# DETERMINANTS OF BEHAVIOR INTENTIONS AND USE BEHAVIOR OF CHINESE TOURISTS TOWARDS TOURISM APPS

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**Abstract**

This paper investigates the factors influencing Chinese tourists' behavior intention and use behavior of tourism apps. The framework considers perceived destination quality, satisfaction, memorability of a trip experience, performance expectancy, social influence, behavior intentions, and use behavior as variables. A quantitative research method (n=500) was used in this study to survey Chinese tourists who experienced the use of three tourism apps. Sampling methods included judgmental, quota, and snowball sampling. Data analysis included structural equation modeling and confirmatory factor analysis for model fit, reliability, and construct validity. Satisfaction, memorability of the trip experience, performance expectancy, and social influence significantly impact the behavioral intentions and usage behavior of Chinese tourists' app use, with performance expectancy exerting the strongest influence. Furthermore, perceived destination quality significantly influences satisfaction, while behavioral intentions significantly influence usage behavior. In conclusion, the results provide appropriate reference information, and promote more possibilities for Chinese tourist services to create more economic value.

**Keywords:** Social Influence, Behavior Intentions, Use Behavior, Tourists, Tourism App

## Introduction

Continuing to improve rapid economic development, people pay more and more attention to the spiritual level of consumption, the tourism industry, and the rapid development of the economy (Chang et al., 2016). Whether from the perspective of the traditional tourism industry or from the perspective of the new way of tourism, everywhere there is the development of mobile services; with the rising number of Chinese Internet users, the front-end development of tourism APP this trend gives strong support, the competition of major enterprises or platforms is also gradually fierce (Gao et al., 2023). For the rapid occupation of the tourism market, how to satisfy travelers, have a good travel experience, and meet travelers' personalized needs is one of the most important issues for many tourism

enterprises, which has attracted much attention from researchers about the tourism market (Hong & Wu, 2022). Therefore, it is necessary to conduct research from the perspective of tourists' behavior on the factors affecting the behavior intention and use behavior of Chinese tourists' tourism APP, which will be of guiding significance to tourism enterprises.

From the perspective of behavior intention and the use behavior of APPs by Chinese tourists, many tourism apps play a key role (Kim, 2019). In the process of tourist travel, consumers' perception of service quality will impact the perception and satisfaction of the destination, which in turn influences tourists' behavior and use (Lin et al., 2020).

Currently, it is the era of experience economy, memorable tourism experience has become one of the important factors affecting tourists' behavior intention and use behavior; and memorable tourism experience, as an important field of tourism research, has been widely paid attention to at present (Liu et al., 2023). Additionally, Performance expectancy is one of the important components of tourism consumption intention and behavior, which can provide theoretical support and practical guidance for sustainable tourism consumption (Ma et al., 2020). In addition, social influence also has a close relationship with behavior, and social influence directly impacts the goals and motives of individual behavior (Ni et al., 2022).

**Literature Review**

1. Perceived Destination Quality

Perceived destination quality is consumers' subjective perception and evaluation of product or service quality (Çelik & Dedeoğlu, 2019), and consumers perceive the quality of products or services from multiple aspects and external influences etc. (Cong, 2016). Perceived destination quality and tourist satisfaction are important parts of the research on destination marketing management and tourist behavior, which are important references for developing tourism in scenic spots (Le & Dong, 2017). Consumers want warm and attentive services in tourist destinations, which directly affects their satisfaction (Rajaratnam et al., 2015). The relationship between perceived destination quality and customer satisfaction has been a hot research topic in service marketing in the tourism industry (Warsito, 2024).

H1: Perceived destination quality has a significant influence on satisfaction.

2. Satisfaction

Satisfaction is a psychological state that refers to a person's subjective evaluation of the quality of a relationship (Kim, 2019), and customer satisfaction is essential for customer loyalty (Liu et al., 2023). Satisfaction can be calculated by weighting the evaluation scores of customers, i.e., index data for measuring satisfaction can be obtained (Tseng et al., 2021). When it is necessary to measure the position of a product or service level in the industry, this can be done through customer satisfaction surveys (Wu & Lee, 2017). In the era of mass tourism, along with the rapid development of the national economy, the improvement of the national consumption level, and the arrival of the era of the experience economy, people's

willingness to travel is stronger than in other periods (Xia et al., 2024).

H2: Satisfaction has a significant influence on behavioral intentions.

3. Memorability of a Trip Experience

Experience refers to the direct observation and participation in the practice of something to obtain intuitive understanding and feelings; it can be the direct perception of a phenomenon and can also be after thinking and learning the insights (Chen et al., 2023). Tourism experience refers to a temporal process realized in tourism with the help of viewing, interaction, imitation, consumption, and other activities (Cai et al., 2020). Unforgettable travel experiences are associated with unique landscapes, profound cultural experiences, or special people and events during the trip that form special memories (Hosseini et al., 2023). Thus, this study indicates a below hypothesis:

H3: Memorability of a trip experience has a significant influence on behavioral intentions.

4. Performance Expectancy

It is only possible to determine what expected performance means in a specific context. Expected performance usually means expected accomplishment, expected performance, etc. (Wu et al., 2021). Expected performance generally refers to specific, transient, or individual behaviors, emphasizing their completion and effects (Cheng & Pai, 2020). The expected performance scale is a self-assessment tool to measure people's likelihood of accomplishing a specific task or goal (Lai, 2015). Performance expectations are closely related to ease of use, external motivation, job suitability, relative advantage, and expected outcomes (Wu & Lai, 2021). Thus, this study indicates a below hypothesis:

H4: Performance expectancy has a significant influence on behavioral intentions.

5. Social Influence

Social influence is the impact and effect that the words, actions, or mere presence of others have on the thoughts, feelings, attitudes, or behaviors of an individual (Wang & Zhang, 2020). The depth and scope of social influence depend on whether the relationships between people are harmonized and their goals are interdependent (Shu & Scott, 2014). The social influence of peer pressure can be very powerful (Sparks & Pan, 2009). Society can influence people's attitudes (Wang et al., 2023). Social influence can shape people's attitudes and behaviors to fit society's expectations (Wang et al., 2023). Thus, this study indicates a below hypothesis:

H5: Social influence has a significant influence on behavioral intentions.

6. Behavior Intentions

Intention means wanting to achieve something (Li et al., 2016). Intention as motivation is a realistic force that pushes people to act, and most people's activities are intentional (Tu et al., 2020). Behavior intention is a factor that explains the attitudes, subjective norms, and perceptual-behavioral control that people hold before they decide and predicts

whether an individual will take a particular action (Chow et al., 2019). Controlled behavior is influenced by behavior intentions and actual control conditions, such as the ability, opportunity, and resources of the individual performing the behavior. This directly determines behavior when actual control conditions are adequate (Li & Chen, 2019). Thus, this study indicates a below hypothesis:

H6: Behavioral intentions have a significant influence on use behavior.

7. Use Behavior

The meaning of use is to make a person or thing serve a certain purpose (Wang et al., 2022). In today's information age, from the perspective of communication, use behavior refers to normative behavior when using various communication tools (Zhang et al., 2018). Use behavior also refers to the fact that users first need to have a cognitive and familiarization process with the product and then try it out, affecting whether they continue to consume and use it (Sun & Guo, 2022).

**Research Framework**

This conceptual framework was developed from three theoretical models from previous research frameworks. The first was proposed by Rajaratnam et al. (2015), which examined the effect of perceived destination quality (PDQ) on satisfaction (S) and satisfaction (S) on behavior intentions (BI). Secondly, it was presented by Sthapit et al. (2019), who investigated the effect of the memorability of a trip experience (MOATE) on behavior intentions (BI). (see Figure 1).

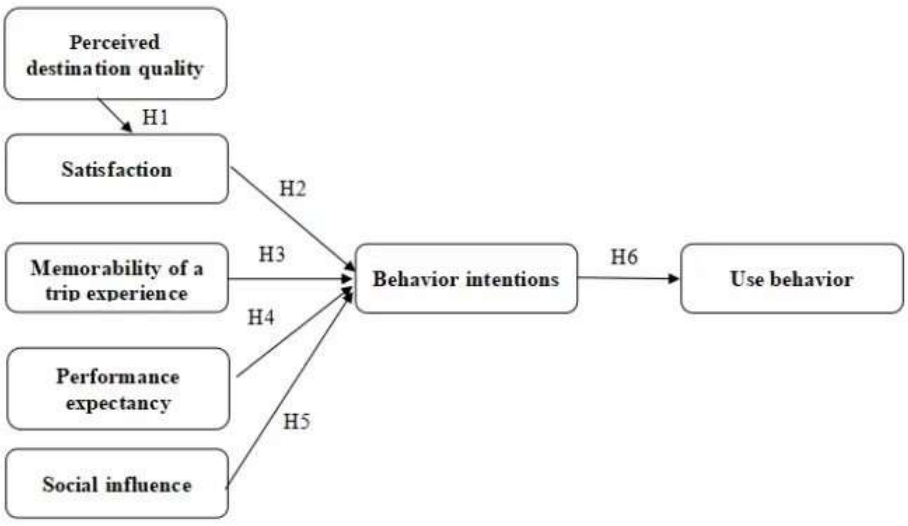


**Figure 1** Conceptual Framework

The hypotheses of the research variables based on the conceptual framework are;

H1: Perceived destination quality has a significant influence on satisfaction.

H2: Satisfaction has a significant influence on behavioral intentions.

H3: Memorability of a trip experience has a significant influence on behavioral intentions.

H4: Performance expectancy has a significant influence on behavioral intentions.

H5: Social influence has a significant influence on behavioral intentions.

H6: Behavioral intentions have a significant influence on use behavior.

**Research Methodology**

The researcher used a non-probability sampling quantitative method to send questionnaires to Chinese tourists via the Internet. The key factors that significantly influence Chinese tourists' behavior intention and use behavior towards tourism apps were collected and analyzed. The survey was divided into three parts. The first part identified the characteristics of the respondents through screening questions. The second part used a Likert scale to test seven suggested variables ranging from strongly disagree to agree strongly. Finally, demographic questions were asked about gender and the three app uses.

Before collecting data, the questionnaire underwent rigorous validation, including an Item-Objective Congruence (IOC) test and a pilot test to assess reliability. The IOC test required a minimum score of 0.6, ensuring alignment between questionnaire items and research objectives. Additionally, a pilot test with 50 selected students evaluated internal consistency reliability using Cronbach's Alpha coefficient. The resulting score exceeded 0.7, indicating strong reliability in measuring the intended construct, as recommended by Nunnally (1978).

After the reliability test, the questionnaire was distributed to the target respondents, and 500 responses were received. The researcher analyzed the collected data using statistical software. They then used confirmatory factor analysis (CFA) to test its convergence and validity. The fitted measures of the model were calculated by synthesizing the given data to ensure its validity and reliability. Finally, the researcher used Structural Equation Modeling (SEM) to test the effects of the variables.

1. Population and Sample Size

This paper's population consists of tourists using three tourism APPs in China. Structural equation modeling suggests a sample size of at least 428 individuals. Five hundred respondents were used in this study (Kline, 2015).

2. Sampling Techniques

The researcher used non-probability sampling to select Chinese tourists who had experienced using three apps, followed by judgmental sampling and quota sampling. Afterward, the researchers distributed an online questionnaire using the convenience sampling tool Questionnaire Star (see Table 1).

**Results and Discussion**

1. Demographic Information

This data summarizes the preferences and age distribution of 500 respondents. Among them, Expedia.com is the most commonly used app, accounting for 43.6% of respondents. Regarding age distribution, the majority fall within the 31-40 years old category (40.0%), followed by the 18-30 years old category (39.0%), and those over 40 years old (21.0%) (see Table 1).

**Table 1** Demographic Profile

| **Demographic and General Data (N=500)** | | **Frequency** | **Percentage** |
|---|---|---|---|
| **Most Use app** | TripAdvisor | 156 | 31.2% |
| | Expedia.com | 218 | 43.6% |
| | Booking.com | 126 | 25.2% |
| **Age** | 18-30 Years Old | 195 | 39.0% |
| | 31-40 Years Old | 200 | 40.0% |
| | Over 40 Years Old | 105 | 21.0% |

2. Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was conducted in this study to assess the validity of the measurement model (Vongurai, 2024). All items within each variable displayed significant factor loadings, indicating support for convergent validity. Hair et al. (2006) underscored the importance of factor loadings for establishing validity, with a criterion set at 0.5 and a p-value coefficient less than 0.05.

**Table 2** Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

| **Latent Variables** | **Source of Questionnaire** | **No. of Items** | **Cronbach's Alpha** | **Factors Loading** | **CR** | **AVE** |
|---|---|---|---|---|---|---|
| Perceived | (Rajaratnam et al., | 5 | 0.852 | 0.683- | 0.853 | 0.539 |
| Satisfaction (S) | (Rajaratnam et al., | 7 | 0.903 | 0.721- | 0.903 | 0.570 |
| Memorability of a trip | (Sthapit et al., 2019) | 7 | 0.892 | 0.708-0.773 | 0.889 | 0.535 |
| Performance expectancy | (Chua et al., 2018) | 5 | 0.893 | 0.748-0.823 | 0.893 | 0.626 |

| | | | | | | |
|---|---|---|---|---|---|---|
| Social influence (SI) | (Chua et al., 2018) | 5 | 0.890 | 0.754-0.828 | 0.891 | 0.620 |
| Behavior intentions (BI) | (Rajaratnam et al., 2015) | 5 | 0.880 | 0.770-0.825 | 0.882 | 0.599 |
| Use behavior (UB) | (Chua et al., 2018) | 6 | 0.888 | 0.705-0.841 | 0.889 | 0.573 |

Source: Created by the author.

Furthermore, Fornell and Larcker (1981) suggested that the critical thresholds of composite reliability (CR) should be greater than 0.7, and the average variance extracted (AVE) should be greater than 0.5 to ensure reliability. As depicted in Table 3, all factor loading values exceeded 0.5, while both CR and AVE surpassed their respective cutoff points. These findings affirm the adequacy of the CFA test, suggesting that the data analysis results are both valid and reliable

**Table 3** Goodness of Fit for Measurement Model

| **Index** | **Acceptable Values** | **Statistical Values After Adjustment** |
|---|---|---|
| CMIN/DF | < 5.00 (Awang, 2012) | 1781.908/734 2.428 |
| GFI | ≥ 0.85 (Sica & Ghisi, 2007) | 0.843 |
| AGFI | ≥ 0.80 (Sica & Ghisi, 2007) | 0.825 |
| NFI | ≥ 0.80 (Wu & Wang, 2006) | 0.850 |
| CFI | ≥ 0.80 (Bentler, 1990) | 0.906 |
| TLI | ≥ 0.80 (Sharma et al., 2005) | 0.900 |
| RMSEA | < 0.10 (Hopwood & Donnellan, 2010) | 0.053 |
| **Model summary** | | **Acceptable Model Fit** |

Note: CMIN/DF = The ratio of the Chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, CFI = Comparative fit index, TLI = Tucker-Lewis index, and RMSEA = Root mean square error of approximation.

Furthermore, the model fit indices, including CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA, were utilized in the CFA test. As illustrated in Table 3, the obtained values in this study surpassed the acceptable thresholds, indicating a favorable fit for the model. Moreover, the measurement outcomes of these models bolstered their discriminant validity and validated the effectiveness of subsequent structural model estimation (refer to Table 3).

**Table 4** Discriminant Validity

| | PDQ | S | MOATE | PE | SI | BI | UB |
|---|---|---|---|---|---|---|---|
| **PDQ** | **0.734** | | | | | | |
| **S** | 0.228 | **0.755** | | | | | |
| **MOATE** | 0.366 | 0.396 | **0.737** | | | | |
| **PE** | 0.353 | 0.231 | 0.356 | **0.791** | | | |
| **SI** | 0.319 | 0.335 | 0.256 | 0.354 | **0.788** | | |
| **BI** | 0.431 | 0.412 | 0.464 | 0.509 | 0.399 | **0.774** | |
| **UB** | 0.283 | 0.252 | 0.454 | 0.351 | 0.239 | 0.376 | **0.757** |

Note: The diagonally listed value is the AVE square roots of the variable

As shown in Table 4, the square root of AVE for each variable was greater than its correlation with other variables, indicating that the model had good discriminant validity (see Table 4)

3. Structural Equation Model (SEM)

Structural equation modeling (SEM) is a generalization of regression model, which has many advantages that regression modeling does not have: SEM can deal with multiple independent variables and dependent variables at the same time.

The goodness of fit indices for the Structural Equation Model (SEM) is measured as demonstrated in Table 5. The calculation in SEMs and adjusting the model by using SPSS AMOS, the results of the fit index were presented as a good fit, which are CMIN/DF = 2.292, GFI = 0.852, AGFI = 0.834, NFI = 0.859, CFI = 0.915, TLI = 0.909 and RMSEA = 0.051, according to the acceptable values are mentioned (see Table 5)

**Table 5** Goodness of Fit for Measurement and Structural Model

| Index | Acceptable Criterion | Statistical Values Before Adjustment | Statistical Values After Adjustment |
|---|---|---|---|
| CMIN/DF | < 5.00 (Awang, 2012) | 1781.908/734 2.428 | 1675.704/731 2.292 |
| GFI | ≥ 0.85 (Sica & Ghisi, 2007) | 0.843 | 0.852 |
| AGFI | ≥ 0.80 (Sica & Ghisi, 2007) | 0.825 | 0.834 |
| RMSEA | ≥ 0.80 (Wu & Wang, 2006) | 0.850 | 0.859 |
| CFI | ≥ 0.80 (Bentler, 1990) | 0.906 | 0.915 |
| NFI | ≥ 0.80 (Sharma et al., 2005) | 0.900 | 0.909 |
| TLI | < 0.10 (Hopwood & Donnellan, 2010) | 0.053 | 0.051 |
| **Model Summary** | | **Unacceptable Model Fit** | **Acceptable Model Fit** |

Note: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = Goodness-of-fit index, AGFI = Adjusted goodness-of-fit index, NFI = Normed fit index, RMSEA = Root mean square error of approximation CFI = Comparative fit index, and TLI = Tucker-Lewis index

4. Hypothesis Testing Result

The research model determines the significance of the regression path coefficients based on their t-values and calculates the explanatory power of the independent variables on the dependent variable based on R2. Table 7 shows that at the significance level, *P < 0.05, **P < 0.01, ***P < 0. 001.

**Table 6** Hypothesis Results of the Structural Equation Model

| Hypothesis | (β) | t-Value | Result |
|---|---|---|---|
| H1: PDQ⟶S | 0.266 | 5.164* | Supported |
| H2: S⟶BI | 0.189 | 4.857* | Supported |
| H3: MOATE⟶BI | 0.371 | 8.179* | Supported |
| H4: PE⟶BI | 0.368 | 8.396* | Supported |
| H5: SI⟶BI | 0.172 | 4.470* | Supported |
| H6: BI⟶UB | 0.744 | 7.410* | Supported |

Note: * p<0.05

Source: Created by the author.

H1 has confirmed that perceived destination quality affects satisfaction with a result of 0.266. Among the many factors affecting satisfaction, perceived destination quality is one of the bases of satisfaction. Service quality is an important aspect of destination quality perceived by tourism consumers (Cong, 2016). The result of H2 is 0.189, which shows that satisfaction affects behavior intentions. The market competition is becoming increasingly intense; the customer becomes the enterprise's most important resource, and improving satisfaction helps improve the customer's consumption intention (Gupta & Arora, 2020). The result of H3 is 0.371, which indicates that memorability of a trip experience affects behavior intentions. Tourism is rich in meaning; for individuals, tourism can be a way of relaxation and leisure, and unforgettable travel memories can enhance tourists' willingness to revisit. (Ahn & Kwon, 2020). The result of H4 is 0.368, which indicates that performance expectancy affects behavior intentions. Performance expectancy has a positive effect on consumer intention and behavior (Wang et al., 2022). The result of H5 is 0.172, which indicates that social influence impacts behavior intentions. Society influences human behavior, existence, and society's material and spiritual conditions within the sphere of activity (Yang et al., 2012). Finally, the result of H6 is 0.744, which indicates that behavior intentions affect use behavior. Any act performed during a person's life or consumption will have a corresponding intention. (Zhao et al., 2022).

**Conclusions, Recommendations, Limitations and Future Research**

1. Conclusions

This study aims to investigate the factors that influence Chinese tourists' behavior intention and use behavior towards tourism apps. The model consists of seven variables and six hypotheses. The hypotheses are perceived destination quality affects satisfaction, satisfaction influences behavior intentions, the memorability of a trip experience has an effect on behavior Intentions, performance expectancy has an effect on behavior intentions, social influence has an effect on behavior intentions, and behavior intentions have an effect on use behavior. In the questionnaire survey conducted to influence the behavior intentions and use behavior of Chinese tourists towards the three tourism APPs, the data analysis aims to explore the factors that influence the behavior intentions and use behavior of Chinese tourists towards the three tourism APPs.

The results of the study are as follows. First, the most influential factor in use behavior is behavior intentions; that is to say, intentions are closely related to behaviors and are the internal motivation for people to take actions to achieve certain purposes or meet certain expectations. Second, memorability of a trip experience strongly influences behavioral intention, as individuals have a high degree of confidence in their past experiences, a high degree of motivation and involvement, and a high degree of influence of the experience on future behavior. Performance expectancy influences behavioral intention. This suggests that people's performance expectancy can change because of their expectation of receiving rewards, which influences their behavior. Thirdly, perceived destination quality impacts satisfaction; perceived destination is an important component of consumer satisfaction, affecting re-processing behavior. Satisfaction has an impact on behavior intentions. People's consumer satisfaction and intentions differ, but this may affect consumer behavior differently. Finally, social influence has an impact on behavior intentions. Human behavior researchers consider behavior intentions as precursors of behaviors that will produce cognition.

2. Recommendations

The researcher found that by investigating the factors influencing Chinese tourists' behavioral intention and use behavior of tourism APP, it can be concluded that the factors influencing behavioral intention and use behavior are Satisfaction, memorability of a trip experience, performance expectancy, and social influence. The main factors influencing behavioral intention and use behavior are the memorability of a trip experience and performance expectancy. Therefore, firstly, the memorability of a trip experience and performance expectancy can be identified as one of the important reasons for generating behavioral intentions and behavioral outcomes, and memorable trip experience as well as performance expectancy have a guiding role in tourists' behavior of using the behavior of the tourism APP. It is suggested that other researchers determine the validity of tourist behavior based on the results of Chinese tourist apps. Secondly, Satisfaction is one of the reasons

affecting behavior intentions, and consumer satisfaction has a direct relationship with consumption intentions, guiding consumption behaviors, suggesting that creators and managers of Chinese tourism APPs pay attention to tourist satisfaction to enhance more opportunities for business revenue. Finally, social influence is one of the reasons affecting behavior intentions; social influence is a very common psychological phenomenon in human behavioral intentions and behavioral decisions; it is recommended that the creators and managers of Chinese tourism APPs pay attention to social influence to create a good reputation for their products.

3. Limitations and Future Research

The utilization of online survey tools, such as Questionnaire Star, for data collection in this study introduces a noteworthy limitation. The inherent physical distance between researchers and participants precluded face-to-face interactions, potentially limiting the depth of understanding regarding respondents' real-life situations. The reliance on self-reported data through questionnaires further introduces the possibility of bias, as their perceptions or mental states may have influenced respondents during the survey. Future research should explore alternative data collection methods that facilitate more direct and nuanced engagement with participants, mitigating these limitations and enhancing the reliability of the gathered information.

A limitation arises from applying a stratified sampling method to select representative samples. Although this approach was chosen to bolster the study's representativeness, challenges emerged in identifying appropriate strata. Consequently, the selected subgroups may not precisely mirror the target population's characteristics, impacting the research outcomes' precision and generalizability. To address this limitation, future studies should consider refining the stratified sampling method or exploring alternative sampling strategies that better align with the diverse nature of the population under investigation.

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