the phenomenon on which they wish to collect data before the actual collection of the data (Saunders, Lewis, & Thornhill, 2012). This is due to the fact that it may be used to justify current practice, make judgment as well as to develop theories in an accurate way.

3.2 Data Collection Method

3.2.1 Primary Data

Primary data is defined as the information obtained directly by the researchers on the variable of interest for a particular purpose of study (Sekaran & Bougie, 2013). According to Zikmund (2000), the usage of primary data is able to obtain the newest updated information regarding the research purpose. As a result, the researchers can have more in-depth information from consumers in the context of the research study, although it may be more expensive and time consuming (Schindler, 2003). Researchers can obtain primary data through questionnaire survey, interview or observation.

As questionnaire survey is the most commonly used method for researchers to gain quantitative information, thus questionnaire survey will be used as primary data in this research. Zikmund (2003) defined questionnaire as the important approach to collect respondents' opinions, perceptions and descriptions and to make the data more comparable and responsive for analysis. By using the questionnaire survey method, it helps researchers in getting the latest information and feedbacks from the respondents. Besides, it is easier for researchers to conduct and collect results from a large number of respondents at a faster rate. In this study, online questionnaire will be used to reach a greater range of respondents at a responsive manner.

3.2.2 Secondary Data

According to Sekaran and Bougie (2013), secondary data is the information obtained from previous researchers besides the researcher conducting the current research. Although acquiring secondary data is more convenient, time and cost effective, however secondary data could be outmoded and inaccurate to achieve the researchers' expectations in the present investigation (Zikmund, 2003). This is supported by Gripsrud, Olsson and Silkoset (2004), who stated that secondary data is indeed more accessible and lower cost for the future researchers to yield knowledge from it, however it might not be dependable, as other researchers has sampled the data based on their research.

In this research study, several sources of secondary data, such as the Internet, search engine (Google), online information databases, online and published journals or articles, scholarly books and et cetera, have been widely used in obtaining relevant information or findings to the research context. Besides, UTAR Library Services has also been utilized to access to different databases and online journals.

3.3 Sampling Design

3.3.1 Target Population

Target population is defined as the entire aggregation of respondents that meet the designated set of criteria (Burns & Grove, 2010). As this research is focusing on social media usage in tourism, thus the target population for this research are the social media users regardless of their ages, races, occupations, highest qualification of education and et cetera. This group of population is relevant for the study as they may have or have been search or share travel information in social media. The target respondents to be participated in the survey are not restricted to any demographic groups, given that they have been using social media. These sampling elements would aid researchers to obtain accurate responses and explore various forms of responses across a diversified range of respondents. Besides, it helps to minimize any sampling biases, in which a sample is collected in such a way that some members of the intended population are less likely to be included than others.

3.3.2 Sampling Frame and Sampling Location

Referring to Sekaran and Bougie (2013), sampling frame is a physical representation of all the elements in the population, from which the sample is drawn. In this research, the sampling frame is unidentifiable due to the implementation of non-probability sampling. On the other hand, the sampling location of this research is selected to be Malaysia and Taiwan as this study make comparison of social media usage in tourism between these two countries.

3.3.3 Sampling Technique

There are two major types of sampling technique which include probability and non-probability sampling (Zikmund, 2003). In order to obtain the relevant data, non-probability sampling has been adopted for the research. As defined by Sekaran and Bougie (2013), non-probability sampling is a sampling technique where every element does not have known or predetermined chance of being selected as subjects. Hence, samples are chosen based on accessibility and researchers' personal judgment are involved. The non-probability sampling technique can be further classified into convenience sampling and purposive sampling (which include judgement sampling and quota sampling).

In this research, particularly, convenience sampling is chosen as the means of collecting data from samples. The reason of using such technique is that it allows researchers to obtain relevant information that are readily available and provided by the members of the population (Sekaran & Bougie, 2013; Zikmund, 2000). In other words, researchers would have an easy access in drawing relationships or networks related to the research study.

3.3.4 Sampling Size

Sample size is the total number of elements that involved in the research studies (Malhotra, 2006). Sekaran and Bougie (2013) stated that the ideal sample size falls within the range of 30 to 500 respondents for research purposes. In regards to this, 150 respondents have been determined as the sample size for each country, for both Malaysia and Taiwan. In other word, a total of 300 responses will be collected in this study.

3.4   Research Instrument

3.4.1 Questionnaire Survey

Questionnaire survey is selected as the research instrument in this research study. In fact, Bulmer (2004) also claimed that questionnaire is a research instrument which is commonly used by social science researchers to obtain information such as respondents' characteristics, attitudes, intention, behaviour as well as their beliefs with respect to a particular research study. In addition, questionnaire is widely used by researchers because same set of questions are distributed to the respondents, which provides convenient when collecting large number of data (Saunders et al., 2012).

In this research, the questionnaires are presented in the form of online, where it is known as a self-completion questionnaire. This would allow respondents to complete the questionnaire by themselves at their own pace. Google form is used to create the questionnaire in this study and distributed through Facebook and email. By using such method, researchers are able to reach a large number of people in both Malaysia and Taiwan at a relatively low cost.

3.4.2 Questionnaire Design

The questionnaire is designed in English for Malaysia respondents and translated to Chinese version for Taiwanese respondents. The questionnaire is distributed through online to respondents who have prior knowledge and experience using social media. Before proceeding in answering the questions, a short briefing of the study is mentioned in the cover letter of the questionnaire. Specifically, the questionnaire is break into three sections which include Section A, Section B and Section C. Section A is concerning with respondent's demographic profile such as age, gender, race, marital status, highest qualification of education and

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occupation. On the other hand, Section B is referring to the respondent's general information with respect to the research study context that is social media usage in tourism. The general information in terms of social media usage include the type of devices used to access social media and duration spend on social media. Lastly, Section C contains list of measurement items regarding the factors affecting attitudes toward social media usage in tourism, in which information quality, system quality, service quality, social influence and social capital act as the variables for this research study. The intention is also tested using five-point Likert scale. A five-point Likert scale questions are included in the questionnaire to understand the extent of the importance level of the respondents toward the aspects discussed. By including Likert scale questions to the questionnaire, respondents can express or rank the statements in terms of how important they are for the respondents. In other words, this would allow researchers to tap on a concerned variable based on the responses over a number of items.

3.4.3 Pilot Study

Porta, Spada, Lala and Mussa (2008) defined pilot study as a small-scale trial of the techniques and systems to be utilized on a huge scale. The primary determination of conducting a pilot study is to analyse the attainability of the planned approach the researchers will use in the primary review (Leon, Davis & Kraemer, 2011). In other words, pilot study is conducted to improve the questionnaire's quality prior to the actual questionnaire survey and also to minimize errors for the items concerned. According to Malhotra (2006), the best relevant sample size for a pilot study is ranged from 15 to 30 respondents. For this research pilot study, 30 sets of questionnaires were distributed to respondents who have been using social media and also who ought to be residing in Taiwan. Upon collecting and receiving feedbacks from the pilot study respondents, few amendments to the questionnaire were made such as correcting typing

errors and grammar errors, providing clearer instructions as well as strengthening the structure of the questions in relation to the research context. By doing so, it would improve the accuracy and reliability of the results for the actual questionnaire, thus a better understanding in analysing individuals' attitudes toward information searching and sharing in social media.

In order to examine the pilot study results, Cronbach's Alpha Reliability Analysis is conducted by using SPSS version 21. According to Burns and Burns (2008), the total range of Cronbach's Alpha is from 0 to 1, for value that are less than 0.6 is treated to be inadequate. While, McMillan and Schumacher (2001) stated that the coefficient ranging from 0.7 to 0.9 is adequate for nearly all instruments, whereas a coefficient alpha of 0.9 and above serving a high reliability for that particular instrument. In other words, all items within a construct is considered to be consistent when it has value of more than 0.7. The table following shows the result of Cronbach's Alpha Reliability Analysis for the pilot study.

Table 3.1: Reliability Analysis for Pilot Study

	Construct	Cronbach's Alpha	Number of Items
I	Intention to Use	0.842	4
A	Attitudes	0.853	4
IQ	Information Quality	0.879	5
SQ	System Quality	0.910	5
SVQ	Service Quality	0.892	5
SI	Social Influence	0.949	4
SC	Social Capital	0.739	4

Note. Developed for this study.

3.5   Construct Measurement

3.5.1 Scale of Measurement

Measurement is defined as the idea of grouped data in the form of numbers, whereas scale refers to the distinction of how items differ from each other on the variables of interest (Sekaran & Bougie, 2013). Thus, scale of measurement can be regarded as a classification that describes the nature of information within the numbers assigned to variables. There are four different scales of measurement namely nominal, ordinal, interval and ratio scales, whereby only ordinal, interval and ratio scales were used in this research.

3.5.1.1 Nominal Scale

Researchers are able to assign different subjects in different groups or categories by using nominal scale (Sekaran & Bougie, 2013). Thus, nominal scale is used in Section A from the questionnaire in order to measure the demographic profile of the respondents such as gender, race, marital status and occupation. Moreover, nominal scale is also used to obtain some general information from the respondents, for example, one of the questions "Which devices you use to access social media?" is asked in Section B. Respondents are allowed to choose more than one answer for this question, whereas other questions such as "How long do you usually spend on social media per day?" requires respondents to select only one answer.

3.5.1.2 Ordinal Scale

Sekaran and Bougie (2013) defined ordinal scale as a ranking scale which interval's value are not shown between rankings. Hence, this allows

subjects to be arranged in a particular order due to some concept possess. In Section A of the questionnaire, respondents' demographic profile such as age is measured using ordinal scale. Furthermore, in Section B, one of the questions such as "How frequent are you exposed to travel information in social media?" is also measured by this scale.

3.5.1.3 Interval scale

Interval scale refers to a mechanism that used to indicate and measure the order or the distance in units of equal range, meanwhile the zero point is not regarded as an absence (Saunders et al., 2012). Generally, a Likert scale is classified to be an interval scale. In this study, five-point Likert scale is used in the Section C of the questionnaire for questions concerning the dependent and independent variables. By using the Likert scale, it allows the researchers to evaluate the respondent's degree of disagreement and agreement of a statement on a symmetrical scale.

3.5.2 Origin of Construct

Table 3.2: Summary of Origin of Constructs

Variables	Items		Authors
Information Quality	IQ1	Travel information in social media is relevant of my purpose to travel.	Kim, Lee, Shin & Yang, 2017; Priyadarshini, Sreejesh & Anusree, 2017
	IQ2	Travel information in social media is continuously updated.	
	IQ3	Travel information in social media is of sufficient depth.	
	IQ4	Travel information in social media is attractive.	
	IQ5	Travel information in social media is useful for my trip planning.	
System Quality	SQ1	Social media is easy to use.	Kwon & Wen, 2010; Venkatesh
	SQ2	Social media is user friendly.	

	SQ3	Social media is stable.	& Davis, 2000
	SQ4	The response time of social media is acceptable.	
	SQ5	Social media have useful functions.	
Service Quality	SVQ1	The user interface of social media is visually appealing.	Hamari, Hanner & Koivisto, 2016
	SVQ2	Social media does the best respond as soon as possible to my requests.	
	SVQ3	Social media have the knowledge to answer my question.	
	SVQ4	Social media understand my specific needs.	
	SVQ5	I feel safe when using social media.	
Social Influence	SI1	I think there are many people using social media for travel information search.	Hsu & Lu, 2004; Rivis & Sheeran, 2003b; Wang & Lin, 2011
	SI2	Many people around me use social media for travel information search.	
	SI3	People of the same interests as me use social media for travel information search.	
	SI4	People who important to me use social media for travel information search.	
Social Capital	SC1	I have very good relationships with other users in social media who search/share travel information.	Chow & Chan, 2008; Hau & Kang, 2016; Chiu, Hsu & Wang, 2006
	SC2	I spend a lot of time interacting with other users in social media who search/share travel information.	
	SC3	I can trust social media users who search/share travel information to be truthful in dealing with one another.	
	SC4	Other users and I share the same ambition to exchange travel information in social media.	
Attitudes	A1	I like the idea of using social media to search/share travel information.	Gaber, 2012; Matikiti, Mpinganjira & Roberts-Lombard, 2017; Wolin,
	A2	Using social media to search/share travel information is a good idea.	
	A3	I am positive about using to search/share travel information.	

	A4	It makes sense to use social media to search/share travel information.	Korgaonkar & Lund, 2002
Intention to Use	I1	I am willing to use social media to search/share travel information.	Agnihotri, Dingus, Hu & Krush, 2016; Chung & Koo, 2015
	I2	I am interested to use social media to search/share travel information.	
	I3	I will use social media to its fullest capabilities in searching/sharing travel information.	
	I4	I will use social media to its fullest potential to search/share travel information.	

Note. Developed for this study.

3.6 Data Processing

Data processing is a process of gathering data and transforming it into a useful information before further analysis of these data (Zikmund, Babin, Carr, & Griffin, 2013). This data processing involves questionnaire checking, data editing, data coding and data transcribing.

3.6.1 Questionnaire Checking

Prior the distribution of questionnaire for pilot testing and actual survey, the process of questionnaire checking has been performed to ensure the completeness and quality of the questions. Upon receiving online responses from 60 pilot test respondents in Malaysia and Taiwan, the researcher would thereafter perform data checking to detect any problems or missing values. This is to ensure that necessary amendments would be made before the distribution of questionnaire to a larger scale of respondents. Therefore, questionnaire checking is conducted continuously from the beginning until the end of the data transformation process, to reduce respondent and non-respondent errors and improve the accuracy of data.

3.6.2 Data Editing

Data editing often defined as the actions taken to check and adjust data to enhance the wholesomeness, readability. (Zikmund et al., 2013). The data editing includes removing unnecessary questions, rearrange sequences of the questions and modifying (if any) grammar mistakes (Saunders et al., 2012). In this research, the terms used in several questions have been revised to enhance the comprehensiveness of the questionnaire and befitted to the context of the study.

3.6.3 Data Coding

Data coding can be defined as the process of assigning numerical scores or grouping adjusted data by using a representation (Zikmund et al., 2013). In this research, some demographic and general information have been labelled and coded accordingly in which they appear in questionnaire. For example, demographic question such as gender, whereby 'Male' is labelled as '1' and 'Female' is labelled as '2'.

3.6.4 Data Transcribing

Data transcribing, which is the last step in data processing, refers to the process of transferring and entering the data into a database after the completion of data coding. This process of transcribing makes data accessible to researchers or applications and can be used for further analysis. This action is done by using a statistical software, SPSS Statistics (or known as Statistical Package for the Social Sciences).

3.7   Data Analysis

In this research, SPSS Statistics version 21 is used to conduct descriptive analysis, reliability analysis and inferential analyses. This statistical software is commonly used in business-related studies. Following are few methods that show how data are being described, how reliability and hypotheses are being tested.

3.7.1 Descriptive Analysis

Descriptive statistics displays several grouped data in a straightforward and understandable manner which summarized from a large number of responses. Zikmund et al. (2013) defined descriptive analysis as the elementary transformation of data into the form that explain the basic characteristics which include central tendency, distribution, and variability. Mean, median, mode, variance and standard deviation are commonly used in descriptive statistics. Moreover, after the data and information gathered, they are transformed and displayed into graphical presentation which include table, pie chart and bar chart.

3.7.2 Scale of Measurement

In this study, scale of measurement is used by researchers to test the reliability and validity of their questionnaire. Besides, Saunders et al. (2012) also stated that scale of measurement is useful for researchers to ascertain the degrees of data free from errors and yields to consistent results.

3.7.2.1 Reliability Analysis

Reliability analysis shows the degree of consistency of the data collected (Tavakol & Dennick, 2011). The reliability analysis is performed on every variable, where Cronbach's Alpha would be the most appropriate measure to find out the reliability of the scale of each variable. This analysis indicates the degree of convergence of a certain shared meaning between items of a variable (Zikmund et al., 2013). The table below shows the level of strength for the Cronbach's Alpha in which the higher is the coefficient, the more reliable is the result.

Table 3.3: Cronbach's Alpha Strength of Association

Alpha Coefficient	Strength of Association
≥ 0.9	Excellent
$0.8 \leq \alpha < 0.9$	Very Good
$0.7 \leq \alpha < 0.8$	Good
$0.6 \leq \alpha < 0.7$	Moderate
< 0.6	Poor

Note. From Hair Jr, J. F., Babin, B., Money, A. H., & Samouel, P. (2003). Essentials of Business Research Methods: Johns Wiley & Sons. *Inc.: New York, NY, USA*.

3.7.3 Inferential Analysis

Inferential analysis is a widely used quantitative method in many research studies in order to examine the hypotheses of interest. Besides, the reliability of an argument can be tested using inferential analysis and research phenomenon can be also explained by using it. Inferential analyses such as multiple linear regression analysis and simple linear regression are conducted in this research.

3.7.3.1 Simple Linear Regression Analysis

Sedgwick (2013) defined simple linear regression as a statistical method used by researchers to study the association between two variables, which are one predictor and one outcome. In this study, attitude is believed to be a predictor of behaviour. Therefore, simple linear regression is used to determine whether attitudes toward usage of social media and behavioural intention in tourism has significant and positive relationship.

3.7.3.2 Multiple Linear Regression Analysis

Multiple linear regression analysis enables researchers to investigate on the effect of more than one independent variables on one dependent variable all together (Zikmund, 2013). In this research, it allows researchers to identify whether information quality, system quality, service quality, social influence and social capital have significant impact on attitudes toward social media usage in tourism. The relationships between the variables are determined by the equation as shown in the following:

$$Y = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \varepsilon$$

Where,

Y= Dependent Variable

x = Independent Variable

α = Constant Value / Y-intercept

β = Regression Coefficients

ε = Error

3.8 Conclusion

In a nutshell, this chapter outlined several methods used to gather relevant data and information for the study. It included research design, data collection method, sampling design, research instrument, scale of measurement, data processing and data analysis. The analyses and interpretations of the questionnaire results generated by the SPSS software will be discussed in the following chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter include the results and interpretations of respondents' data. 150 sets of questionnaires for each countries, Malaysia and Taiwan, were distributed through the Internet. A total of 300 responses were acquired and analysed by using a SPSS software version 21. To have an accurate interpretation of the data collected, there are several analyses need to be conducted such as the descriptive analysis, scale of measurement and inferential analysis.

4.1 Descriptive Analysis

4.1.1 Respondents' Demographic Profile

In Section A of the questionnaire, information regarding the demographic profile of 300 respondents such as age, gender, marital status, educational level and occupation has been collected and analysed as shown below.

Table 4.1: Summary of Respondents' Demographic Information

	Malaysia (n=150)	Taiwan (n=150)
	Percent (%)	Percent (%)
Gender		
Male	34.7	42.7
Female	65.3	57.3
Age		
18 Years Old and Below	0.0	1.3
19-29 Years Old	76.7	89.3
30-45 Years Old	19.3	9.3
46-59 Years Old	4.0	0.0
60 Years Old and Above	0.0	0.0

Marital Status		
Single	82.7	90.0
Married	15.3	9.3
Divorced	2.0	0.7
Education Level		
High School or Below	0.7	2.0
Undergraduate Education	77.3	48.7
Postgraduate Education	22.0	49.3
Occupation		
Professional Position	16.0	12.7
Executive/Managerial Position	29.3	2.7
Production/Manufacturing Position	0.7	2.7
Clerical/Administrative/Secretarial	8.7	19.3
Business Proprietors/Self-employed	0.0	1.3
Unemployed	2.0	2.0
Freelancer/Part-timer	0.0	6.7
Student	43.3	52.0
Others	0.0	0.7

Note. Developed for this study.

4.1.1.1 Gender

Figure 4.1: Gender
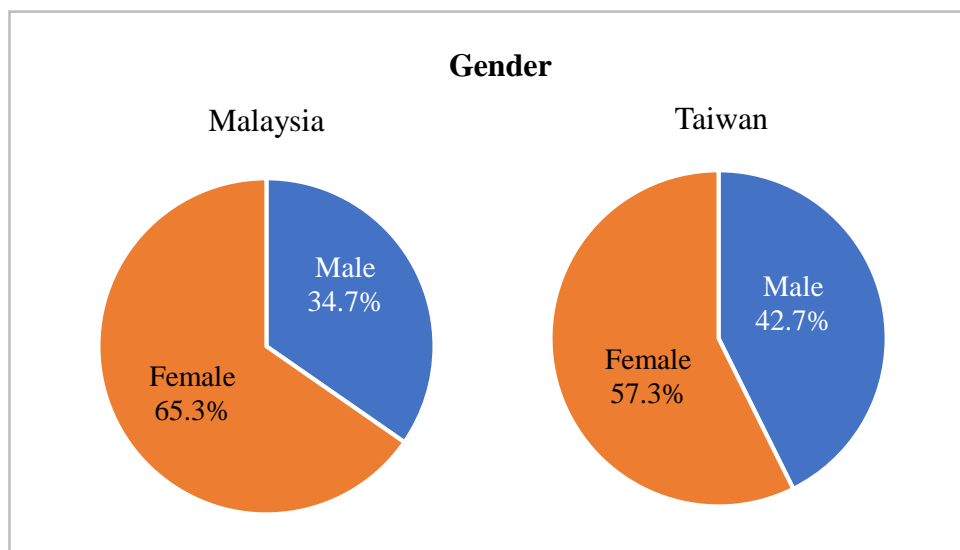
Note. Developed for this study.

Based on Figure 4.1, it can be observed that, in both Malaysia and Taiwan, more than half of the respondents are female. In Malaysia, 98 out of 150 respondents (65.3%) are females. On the other hand, 52 out of 150 respondents (34.7%) are males.

Meanwhile, in Taiwan, 86 out of 150 respondents (57.3%) are females. The remaining 64 respondents (42.7%) are males.

4.1.1.2 Age

Figure 4.2: Age
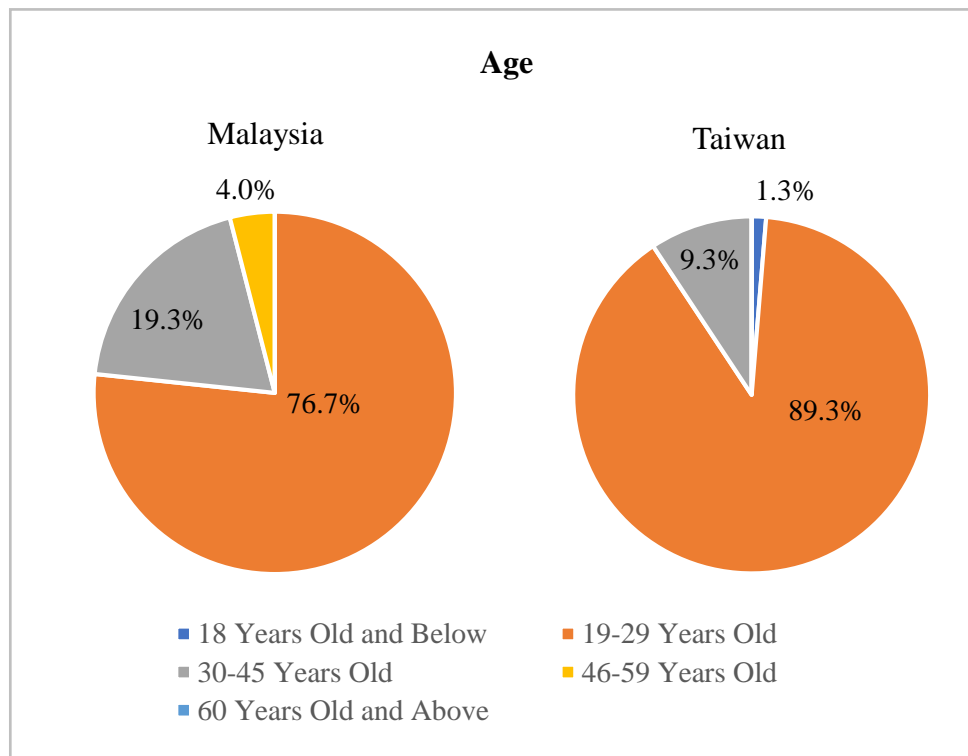
Note. Developed for this study.

Figure 4.2 illustrated the respondents' age who have contributed to the questionnaire. There are 150 respondents for each Malaysia and Taiwan. In terms of Malaysia, 115 of the respondents, which are the highest number of respondents, are aged between 19 to 29 years old (76.7%), followed by respondents who are aged between 30 to 45 years old (19.3%)

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and 46 to 59 years old (4.0%). However, there are no respondents who are aged below 18 years old and above 60 years old.

On the other hand, in Taiwan, 134 out of 150 respondents (89.3%), which is also the highest number of respondents, are aged between 19 to 29 years old. In addition, the remaining respondents include 14 respondents who are aged between 30 to 45 years old (9.3%) and 2 respondents who are aged at 18 years old and below (1.3%). There are no respondents who are aged 46 years old and above.

4.1.1.3 Marital Status

Figure 4.3: Marital Status
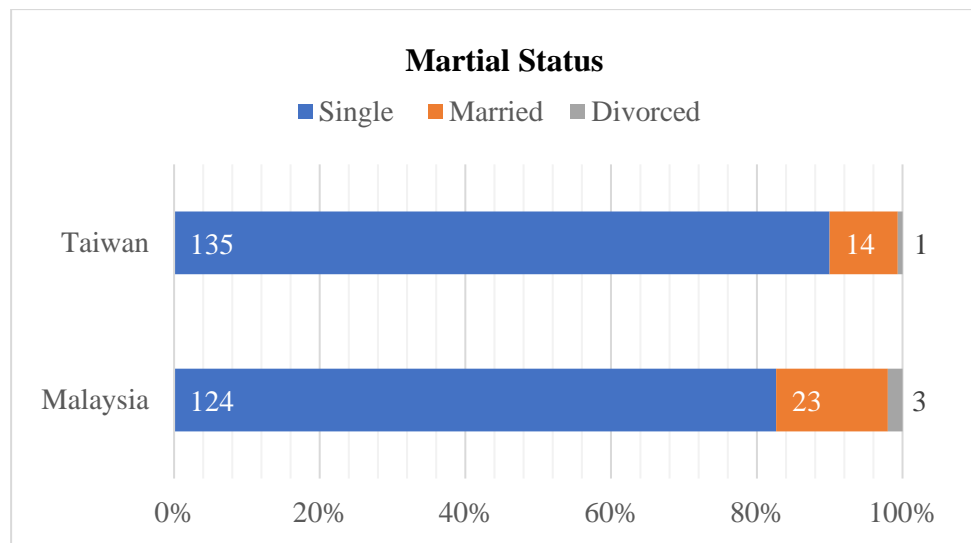
Note. Developed for this study.

For the survey conducted in Malaysia, 124 out of 150 respondents (82.7%) are singles, whereas respondents who are married, consist of 23 respondents (5.3%). Moreover, there are 3 respondents (2.0%) who are divorced.

On the other side, for Taiwan survey, 135 respondents or equivalent to 90% of the respondents are singles. Besides, there are 14 respondents (9.3%) are married and only 1 respondent (0.7%) is divorced.

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4.1.1.4 Highest Qualification of Education

Figure 4.4: Highest Qualification of Education
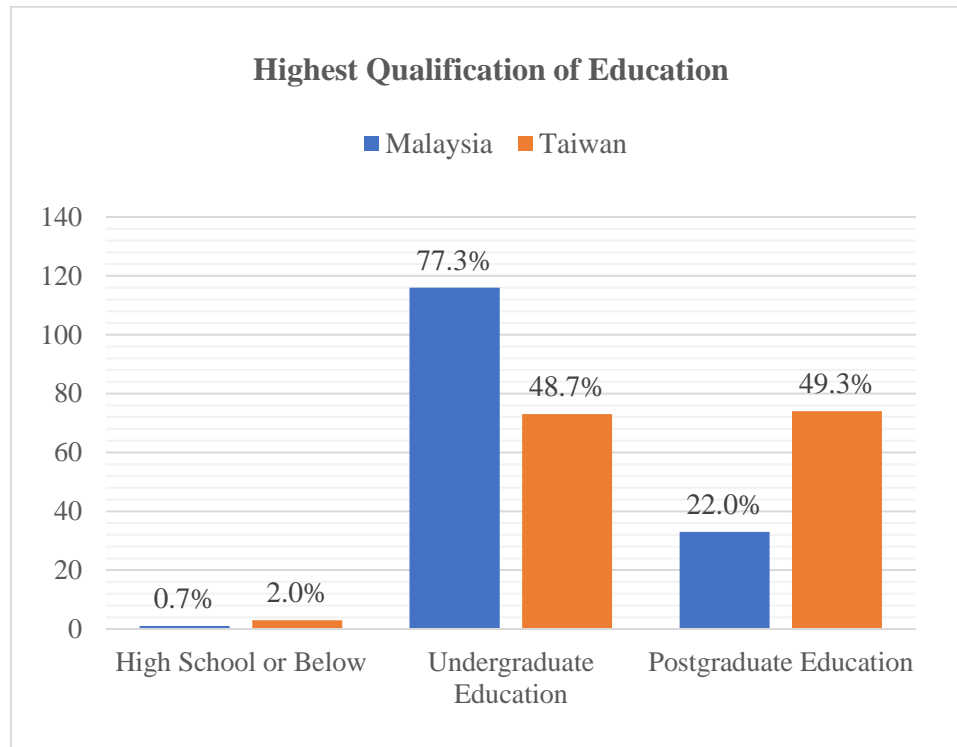
Note. Developed for this study.

Figure 4.4 shows the respondents' highest qualification of education. In terms of Malaysia, respondents who have completed undergraduate education have contributed the most to this questionnaire survey, which consist of 116 respondents (77.3%). This is followed by 33 respondents (22.0%) who have completed postgraduate education and only 1 respondent (0.7%) are high school or below.

Furthermore, for survey conducted in Taiwan, the number of respondents from undergraduate and postgraduate education are almost the same. There are 74 out of 150 respondents (49.3%) are from postgraduate education and 73 respondents (48.7%) are from undergraduate education. The highest qualification of education for remaining 3 respondents (2.0%) are high school or below.

4.1.1.5 Occupation

Figure 4.5: Occupation
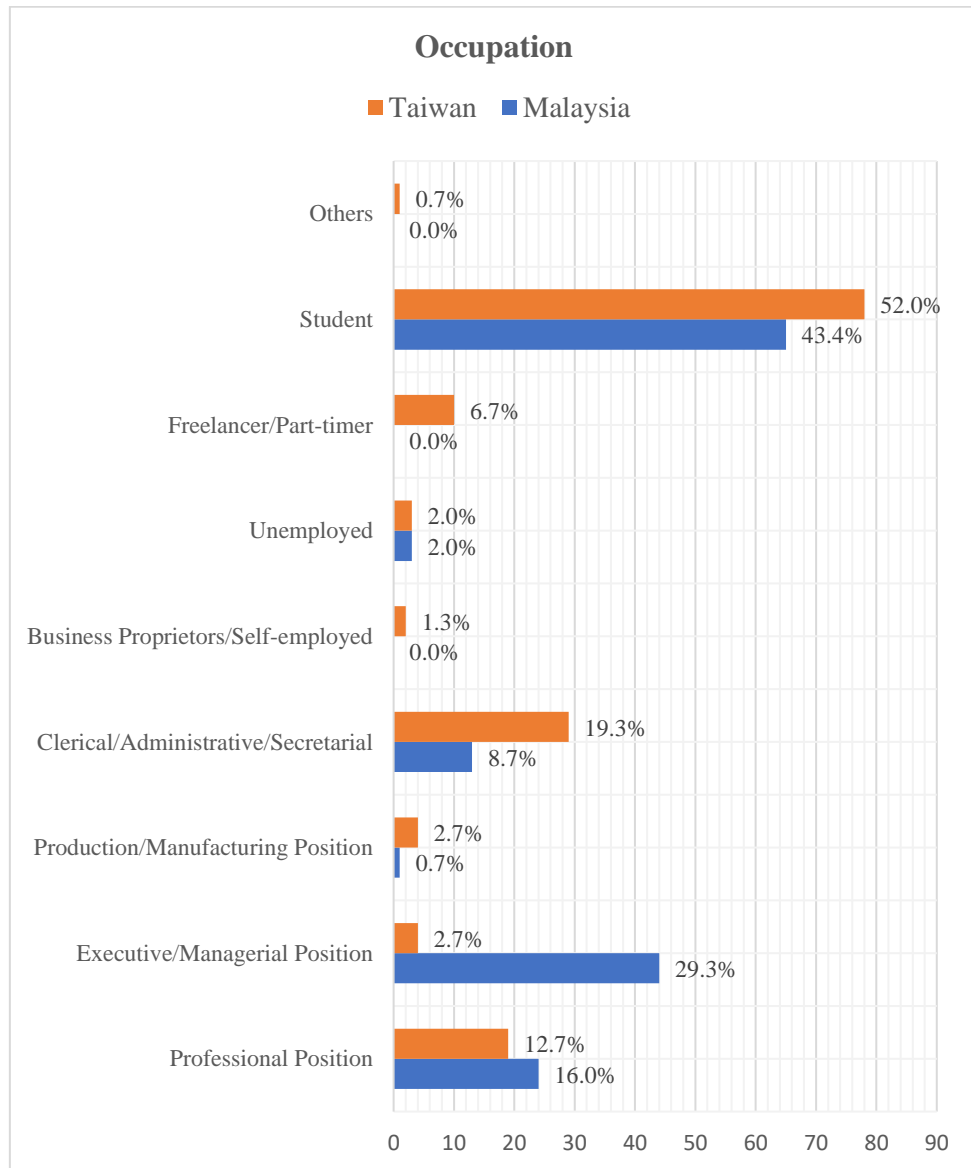
Note. Developed for this study.

Based on Figure 4.5, it can be observed that the majority of the respondents are students for both survey in Malaysia and Taiwan. In Malaysia, there are 65 respondents (61.2%) who are students, followed by 44 respondents (18.3%) who are executive or managerial position, 24 respondents (9.3%) who are professional position and 13 respondents (5.7%) are clerical, administrative or secretarial. The remaining

respondents include 3 respondents (3.0%) who are unemployed and 1 respondent (2.3%) who work as production or manufacturing position.

In terms of Taiwan respondents, there are 78 respondents (52.0%) who are students, followed by 29 respondents (19.3%) who are clerical, administrative or secretarial. Furthermore, 19 respondents (12.7%) are professional position, 10 respondents (6.7%) are freelancer or part-timer, 4 respondents (2.7%) are executive or managerial position and 4 respondents (2.7%) are production or manufacturing position. In addition, 3 respondents (2.0%) are unemployed and 2 respondents (1.3%) are business proprietors or self-employed. The remaining 1 respondent (0.7%) is service staff.

4.1.2 Respondents' General Information

In Section B of the questionnaire, there are a number of questions designed to obtain general information from respondents with regards to social media usage in tourism, such as types of devices used to access social media, duration spend on social media, exposure to travel information on social media, purpose of travel, length of trip. This information has been collected and analysed as shown below.

Table 4.2: Summary of Respondents' General Information

	Malaysia (n=150)	Taiwan (n=150)
	Percent (%)	Percent (%)
Which of the following devices you use to access social media? (Multiple choices)		
Smartphone	100.0	96.7
Tablet	23.3	17.3
Computer (e.g. Desktop or Laptop)	75.3	58.7
Others	0.0	0.7
Which of the following social media you commonly used? (Multiple choices)		

Facebook	91.3	88.7
Instagram	78.0	81.3
Pinterest	12.7	6.7
YouTube	88.0	84.0
Twitter	28.7	13.3
Others	10.0	2.0

How long do you usually spend on social media per day?

Less than 1 hour	5.3	9.3
1 to 3 hours	36.7	50.7
3 to 5 hours	44.7	24.0
More than 5 hours	13.3	16.0

How frequently are you exposed to travel information on social media?

Highly Frequent	6.7	22.7
Frequently	46.7	34.7
Occasionally	43.3	34.0
Rarely	3.3	8.7
Never	0.0	0.0

What is the most common type purpose of your travel?

Vacation	86.0	84.0
Adventures	2.7	8.7
Business	10.0	5.3
Religious	0.7	0.7
Others	0.7	1.3

Who do you travel with most often?

Family	31.3	42.0
Friends	58.0	44.7
Colleagues	2.0	5.3
Alone	8.7	7.3
Others	0.0	0.7

How often do you travel per year?

Once a year	47.3	38.0
Once in 6 months	31.3	30.0
Once in 3 months	11.3	19.3
Every month	8.7	11.3
Others	1.3	1.3

Generally, what is the length of your trip?

1-2 days	8.0	30.7
3-5 days	58.0	48.7
A week	31.3	18.0
A fortnight	2.7	2.7

Note. Developed for this study.

4.1.2.1 Devices Used to Access Social Media

Figure 4.6: Devices Used to Access Social Media
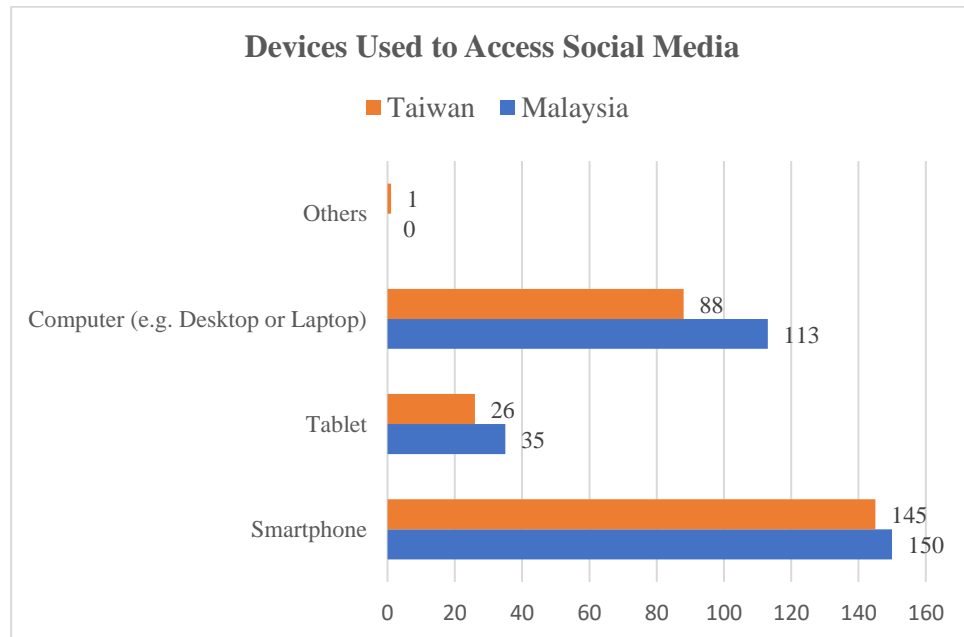
Note. Developed for this study.

Types of devices respondents used to access social media is asked, each respondent is allowed to choose more than one options. Based on Figure 4.6, it can be observed that, in both countries, highest number of respondents use smartphones to access social media, followed by computers (include desktops and laptops), tablets and others such as Smart TV.

In Malaysia, 150 out of 150 respondents which means all respondents use smartphones to access social media. In addition, 113 out of 150 respondents use desktops or laptops to access social media while 35 out of 150 respondents use tablets.

On the other hand, in Taiwan, lesser respondents use smartphones to access social media, which consists of 145 out of 150 respondents. Moreover, 88 out of 150 respondent use computers and 26 out of 150 respondents use tablets to access social media. Furthermore, there is 1 out of 150 respondents use Smart TV to access social media.

4.1.2.2 Most Used Social Media

Figure 4.7: Most Used Social Media
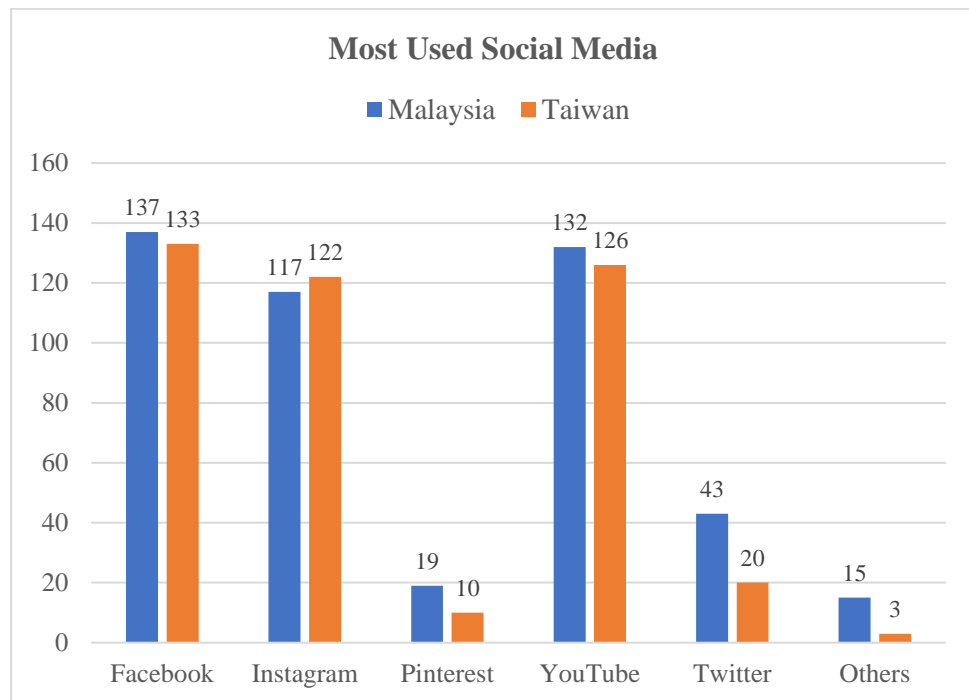
Note. Developed for this study.

Respondents had been asked to choose more than one social media they are commonly used. Figure 4.7 shows, in both countries, the most used social media is Facebook, followed by YouTube, Instagram, Twitter and Pinterest. In Malaysia, there are 137 out of 150 respondents are Facebook users, 132 out of 150 respondents are YouTube users and 117 out of 150 respondents are Instagram users. In addition, 43 out of 150 respondents are Twitter users and 19 out of 150 respondents are Pinterest users. Apart from that, there are 15 respondents also use other social media such as LinkedIn, Snapchat and WeChat.

In terms of survey conducted in Taiwan, 133 out of 150 respondents use Facebook, 126 out of 150 respondents use YouTube and 122 out of 150 respondents use Instagram. Furthermore, only 20 out of 150 respondents use Twitter and 10 out of 150 respondents use Pinterest. There are 3 out of 150 respondents also use other social media, 2 respondents use LinkedIn and another 1 respondent use Snapchat.

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4.1.2.3 Time Spend on Social Media per Day

Figure 4.8: Time Spend on Social Media per Day
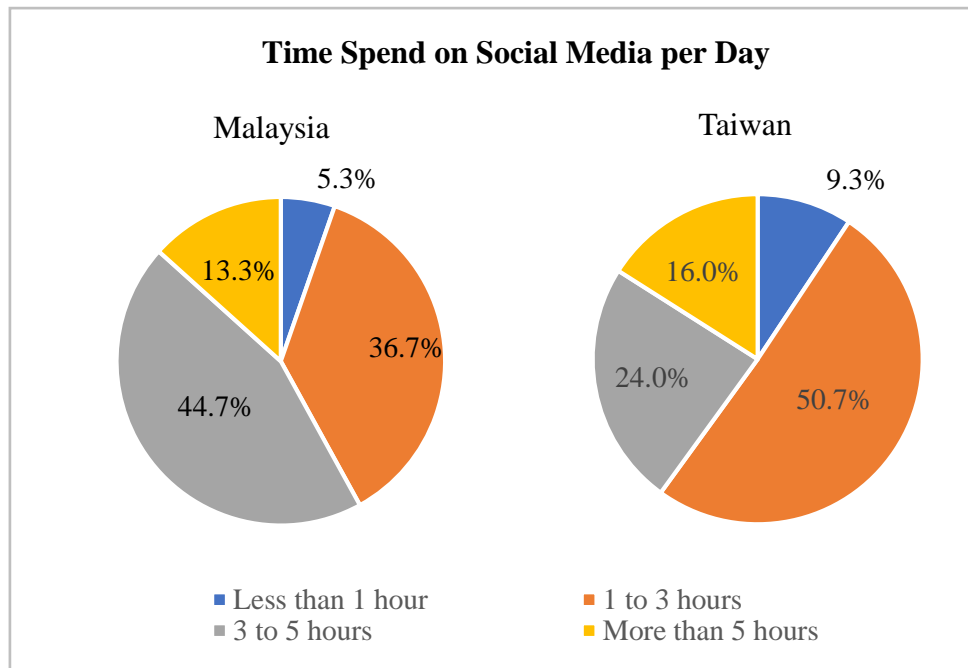
Note. Developed for this study.

Figure 4.8 shows the results of time respondents would normally spend on social media per day. In Malaysia, the number of respondents who would spend 3 to 5 hours on social media a day is the highest, which consist of 67 respondents (44.7%). Meanwhile, only 8 respondents (5.3%) would spend less than 1 hour on social media a day, which is the lowest. Moreover, there are 55 respondents (36.7%) spend 1 to 3 hours on social media a day and 20 respondents (13.3%) spend on more than 5 hours on social media in one day.

In Taiwan, more than half respondents, 76 out of 150 respondents (50.7%), spend 1 to 3 hours on social media per day, which is also the highest number. In the meantime, there are least respondents would spend less than 1 hour per day on social media, which is 14 respondents (9.3%). Furthermore, 36 respondents (24.0%) would spend 3 to 5 hours on social media a day and the remaining 24 respondents (16.0%) would spend more than 5 hours on social media per day.

4.1.2.4 Exposure to Travel Information on Social Media

Figure 4.9: Exposure to Travel Information on Social Media
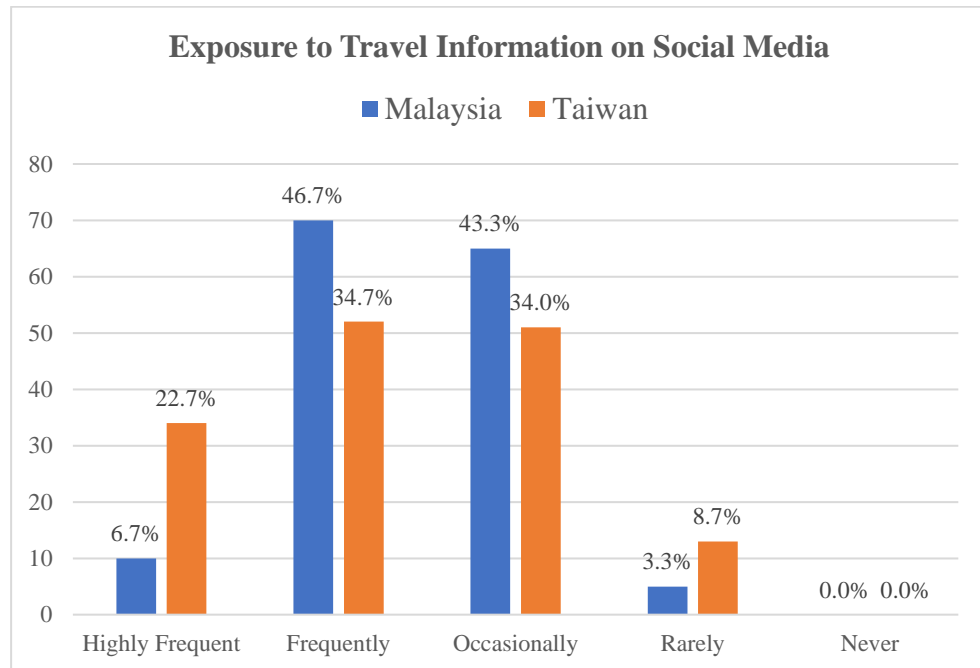
Note. Developed for this study.

Figure 4.9 shows the respondents' exposure to travel information on social media. All respondents in Malaysia and Taiwan have been exposed to travel information on social media. In Malaysia, 70 respondents (46.7%) are frequently exposed to travel information on social media, followed by 65 respondents (43.4%) who are occasionally exposed to travel information on social media. Besides, 10 respondents (6.7%) claimed that they are highly frequent exposed to travel information on social media. There are only 5 respondents (3.3%) who are rarely exposed to travel information on social media.

On the other hand, in Taiwan, 52 respondents (34.7%) are frequently exposed to travel information on social media, followed by 51 respondents (34.0%) who are occasionally exposed to travel information on social media. Moreover, 34 respondents (22.7%) are highly frequent exposed to travel information on social media and the remaining 13 respondents (8.7%) are rarely exposed to travel information on social media.

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4.1.2.5 Purpose of Travel
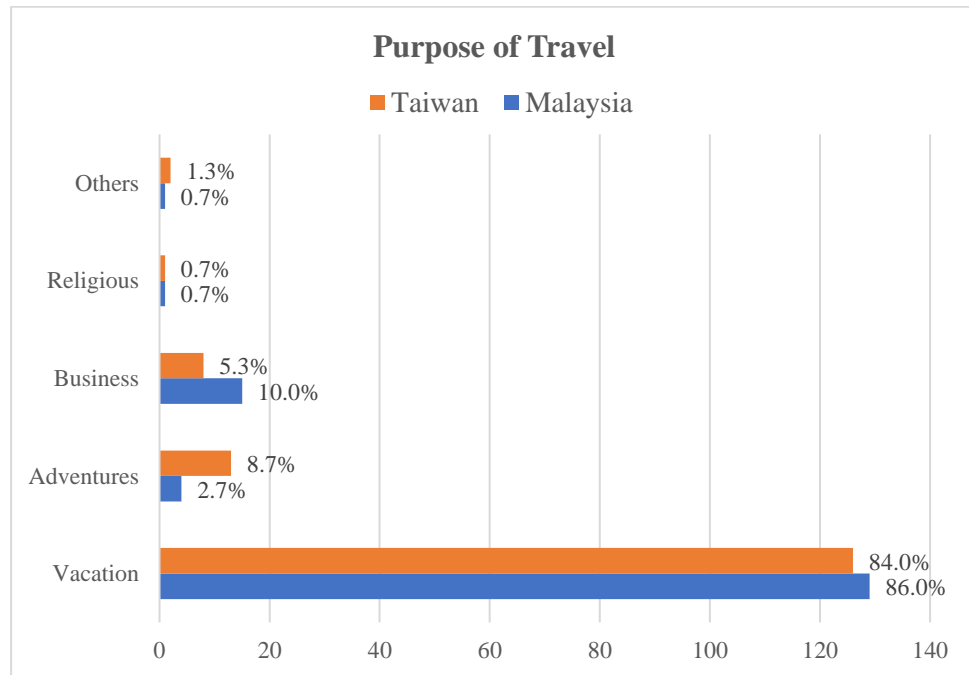
Note. Developed for this study.

Figure 4.10 shows the respondents' most common travel purpose. Obviously, vacation is the most common purpose for both Malaysian and Taiwanese respondents to travel. In Malaysia, 129 out of 150 respondents (86.0%) travel is for vacation purposes, followed by business purposes which consists of 15 respondents (10.0%). Moreover, 4 respondents (2.7%) travel for adventures purposes and only 1 respondent (0.7%) travel for religious purposes. There are also 1 respondent (0.7%) travel for other purpose, which is for personal interest.

In terms of Taiwan, highest number of respondents travel for vacation, which consists of 126 out of 150 respondents (84.0%). However, the second highest is not for business purposes but for adventures, which consists of 13 respondents (8.7%). There are only 8 respondents (5.3%) travel for business in Taiwan. Furthermore, there are also 1 respondent (0.7%) travel for religious purpose. The remaining 2 respondents (1.3%) travel for other purpose, which include spiritual and relaxation purposes.

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4.1.2.6 Travel Companion

Figure 4.11: Travel Companion

Time Spend on Social Media per Day

Malaysia

Taiwan

8.7%
2.0%
31.3%
58.0%

7.3%
5.3%
0.7%
42.0%
44.7%

■ Family   ■ Friends   ■ Colleagues   ■ Alone   ■ Others
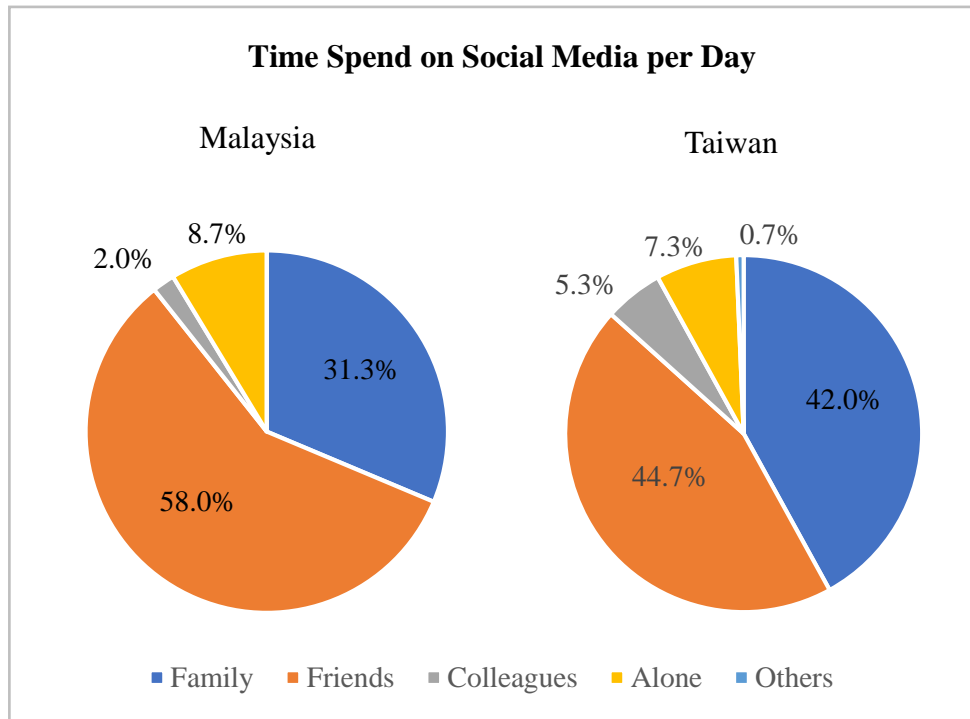
Note. Developed for this study.

Figure 4.11 shows the companion which respondents most often travel with. In Malaysia, 87 respondents (58.0%) travel with their friends the most, followed by travel with family, which consists of 47 respondents (31.3%). Besides, there are 13 respondents (8.7%) prefer travel alone and only 3 respondents (2.0%) travel with colleagues.

Apart from that, in Taiwan, most of the respondents also travel with their friend most often, which consists of 67 out of 150 respondents (44.7%). However, there are more Taiwanese respondents tend to travel with family compared to Malaysia, which have 63 respondents (42.0%). In addition, there are 11 respondents (7.3%) travel alone most often and another 8 respondents (5.3%) travel with colleagues. There are also 1 respondent (0.7%) claimed that she travels most often with her boyfriend.

4.1.2.7 Travel Frequency per Year

Figure 4.12: Travel Frequency per Year
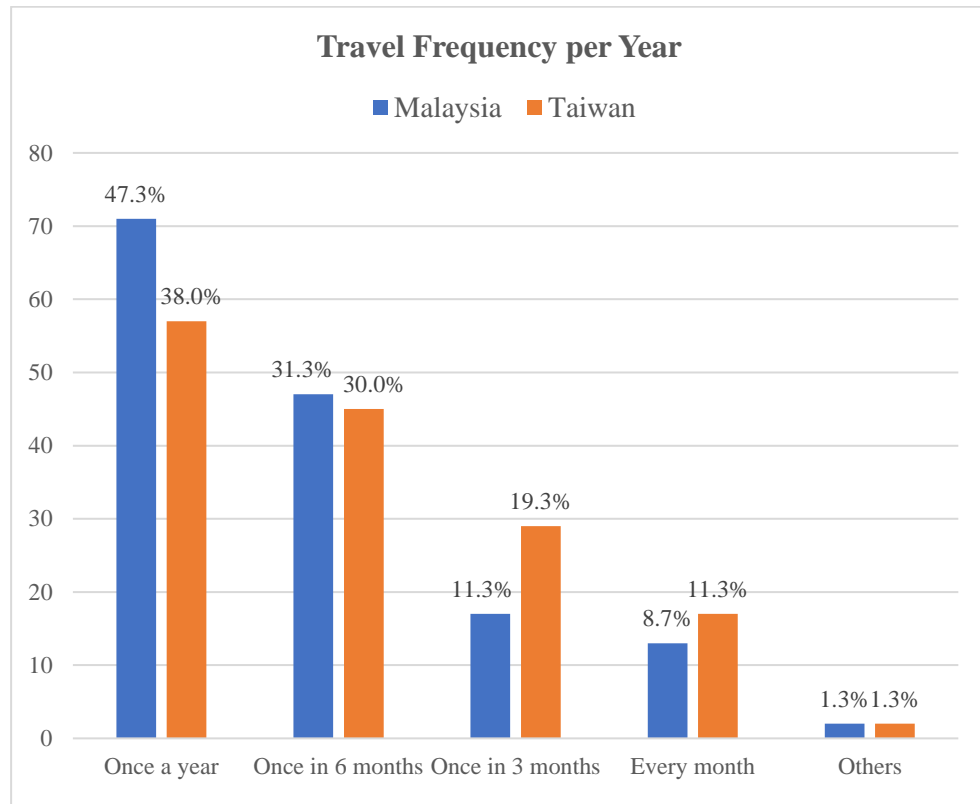
Note. Developed for this study.

Respondents' travel frequency per year have been asked in the questionnaire. Based on figure 4.12, in Malaysia, 71 out of 150 respondents (47.3%) travel once a year, which is also the highest number among the respondents. The second highest travel frequency is once in 6 months, which consists of 47 respondents (31.3%). Furthermore, 17 respondents (11.3%) claimed that they travel once in 3 months, 13 respondents (8.7%) travel every month. Besides that, travel frequency of 2 respondents (1.3%) are not fixed.

In Taiwan, most of the respondents also travel once a year, which consists of 57 respondents (38.0%). Moreover, there are 45 respondents (30.0%) who travel once in 6 months and 29 respondents (19.3%) who travel once in 3 months. In addition, 17 respondents (11.3%) travel every month. There are also 2 respondents which they do not have fixed travel frequency.

4.1.2.8 Length of Travel

Length of Travel

■ Taiwan ■ Malaysia

- A fortnight: 2.7% (Taiwan), 2.7% (Malaysia)
- A week: 18.0% (Taiwan), 31.3% (Malaysia)
- 3-5 days: 48.7% (Taiwan), 58.0% (Malaysia)
- 1-2 days: 30.7% (Taiwan), 8.0% (Malaysia)
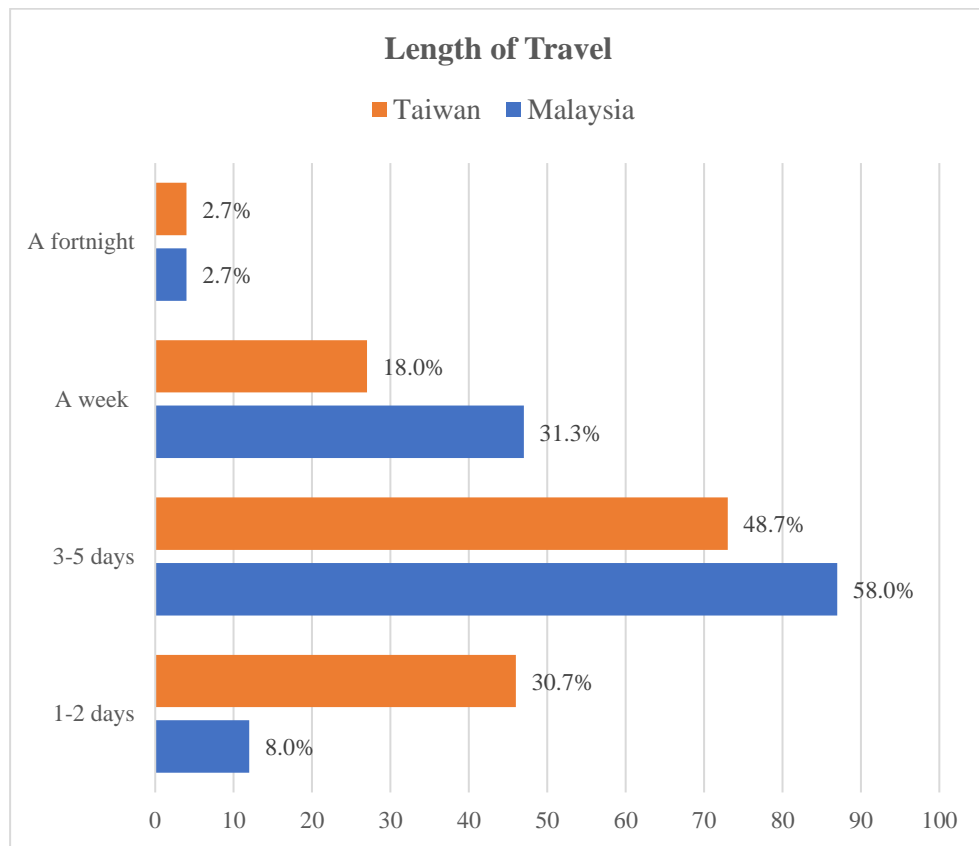
Note. Developed for this study.

Figure 4.13 shows respondents' length of travel. In Malaysia, more than half respondents spend 3-5 days for a trip, which consists of 87 respondents (58.0%), followed by 47 respondents (31.3%) who travel for one week. Moreover, there are 12 respondents (8.0%) who spend only 1 to 2 days in their trip. The remaining 4 respondents (2.7%) spend two weeks for their trips.

Furthermore, 3-5 days is also the most common length of travel by Taiwanese respondents, which consists of 73 respondents (48.7%). However, the second most common length of trip among Taiwanese respondents is 1 to 2 days, which consists of 46 respondents (30.7%). Meanwhile, only 27 respondents (18.0%) travel for one week and also 4 respondents (2.7%) spent a fortnight for their trips.

4.1.3 Central Tendencies Measurement of Constructs

Table 4.3: Descriptive Statistics for Constructs

Construct	N	Mean	Standard Deviation	Variance
I	300	3.9883	0.60193	0.362
A	300	3.9650	0.60760	0.369
IQ	300	4.0107	0.55652	0.310
SQ	300	4.0267	0.57747	0.333
SVQ	300	3.7820	0.56741	0.322
SI	300	3.9567	0.60774	0.369
SC	300	3.5467	0.66279	0.439

Note. Developed for this study.

In this research, all of the seven constructs are measured by using five-point Likert scale, ranging from "strongly disagree" to "strongly agree".

Referring to the table 4.3, system quality has the highest mean of 4.0267, followed by information quality with the mean of 4.0107, then social influence with the mean of 3.9567. Moreover, service quality has the mean of 3.7820 and lastly social capital with the lowest mean of 3.5467. However, social capital has the highest value of standard deviation and variance, that is 0.66279 and 0.439 respectively while information quality has the lowest value of standard deviation and variance of 0.55652 and 0.310 respectively. On the other hand, social influence has the value of standard deviation and variance of 0.60774 and 0.369, system quality has the value of standard deviation and variance of 0.57747 and 0.333 whereas service quality has the value of standard deviation and variance of 0.56741 and 0.322 correspondingly.

On the other hand, the mean of attitude is 3.9650, with standard deviation of 0.60760 and variance of 0.369. Moreover, the mean of intention is 3.9883, with standard deviation of 0.60193 and variance of 0.362. This implies that, in general, people are having positive attitude and intention to use social media in tourism.

4.2 Scale of Measurement

4.2.1 Reliability Analysis

In this section of data analysis, Reliability Analysis is conducted to measure the consistency of the results when tested repetitively. Cronbach's Alpha is the key indicator of how closely related a set of items are as a construct under consistent conditions. Table 4.4 shows the results of the Cronbach's Alpha on each variable of this research.

Table 4.4: Reliability Analysis for Constructs

Construct	Cronbach's Alpha	Number of Items
I	0.873	4
A	0.874	4
IQ	0.848	5
SQ	0.846	5
SVQ	0.780	5
SI	0.833	4
SC	0.781	4

Note. Developed for this study.

Based on the table 4.4, the value of Cronbach's Alpha for intention to use social media in tourism is 0.873 with total of 4 items. Besides, the value of Cronbach's Alpha for attitudes toward social media usage in tourism is 0.874 with total of 4 items. In terms of independent variables, the value of Cronbach's Alpha for information quality is 0.848 with total of 5 items; system quality is 0.846 with total of 5 items; service quality is 0.780 with total of 5 items; social influence is 0.833 with total of 4 items; and social capital is 0.781 with total of 4 items. Referring to Table 3.3 in Chapter 3, the reliability of the research thus can be summarized that each of the variables has a coefficient of Cronbach's Alpha of more than 0.7. In other words, all of the variables have high internal consistency for the research.

4.3 Inferential Analysis

4.3.1 Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted as well to examine the relationships of the independent variables with attitudes toward social media usage in tourism to validate the hypotheses of this research. The results of the multiple linear regression model are shown below.

Table 4.5: Model Summary for Multiple Linear Regression Analysis

Malaysia

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.863[a]	0.746	0.737	0.30042

a. Predictors: (Constant), SC, IQ, SI, SVQ, SQ

Taiwan

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.847[a]	0.717	0.707	0.34151

a. Predictors: (Constant), SC, IQ, SI, SVQ, SQ

Note. Developed for this study.

Table 4.6: ANOVA[b] for Multiple Linear Regression Analysis

Malaysia

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.071	5	7.614	84.363	0.000[a]
	Residual	12.997	144	0.090		
	Total	51.067	149			

a. Predictors: (Constant), SC, IQ, SI, SVQ, SQ
b. Dependent Variable: A

Taiwan

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.507	5	8.501	72.892	0.000[a]
	Residual	16.795	144	0.117		
	Total	59.302	149			

a. Predictors: (Constant), SC, IQ, SI, SVQ, SQ
b. Dependent Variable: A

Note. Developed for this study.

Table 4.7: Coefficients[a] for Multiple Linear Regression Analysis

Malaysia

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.600	0.227		-2.644	0.009		
	IQ	0.354	0.066	0.313	5.363	0.000	0.519	1.927
	SQ	0.192	0.066	0.184	2.917	0.004	0.442	2.261
	SVQ	0.214	0.067	0.198	3.201	0.002	0.462	2.165
	SI	0.309	0.060	0.287	5.150	0.000	0.568	1.760
	SC	0.097	0.048	0.096	2.038	0.043	0.791	1.265

a. Dependent Variable: A

Taiwan

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0.220	0.223		-0.984	0.327		
	IQ	0.290	0.066	0.273	4.399	0.000	0.510	1.959
	SQ	0.290	0.066	0.273	4.381	0.000	0.507	1.974
	SVQ	0.139	0.065	0.129	2.143	0.034	0.544	1.837
	SI	0.227	0.060	0.240	3.808	0.000	0.497	2.014
	SC	0.115	0.054	0.128	2.141	0.034	0.550	1.819

a. Dependent Variable: A

Note. Developed for this study.

Table 4.5 shows the summary of the entire multiple linear regression model for both surveys conducted in Malaysia and Taiwan whereby the R Square (R^2) values are 0.746 and 0.717 respectively. This indicates that, in Malaysia, 74.6% of variance in the attitudes toward social media usage in tourism can be determined by the five independent variables, specifically on the information quality, system quality, service quality, social influence and social capital. However, the balance of 25.4% of the total variance may be considered by some other factors which are not identified in this study. On the other hand, in Taiwan, 71.7% of variance in the attitudes toward social media usage in tourism can be explained by information quality, system quality, service quality, social influence and social capital. The remaining 28.3% of the total variance may be considered by some other factors which are not identified in this study.

Table 4.6 display that, in Malaysia, the independent variables are statistically significantly estimating the dependent variable where $F(5, 144)$ equals to 84.363 and p-value is 0.000 which less than α 0.05 level of significance. In other words, the regression model has a good representation of the data for this research. Meanwhile, in Taiwan, the independent variables are also statistically significantly estimating the dependent variable where $F(5, 144)$ equals to 72.3892 and p-value is also 0.000.

The unstandardized coefficients in table 4.7 indicate the degree of variation in the dependent variable along with the respective independent variables when all other independent variables are held constant. In Malaysia, information quality has the highest (impact) unstandardized coefficient (B), which is 0.354, followed by social influence with an unstandardized coefficient of 0.309, service quality with an unstandardized coefficient of 0.214, system quality with an unstandardized coefficient of 0.192 and social capital with the lowest unstandardized coefficient of 0.097. The positive indications between the corresponding variables refer to the (positive) increase in individuals' attitudes toward social media usage in

tourism when there is an increase in information quality, system quality, service quality, social influence and social capital.

Generally, the significant value in multiple linear regression model provides an indication to the probability of the occurrence of a given variable. When the p-value of a variable is less than α 0.05, it shows that the particular variable is significant predictors to the research model studied. Based on Table 4.7, information quality, system quality, service quality, social influence and social capital have a significant level of 0.000, 0.004, 0.002, 0.000 and 0.043 respectively. This indicates that, all independent variables are statistically significant to attitudes toward social media usage in tourism.

In terms of Taiwan, as the results shown in table 4.7, information quality and service quality have the highest (impact) unstandardized coefficient (B), which is 0.290 for both variables, followed by social influence with an unstandardized coefficient of 0.227, service quality with an unstandardized coefficient of 0.139 and social capital with the lowest unstandardized coefficient of 0.115.

Based on table 4.7, in Taiwan, information quality, system quality, service quality, social influence and social capital have a significant level of 0.000, 0.000, 0.034, 0.000 and 0.034 respectively. This indicates that, all independent variables are statistically significant to attitudes toward social media usage in tourism, which their p-value are less than less than α 0.05.

4.3.2 Simple Linear Regression Analysis

In this study, simple linear regression analysis is conducted to examine the relationships between attitudes and intention to use social media in tourism to validate the hypotheses of this research. The results of the simple linear regression model are shown as follows.

Table 4.8: Model Summary for Simple Linear Regression Analysis

Malaysia

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.707[a]	0.501	0.497	0.45045

a. Predictors: (Constant), A

Taiwan

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.779	0.607	0.605	0.35733

a. Predictors: (Constant), A

Note. Developed for this study.

Table 4.9: ANOVA[b] for Simple Linear Regression Analysis

Malaysia

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.093	1	30.093	148.311	0.000[a]
	Residual	30.030	148	0.203		
	Total	60.123	149			

a. Predictors: (Constant), A
b. Dependent Variable: I

Taiwan

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.246	1	29.246	229.058	0.000[a]
	Residual	18.897	148	0.128		
	Total	48.143	149			

a. Predictors: (Constant), A
b. Dependent Variable: I

Note. Developed for this study.

Table 4.10: Coefficients[a] for Simple Linear Regression Analysis

Malaysia

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.954	0.253		3.772	0.000		
	A	0.768	0.063	0.707	12.178	0.000	1.000	1.000

a. Dependent Variable: I

Taiwan

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.194	0.186		6.418	0.000		
	A	0.702	0.046	0.779	15.135	0.000	1.000	1.000

a. Dependent Variable: I

Note. Developed for this study.

Table 4.8 shows the summary of the simple linear regression model for both surveys conducted in Malaysia and Taiwan whereby the R values are 0.707 and 0.779 respectively. In other words, attitudes toward social media usage in tourism has a high degree of correlation with intention to use in both countries. Moreover, the R Square (R^2) values for Malaysia and Taiwan are 0.501 and 0.607. Therefore, in Malaysia, 50.1% of the total variation in the intention to use social media in tourism can be explained by attitudes toward social media usage in tourism. Meanwhile, in Taiwan, 60.7% of the total variation in the intention to use social media in tourism can be determined by attitudes toward social media usage in tourism.

Table 4.9 shows that, in Malaysia, the attitudes toward social media usage in tourism are statistically significantly predicting the intention to use where $F(1, 148)$ equals to 148.311 and p-value is 0.000 which less than α 0.05 level of significance. Otherwise speaking, the regression model has a good representation of the data for this research. Meanwhile, in Taiwan,

the attitudes are also statistically significantly predicting the intention to use where F(1, 148) equals to 229.058 and p-value is also 0.000.

In Malaysia, table 4.10 shows attitudes have the unstandardized coefficient (B) of 0.768. This indicates that 1 percent increase in individuals' attitudes toward social media usage in tourism, on average, has the positive relationship effect of increasing intention to use by 0.768 percent. Moreover, table 4.10 shows that attitudes toward social media usage in tourism has a significant level of 0.000 which less than α 0.05 level of significance. This means that attitudes statistically significant to intention to use social media in tourism.

For survey conducted in Taiwan, based on table 4.10, attitudes have the unstandardized coefficient (B) of 0.702. This implies that 1 percent increase in individuals' attitudes toward social media usage in tourism, on average, has the positive relationship effect of increasing intention to use by 0.702 percent. Table 4.10 also shows that attitudes toward social media usage in tourism has a significant level of 0.000 which less than α 0.05 level of significance, which point out attitudes statistically significant to intention to use social media in tourism.

4.3.3 Hypotheses Testing

4.3.3.1 Information Quality

H1: There is a significant positive relationship between information quality and attitudes toward social media usage in tourism.

Referring to Table 4.7, the p-value of information quality for both Malaysia and Taiwan in this research are 0.000, which is below the p-value of 0.05. Therefore, H1 is supported. Hence, there is a significant

positive relationship between information quality and attitudes toward social media usage in tourism in the context of Malaysia and Taiwan.

4.3.3.2 System Quality

H2: There is a significant positive relationship between system quality and attitudes toward social media usage in tourism.

Referring to Table 4.7, the p-value of system quality for both Malaysia and Taiwan in this research are 0.004 and 0.000 respectively, which both are below the p-value of 0.05. Therefore, H2 is supported. In other words, there is a significant positive relationship between system quality and attitudes toward social media usage in tourism in the context of Malaysia and Taiwan.

4.3.3.3 Service Quality

H3: There is a significant positive relationship between service quality and attitudes toward social media usage in tourism.

Referring to Table 4.7, the p-value of service quality for both Malaysia and Taiwan in this research are 0.002 and 0.034 respectively, which both are below the p-value of 0.05. Therefore, H3 is supported. Hence, there is a significant positive relationship between service quality and attitudes toward social media usage in tourism in the context of Malaysia and Taiwan.

4.3.3.4 Social Influence

H4: There is a significant positive relationship between social influence and attitudes toward social media usage in tourism.

Referring to Table 4.7, the p-value of social influence for both Malaysia and Taiwan in this research are 0.000, which is below the p-value of 0.05. Therefore, H4 is supported. Hence, there is a significant positive relationship between social influence and attitudes toward social media usage in tourism in the context of Malaysia and Taiwan.

4.3.3.5 Social Capital

H5: There is a significant positive relationship between social capital and attitudes toward social media usage in tourism.

Referring to Table 4.7, the p-value of social capital for both Malaysia and Taiwan in this research are 0.043 and 0.034 respectively, which both are below the p-value of 0.05. Therefore, H5 is supported. Hence, there is a significant positive relationship between social capital and attitudes toward social media usage in tourism in the context of Malaysia and Taiwan.

4.3.3.6 Attitudes and Intention to Use

H6: There is a significant positive relationship between attitudes and intention to use social media in tourism.

Referring to Table 4.10, the p-value of attitudes toward social media usage in tourism for both Malaysia and Taiwan in this research are 0.000, which is below the p-value of 0.05. Therefore, H6 is supported. Hence, there is a significant positive relationship between attitudes toward social media usage in tourism and intention to use in the context of Malaysia and Taiwan.

4.4 Conclusion

In this chapter, research of this study has used SPSS software version 21 to examine the data obtained from a total of 300 respondents in Malaysia and Taiwan through the distribution of online questionnaire. descriptive analysis for respective respondent's demographic profile and central tendencies measurement of constructs is statistically interpreted. Moreover, scale of measurement such as Cronbach's Alpha reliability analysis is conducted to ascertain the internal consistency of each variable for this research. On the other hand, inferential analyses such as, multiple linear regression analysis and simple linear regression analysis are carried out as well to examine the relationships between information quality, system quality, service quality, social influence, social capital, attitudes and intention to use, which helps to validate the hypotheses of this research.

CHAPTER 5: DISCUSSION, IMPLICATION AND CONCLUSION

5.0   Introduction

This chapter will begin with the discussion of major findings on the basis of the results of statistical analyses that are presented and discussed in Chapter 4. Subsequently, the implications and limitations of the study as well as the recommendations for future research will also be included in this chapter.

5.1   Discussions of Major Findings

Table 5.1 summarizes the findings of the hypotheses results that are discussed in the previous section. It tabulates the unstandardized coefficient (β), Multiple Linear Regression (p-value) and lastly the determination of the hypotheses.

Table 5.1: Summary of Findings

	Beta (β)	p-value	Hypotheses Testing
H1: Information Quality → Attitudes			
Malaysia	0.345	0.000	Supported
Taiwan	0.290	0.000	Supported
H2: System Quality → Attitudes			
Malaysia	0.192	0.004	Supported
Taiwan	0.290	0.000	Supported
H3: Service Quality → Attitudes			
Malaysia	0.214	0.002	Supported
Taiwan	0.139	0.034	Supported
H4: Social Influence → Attitudes			
Malaysia	0.309	0.000	Supported
Taiwan	0.227	0.000	Supported

H5: Social Capital → Attitudes			
Malaysia	0.097	0.043	Supported
Taiwan	0.115	0.034	Supported
H6: Attitudes → Intention to Use			
Malaysia	0.768	0.000	Supported
Taiwan	0.702	0.000	Supported

Note. Developed for this study.

Figure 5.1: Result of Hypotheses Testing
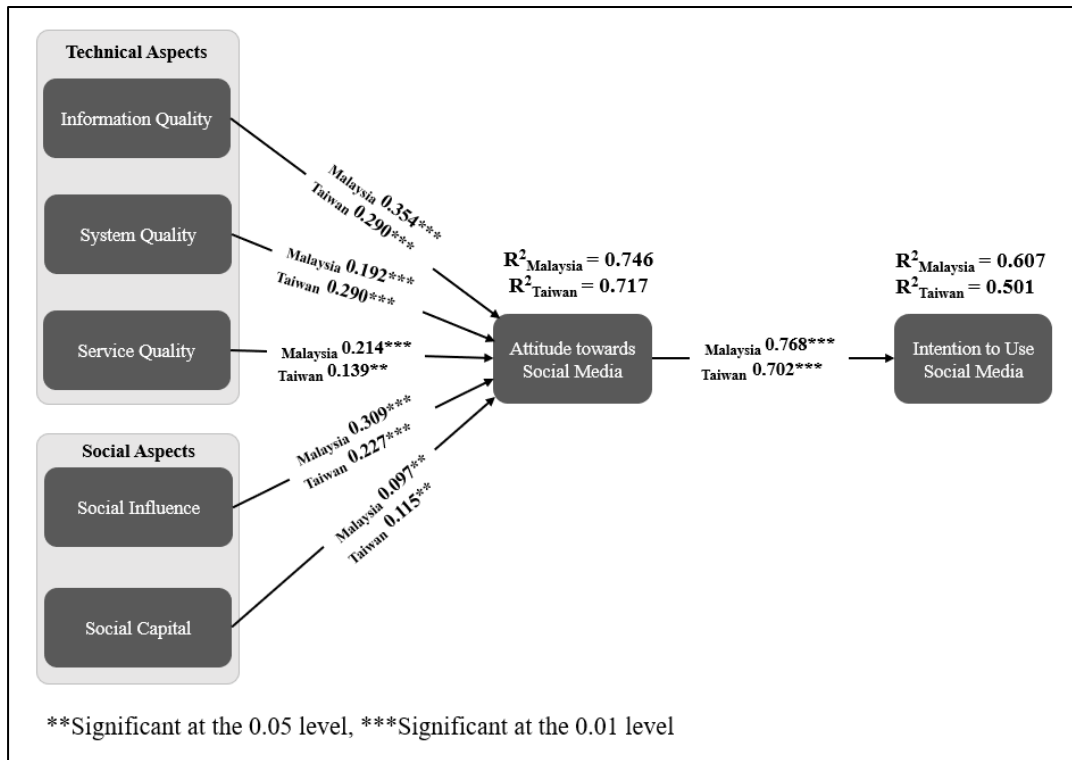
Note. Developed for this study.

5.1.1 The Relationship between Information Quality and Attitudes

As shown in table 5.1, in both countries, information quality has the highest (beta) impact on attitudes toward social media usage in tourism among the five independent variables, which is 0.345 and 0.290 respectively. In addition, the p-value of H1 in both countries is 0.000, both of them are less than α 0.05 level of significance, which represents that

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there is a significant relationship between information quality and attitudes toward social media usage in tourism. Therefore, H1 is supported in both countries.

The results are supported by Filieri, McLeay and Tsui (2017), who indicates that when the information of a website is credible, complete and on timely manner, it will generate positive attitudes towards usage. According to Lyu and Wang (2015), individuals' attitudes towards an object is depends on the information quality, whether it is helpful, persuasive and valuable to the users. Moreover, Goswami, Chung, Chittar, and Islam (2012) found that favourable information quality will increase consumers' confidence toward a certain products or services.

5.1.2 The Relationship between System Quality and Attitudes

As shown in table 5.1, in Taiwan, system quality also has highest impact on attitudes toward social media usage in tourism among the five independent variables with β-value of 0.290, which is same as information quality. However, in Malaysia, moderate impact on attitudes toward social media usage in tourism with β-value of 0.192. In addition, the p-value of H2 in Malaysia and Taiwan are 0.004 and 0.000 respectively, both of them are less than α 0.05 level of significance, which represents that there is a significant relationship between service quality and attitudes toward social media usage in tourism. Therefore, H2 is supported in both countries.

This result is supported by Ingham and Cadieux (2016), who found that system quality of a website has a significant positive relationship and is directly affects the attitudes toward usage. Based on the research done by Calisir, Altin Gumussoy, Bayraktaroglu and Karaali (2014), when individual perceived quality of a system is high, it will also be perceived it as easy to use and hence result in a positive attitude toward use.

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5.1.3 The Relationship between Service Quality and Attitudes

As shown in table 5.1, in Malaysia, service quality has third highest impact on attitudes toward social media usage in tourism among the five independent variables with β-value of 0.214. However, in Taiwan, it has the second least impact on attitudes toward social media usage in tourism among five independent variables with β-value of 0.139. In addition, the p-value of H3 in Malaysia and Taiwan are 0.002 and 0.034 respectively, both of them are less than α 0.05 level of significance, which represents that there is a significant relationship between service quality and attitudes toward social media usage in tourism. Therefore, H3 is supported in both countries.

This result is supported by Wang, Kim, Ko and Liu (2016) who found that service quality positively influences individual's attitudes toward the service provider. Moreover, Chen and Tan (2004) also indicates that customer service quality directly influences attitude toward using a website. Based on the research done by Elsharnouby and Mahrous (2015) also shown that the online service quality has a direct and positive impact on user attitudes and intentions to search and share information online.

5.1.4 The Relationship between Social Influence and Attitudes

As shown in table 5.1, service quality has second highest impact in Malaysia and third highest impact in Taiwan on attitudes toward social media usage in tourism among the five independent variables with β-value of 0.309 and 0.227 respectively. In addition, the p-value of H4 in Malaysia and Taiwan are both 0.000, which is less than α 0.05 level of significance. This represents that there is a significant relationship between social

influence and attitudes toward social media usage in tourism. Therefore, H4 is supported in both countries.

This result is supported by Salehi-Esfahani and Kang (2019), who found that subjective norm possesses a significant and positive influence on attitudes toward certain behaviour. Chen (2008) found that individuals' attitudes and decision made is significantly influenced by the behaviour of others. Rivis and Sheeran (2003a) also found that social influence is one of the major factors that affect individuals' attitudes and intentions toward usage.

5.1.5 The Relationship between Social Capital and Attitudes

As shown in table 5.1, in both countries, social capital has the least impact on attitudes toward social media usage in tourism among the five independent variables with β-value of 0.097 in Malaysia and 0.115 in Taiwan. Apart from that, the p-value of H5 in Malaysia and Taiwan are 0.043 and 0,034 respectively, which both are less than α 0.05 level of significance. This represents that there is a significant relationship between social capital and attitudes toward social media usage in tourism. Therefore, H5 is also supported in both countries.

The result is supported by Jun, Kim and Tang (2017), who indicates that social capital formed on the social media has a significant and positive impact on individual's attitudes and intention to get involved in the online community. In addition, Chiu, Hsu, and Wang (2006) also found that social capital positively influences user's knowledge creation and sharing. Wasko and Faraj (2005) also found that a user will make ongoing commitment in order to sustain relationship with an online community.

5.1.6 The Relationship between Attitudes and Intention to Use

As shown in table 5.1, in both countries, attitudes have a high impact on intention to use social media in tourism with β-value of 0.768 in Malaysia and 0.702 in Taiwan. In other words, in Malaysia Moreover, the p-value of H6 in Malaysia and Taiwan are both 0.000, which is less than α 0.05 level of significance. This represents that there is a significant relationship between attitudes and intention to use social media in tourism. Therefore, H6 is also supported in both countries.

The result supported by Gupta and Arora (2017), who found that there is a strong and positive relationship between attitude and adoption intention of a new technology. Furthermore, Rana, Dwivedi, Lal, Williams and Clement (2015) also shows that attitudes has a positive and significant relationship towards intention of adopting a new system. There are more studies attitude support the result where attitudes have a positive effect on intentions to use (Morosan & DeFranco, 2014; Kim & Qu, 2014).

5.2   Implications of the Study

Based on Figure 5.1, the findings of the research show the significant determinants which fostering positive attitudes towards social media usage in tourism. Social media has become increasingly important in tourism sector. Findings from this research also shows that majority of the people are willing to use social media in travel information searching and sharing. These findings have a huge implication to tourism organization and also policy makers for both countries. Therefore, it is important for them to know the what shapes their attitudes toward using social media in tourism as well as their intention to use.

5.2.1 Implications for Tourism Organizations

The significance of information quality, system quality, service quality, social influence and social capital have been affirmed through the findings of this research Malaysia and Taiwan. Tourism organizations and marketers should aim to enhances these important variables. To increase travel information quality in social media, marketers should make sure their content are of sufficient depth, relevant, up to date and attractive enough. Moreover, marketers should also fully utilize the marketing tools provided by social media, such as Facebook, Instagram and YouTube. These tools not only bring convenience for marketers but also the users or consumers. For example, personalized content offered by these social media help marketers to reach the right audience wisely and accurately, meanwhile, the users can get the information they want without putting much effort to search. Besides, social media also allowed marketers to interact with other social media users in real time.

On the other hand, social media also provide cues of social influence. For example, social media allow users to follow and see what their friends people who are important to them have like recently in the news feed. Moreover, although social capital is the least impact among the other five variables but it is also providing certain level of effect. Marketers should frequently interact with customers or potential customers in order to established a good relationship and strong social ties with them. For example, contests are a good idea which is frequently use by marketers, not only tourism but also different sector. Moreover, go live is another option. According to Facebook (2016), on average, people spent three times as much time to watch and comment more than ten times on Facebook Live videos compared to regular videos.

In a nutshell, it is undoubtedly true that there is a growing number in social media usage, in ensuring people have a favourable attitude and intend to use social media in tourism, tourism organizations as well as marketers

play a very important role. In this study these parties are suggested to provide quality information on social media, utilize the system effectively and efficiently and provide them valuable services through social media. Moreover, the admin of social media should develop a good relationship with other users, find common interests and achieve the same goals together.

5.2.2 Implications for Ministry of Tourism

On the other hand, the findings of this research also contribute to the Ministry of Tourism in making policy and strategy decisions. Tourism industry has long relied on share of information and word of mouth advertising (Gohil, 2015). Therefore, social media plays a very important role in tourism due to its features which allowed users to share information and interact with each other's. Indeed, government agencies of Malaysia and Taiwan which in charge of tourism already exist in the social media. Hence, it is important to know what makes the tourist intend to use social media in tourism in order to utilized it.

The findings of this study show that information quality, system quality, service quality, social influence and social capital are important factors that influence individuals' attitudes and intention to use social media in tourism. By knowing these factors, it helps the country in attracting more tourists through social media. The tourists mentioned are not only tourists from other countries but also domestic tourists. In fact, in Malaysia, there is a positive trend in domestic tourism (Department of Statistics Malaysia, 2018). On the other hand, in Taiwan, the most discussed countries for travel on social media is Taiwan itself (i-Buzz research, 2016).

Moreover, government should also work hand in hand with the tourism organizations to promote tourism in their countries through social media. The government could consider offer tax relief scheme for those tourism

organizations who actively promoting tourism on social media. Most important, ministry of tourism should monitor the effectiveness of social media in tourism from time to time base on the determinants identified in this study, namely information quality, system quality, service quality, social influence and social capital.

5.3 Limitations and Recommendations for Future Research

There are several unavoidable shortcomings encountered by the researchers while conducting this study in which restrained researchers from getting more complete and precise information. For the purpose of improving the quality in future research, recommendations are proposed to overcome the limitations.

First and foremost, relying only on questionnaire for quantitative data collection could be a drawback. Questionnaires are standardized and no explanation can be provided for any points in the questionnaire that respondents might not understand or misinterpret (Ashmawy, 2014). Respondents may understand differently and therefore reply based on their own interpretation (Libweb, 2014). Thus, traditional survey method like face-to-face interview should be applied in future research. Wyse (2014) stated that interview also helps researchers to achieve more accurate screening of respondents, as it has lesser chance for interviewees to give fake demographic information in terms of age, gender and race. Interviewees have a higher tendency to answer honestly (McQuerrey, n.d.). It also allows interviewers to adjust the population of respondents accordingly. Misinterpretation could be avoided by using interview because interviewers can easily correct and explain anything which is not clear or misunderstood in the questions.

Besides, Whitehead (2007) claimed that adults above the age of 65 are hardly using internet and respond to online questionnaire survey. This explained why there was no respondents from the age group of 60 and above. The other downside is that researchers also unable to control the responding population. Hence, the

responding sample unlikely to represent the general population. Online questionnaire does not provide in depth information such as respondents' personal feelings due to the constraint of fixed and standardised responses (McLeod, 2014). Therefore, qualitative data collection such as face-to-face interview is a good approach to collect data from elders who have difficulties in responding online questionnaire. Besides, it also enables researchers to capture the behaviours and emotions of responding interviewees (Wyse, 2014) as well as their true feelings, perceptions and opinions. Therefore, a more detailed and complex data can be obtained.

Furthermore, as mentioned in previous chapter, there are various types of social media which are distinctly different in terms of their appearances and distinguishable features, which includes blogs, social networking sites (e.g., Facebook) and content communities (e.g., YouTube). Rather than specifying on one type of social media, this research studied on individual's attitudes towards social media usage in tourism as a whole, overlooking the way how people behave differently towards various types of social media. Thus, this resulted in confusion and ambiguous for respondents as they were uncertain of which types of social media that the question was referring to. Future researchers should specify type of social media to be studied. In addition, as mentioned earlier, majority of the respondents access social media using their smartphones. Perhaps future research may emphasis on attitudes toward specific types of social media appear in smartphone.

5.4   Conclusion

In this final chapter, both statistical and inferential analyses were summarised. Supporting evidences were included in major findings discussion. Implication of the determinants of social media usage were explored. Difficulties faced by researchers were discussed in limitations, followed by recommendations that identify ways to enhance future research. In a nutshell, this study helps tourism

organizations and policy makers to effectively utilise social media in tourism sector. It also provides a solid reference for future studies.

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APPENDICES

Appendix 1: Survey Questionnaire (Malaysia Version)

Dear Respondent,

I am a dual degree postgraduate student from Master of Business Administration, Universiti Tunku Abdul Rahman (Malaysia) and Tunghai University (Taiwan). The purpose of this survey is to conduct a research named **Social Media Usage in Tourism: A Comparison Study between Malaysia and Taiwan**.

There are three (3) sections in this questionnaire and it will only take about 10 minutes of your time to complete this questionnaire. Please be informed that all information collected from this survey are solely for thesis purpose.

Under the Personal Data Protection Act (PDPA) 2010, all information collected will be kept confidential and no publications will contain information from which may be identified.

Your contribution of effort and time in completing this survey is highly appreciated.

Prepared by:

Toh Wooi Yek

Section A: Demographic Profile

Please select ONE (1) most suitable answer (unless stated otherwise).

1. **What is your age group?**
   - ○ 18 Years Old and Below
   - ○ 19-29 Years Old
   - ○ 30-45 Years Old
   - ○ 46-59 Years Old
   - ○ 60 Years Old and Above

2. **What is your gender?**
   - ○ Male
   - ○ Female

3. **What is your marital status?**
   - ○ Single
   - ○ Married
   - ○ Divorced
   - ○ Widowed

4. **What is the highest qualification of education you have completed?**
   - ○ High school or below
   - ○ Undergraduate level
   - ○ Postgraduate Education
   - ○ Others (Please Specify): _____

5. **Which one of the following best describes your employment?**
   - ○ Professional Position
   - ○ Executive/Managerial Position
   - ○ Production/Manufacturing Position
   - ○ Clerical/Administrative/Secretarial
   - ○ Business Proprietors/Self-employed
   - ○ Retiree/ Not in the workforce
   - ○ Unemployed
   - ○ Freelancer/Part-timer
   - ○ Student
   - ○ Others (Please Specify): _____

Section B: General Information

Please select ONE (1) most suitable answer (unless stated otherwise).

6. **Which of the following devices you use to access social media?**

   (You may choose more than one answers)

   ○ Smartphone

   ○ Tablet

   ○ Computer (e.g. Desktop or Laptop)

   ○ Others (Please Specify): _____

7. **Which of the following social media you commonly used?**

   (You may choose more than one answers)

   ○ Facebook

   ○ Instagram

   ○ Pinterest

   ○ YouTube

   ○ Twitter

   ○ Others (Please Specify): _____

8. **How long do you usually spend on social media per day?**

   ○ Less than 1 hour

   ○ 1 to 3 hours

   ○ 3 to 5 hours

   ○ More than 5 hours

9. **How frequently are you exposed to travel information on social media?**

   ○ Highly Frequent

   ○ Frequently

   ○ Occasionally

   ○ Rarely

   ○ Never

10. What is the most common type purpose of your travel?

- ○ Vacation
- ○ Adventures
- ○ Business
- ○ Religious
- ○ Others (Please Specify): _____

11. Who do you travel with most often?

- ○ Family
- ○ Friends
- ○ Colleagues
- ○ Alone
- ○ Others (Please Specify): _____

12. How often do you travel per year?

- ○ Once a year
- ○ Once in 6 months
- ○ Once in 3 months
- ○ Every month
- ○ Every week
- ○ Others (Please Specify): _____

13. Generally, what is the length of your trip?

- ○ 1-2 days
- ○ 3-5 days
- ○ A week
- ○ A fortnight
- ○ A month
- ○ Others (Please Specify): _____

Section C: Social Media Usage in Tourism

Please select ONE (1) answer for each following statement that represents your opinion the most.

14. Intention to Use

Statement	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I am willing to use social media to search/share travel information.	○	○	○	○	○
I am interested to use social media to search/share travel information.	○	○	○	○	○
I will use social media to its fullest capabilities in searching/sharing travel information.	○	○	○	○	○
I will use social media to its fullest potential to search/share travel information.	○	○	○	○	○

15. Attitudes

Statement	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I like the idea of using social media to search/share travel information.	○	○	○	○	○
Using social media to search/share travel information is a good idea.	○	○	○	○	○
I am positive about using social media to search/share travel information.	○	○	○	○	○
It makes sense to use social media to search/share travel information.	○	○	○	○	○

16. Information Quality

Statement	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Travel information in social media is relevant to my purpose to travel.	○	○	○	○	○
Travel information in social media is continuously updated.	○	○	○	○	○
Travel information in social media is of sufficient depth.	○	○	○	○	○
Travel information in social media is attractive.	○	○	○	○	○
Travel information in social media is useful for my trip planning.	○	○	○	○	○

17. System Quality

Statement	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
Social media is easy to use.	○	○	○	○	○
Social media is user friendly.	○	○	○	○	○
Social media is stable.	○	○	○	○	○
The response time of social media is acceptable.	○	○	○	○	○
Social media have useful functions.	○	○	○	○	○

18. Service Quality

Statement	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
The user interface of social media is visually appealing.	○	○	○	○	○
Social media does the best respond as soon as possible to my requests.	○	○	○	○	○
Social media have the knowledge to answer my question.	○	○	○	○	○
Social media understand my specific needs.	○	○	○	○	○
I feel safe when using social media.	○	○	○	○	○

19. Social Influence

Statement	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I think there are many people use social media to search/share travel information.	○	○	○	○	○
Many people around me use social media to search/share travel information.	○	○	○	○	○
People of the same interests as me use social media to search/share travel information.	○	○	○	○	○
People who important to me use social media to search/share travel information.	○	○	○	○	○

20. Social Capital

Statement	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree
I have very good relationships with other users in social media who search/share travel information.	○	○	○	○	○
I spend a lot of time interacting with other users in social media who search/share travel information.	○	○	○	○	○
I can trust social media users who search/share travel information to be truthful in dealing with one another.	○	○	○	○	○
Other users and I share the same ambition to exchange travel information in social media.	○	○	○	○	○

------------------ Thank you for your participation in this survey! ------------------

Appendix 2: Survey Questionnaire (Taiwan Version)

親愛的受訪者 您好：

這是一份有關**社群平臺在旅遊業的應用**調查之學術問卷，探討**社群平臺**使用者的看法與意圖。問卷中的問題皆沒有標準答案，您的寶貴意見將對本研究產生莫大幫助，期望您依個人實際感受作答。本問卷採取不記名方式，問卷中所得的數據資料我們絕對保密，僅供學術研究分析之用，敬請安心填答。最後衷心期盼您的協助，誠摯地感謝您在百忙之中能夠撥冗填答本問卷！

東海大學企業管理研究所

拉曼大學企業管理研究所（馬來西亞）

研究生：塗偉業 謹啓

第一部分：受訪者基本資料

請從每一道題的選項中，選擇一個最合適的答案：

1. **請問您的年齡是？**
   - 18 歲以下
   - 19-29 歲
   - 30-45 歲
   - 46-59 歲
   - 60 歲以上

2. **請問您的性別是？**
   - 男
   - 女

3. **請問您的婚姻狀況是？**
   - 單身
   - 已婚
   - 離異
   - 鰥寡

4. **請問您的教育程度是？**
   - 高中職（含）以下
   - 專科/大學
   - 碩士（含）以上
   - 其他（請說明）：_____

5. **請問以下哪項最能說明您的工作？**
   - 專業職位
   - 執行/主管職位
   - 生產/製造崗位
   - 職員/行政/秘書
   - 企業主/自僱人士
   - 退休人員
   - 失業
   - 自由職業者/ 兼職
   - 學生
   - 其他（請說明）：_____

請從每一道題的選項中，選擇一個最合適的答案：

100

第二部分：一般資訊

請從每一道題的選項中，選擇一個最合適的答案（除非另有說明）：

1. **請問您常使用哪些設備瀏覽社群平臺？** （您可選擇多個選項）
   - 智能手機
   - 平板電腦
   - 電腦（例：桌上型/筆記型電腦）
   - 其他（請說明）：＿＿＿＿＿＿＿＿＿＿＿＿＿＿

2. **請問您常瀏覽的社群平臺？** （您可選擇多個選項）
   - Facebook
   - Instagram
   - Pinterest
   - YouTube
   - Twitter
   - 其他（請說明）：＿＿＿＿＿＿＿＿＿＿＿＿＿

3. **請問您一天瀏覽社群平臺大約多久？**
   - 一小時以下
   - 一至三個小時
   - 三至五個小時
   - 五小時以上

4. **請問您多久會在社群平臺接觸到旅遊資訊？**
   - 非常頻繁
   - 頻繁
   - 偶爾
   - 很少
   - 從來沒有

5. 請問您最常的旅行目的是什麼?

○ 度假

○ 探險

○ 業務

○ 精神

○ 宗教

○ 其他（請說明）：＿＿＿＿＿＿＿＿＿＿＿＿＿＿

6. 請問您經常和誰一起旅行?

○ 家人

○ 朋友

○ 同事

○ 單獨

○ 其他（請說明）：＿＿＿＿＿＿＿＿＿＿＿＿＿＿

7. 請問您每年的旅行頻率?

○ 每年一次

○ 6 個月一次

○ 3 個月一次

○ 每個月

○ 每一周

○ 其他（請說明）：＿＿＿＿＿＿＿＿＿＿＿＿＿＿

8. 請問您一般旅行大約多久?

○ 一至兩天

○ 三至五天

○ 一周

○ 半個月

○ 一個月

○ 其他（請說明）：＿＿＿＿＿＿＿＿＿＿＿＿＿＿

第三部分：社群平臺在旅遊的應用

請就您最常使用的社群平臺，針對下列陳述句，回答您同意的程度：

	非常不同意	不同意	沒意見	同意	非常同意
1. 我願意使用社群平臺搜索/分享旅遊資訊。	○	○	○	○	○
2. 我有興趣使用社群平臺搜索/分享旅遊資訊。	○	○	○	○	○
3. 我會善加運用社群平臺的能力，搜索/分享旅行信息。	○	○	○	○	○
4. 我將充分利用社群平臺搜索/分享旅行資訊。	○	○	○	○	○
5. 我喜歡使用社群平臺搜索/分享旅行資訊的想法。	○	○	○	○	○
6. 使用社群平臺搜索/分享旅行資訊是個好主意。	○	○	○	○	○
7. 我很樂意使用社交媒體搜索/分享旅遊資訊。	○	○	○	○	○
8. 使用社群平臺搜索/分享旅行資訊是有意義的。	○	○	○	○	○
9. 社群平臺的旅遊資訊符合我的旅行目的。	○	○	○	○	○
10. 社群平臺的旅遊資訊不斷更新。	○	○	○	○	○
11. 社群平臺的旅遊資訊足夠深入。	○	○	○	○	○
12. 社群平臺的旅遊資訊很有吸引力。	○	○	○	○	○
13. 社群平臺中的旅行信息對我的旅行計劃很有用。	○	○	○	○	○
14. 社群平臺易於使用。	○	○	○	○	○
15. 社群平臺是使用者友善的。	○	○	○	○	○
16. 社群平臺是穩定的。	○	○	○	○	○

請就您最常使用的社群平臺，針對下列陳述句，回答您同意的程度：

17. 社群平臺的反應時間是可以接受的。　　　　　　○　　○　　○　　○　　○

18. 社群平臺提供有用的功能。　　　　　　　　　　○　　○　　○　　○　　○

19. 社群平臺的用戶界面在視覺上很吸引人。　　　　○　　○　　○　　○　　○

20. 社群平臺會盡快回應我的要求。　　　　　　　　○　　○　　○　　○　　○

21. 社群平臺中有解答我的問題的知識。　　　　　　○　　○　　○　　○　　○

22. 社群平臺了解我具體的需求。　　　　　　　　　○　　○　　○　　○　　○

23. 使用社群平臺時我感到安全。　　　　　　　　　○　　○　　○　　○　　○

24. 我認為有很多人使用社群平臺來搜索/分享旅遊　○　　○　　○　　○　　○
　　資訊。

25. 我周圍的許多人使用社群平臺來搜索/分享旅遊　○　　○　　○　　○　　○
　　資訊。

26. 與我相同興趣的人使用社群平臺來搜索/分享旅　○　　○　　○　　○　　○
　　遊資訊。

27. 對我來說很重要的人使用社群平臺來搜索/分享　○　　○　　○　　○　　○
　　旅遊資訊。

28. 我與社群平臺中搜索/分享旅遊資訊的其他用戶　○　　○　　○　　○　　○
　　建立了良好的關係。

29. 我花了很多時間與社群平臺中搜索/分享旅遊資　○　　○　　○　　○　　○
　　訊的其他用戶進行互動。

30. 我相信社群平臺中搜索/分享旅遊資訊的用戶之　○　　○　　○　　○　　○
　　間的來往是真誠的。

31. 社群平臺中搜索/分享旅遊資訊的其他用戶和我　○　　○　　○　　○　　○
　　有同樣的目標。

──────────── 感謝您撥出寶貴時間填寫本問卷。────────────

UNIVERSITI TUNKU ABDUL RAHMAN

Re: U/SERC/64/2019

4 April 2019

Dr Cham Tat Huei
Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Cham,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your research project (Master student's project) and are pleased to inform you that your application has been approved under <u>expedited review</u>.

The details of your research project are as follows:

Research Title	Social Media Usage in Travel and Tourism: A Comparison Study Between Malaysia and Taiwan
Investigator(s)	Dr Cham Tat Huei Professor Huang, Yen-Tsung (Tunghai University) Toh Wooi Yek (UTAR Postgraduate Student)
Research Area	Social Sciences
Research Location	Taichung, Taiwan
No of Participants	300 participants (Age: 18 and above)
Research Costs	Self-funded
Approval Validity	4 April 2019 - 3 April 2020

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

Should you collect personal data of participants in your study, please have the participants sign the attached Personal Data Protection Statement for your records.

The University wishes you all the best in your research.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Accountancy and Management
         Director, Institute of Postgraduate Studies and Research