The Effect of Digital Information Quality on Tourist Experience

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ชื่อวิทยานิพนธ์   ผลของคุณภาพข้อมูลดิจิทัลที่มีต่อประสบการณ์นักท่องเที่ยว
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บทคัดย่อ

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อินเทอร์เน็ตทำให้การค้นหาข้อมูลง่ายขึ้น สำหรับนักท่องเที่ยวการค้นหาข้อมูลเป็นส่วนสำคัญของการเดินทางเนื่องจากข้อมูลที่พบบนอินเทอร์เน็ตส่งผลต่อประสบการณ์การท่องเที่ยว ข้อมูลทำให้นักท่องเที่ยวตระหนักถึงสถานการณ์และเงื่อนไขในแหล่งท่องเที่ยวและยังส่งผลต่อประสบการณ์โดยรวม การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อนำเสนอกรอบแนวคิดของคุณภาพข้อมูลดิจิทัลที่มีส่วนเกี่ยวข้องกับประสบการณ์การท่องเที่ยวซึ่งแบ่งออกเป็นสามส่วนคือก่อนการเดินทาง ระหว่างการเดินทาง และหลังการเดินทาง

การรวบรวมข้อมูลเป็นการสุ่มตัวอย่างแบบไม่น่าจะเป็นแบบสอบถามเก็บในอาคารผู้โดยสารขาออกระหว่างประเทศของสนามบินสุวรรณภูมิ โดยแจกแบบสอบถามทั้งหมด 500 ชุด โดยแบบสอบถามที่ใช้ได้มี 450 ชุด และวิเคราะห์ข้อมูลโดย SPSS AMOS

ผลการศึกษาพบว่าแบบจำลองเชิงสาเหตุมีความสอดคล้องกับดัชนีมาตรฐาน(χ^2 = 833.4, df = 496, p = 0.05, GFI = 0.902, CFI = 0.939) บ่งชี้ว่าคุณภาพของข้อมูลดิจิทัลมีผลกระทบโดยตรงต่อประสบการณ์การท่องเที่ยวในช่วงก่อนการเดินทางซึ่งเป็นช่วงที่นักท่องเที่ยววางแผนการเดินทางและค้นหาข้อมูลและในระหว่างการเดินทางซึ่งนักท่องเที่ยวสร้างการรับรู้ถึงข้อมูลของสถานที่ท่องเที่ยว ข้อมูลดิจิทัลที่นักท่องเที่ยวค้นหาก่อนการเดินทางทำให้เกิดภาพลักษณ์ในใจนักท่องเที่ยวซึ่งมีอิทธิพลต่อการรับรู้ของนักท่องเที่ยวในระหว่างการท่องเที่ยว ยิ่งไปกว่านั้นคุณภาพของข้อมูลดิจิทัลยังมีอิทธิพลโดยตรงต่อการรับรู้ปลายทางระหว่างการเดินทาง สุดท้ายภาพปลายทางและการรับรู้ของปลายทางรวมกันมีส่วนทำให้ความพึงพอใจของนักท่องเที่ยวหลังการเดินทางและความตั้งใจจะกลับมาเที่ยวอีก

การศึกษาครั้งนี้ก่อให้เกิดองค์ความรู้โดยสามารถระบุคุณสมบัติที่สำคัญของคุณภาพข้อมูลดิจิทัลที่มีอิทธิพลต่อประสบการณ์ตลอดการเดินทางทั้งสามช่วง (ก่อน ระหว่าง และหลังการเดินทาง) นอกจากนี้ผู้วางนโยบายรวมทั้งผู้มีส่วนได้ส่วนเสียสามารถใช้ผลการศึกษานี้เพื่อสร้างกลยุทธ์การตลาดดิจิทัลให้ดีขึ้นเพื่อดึงดูดนักท่องเที่ยวมากขึ้น

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ABSTRACT

Internet makes everything easier, including search for information. For tourist, search for information is a critical part of the trip because information found on the internet could influence tourist experience. Information makes a tourist more aware about the situation and conditions at the destination place and therefore also influences the total experience. The purpose of this study is to propose a conceptual framework of digital information quality in tourist experience which divided into three parts, in pre-trip (before the trip), during trip (en-route the trip) and post trip (after the trip)

The data collection used was purposive of nonprobability sampling. Questionnaire survey was conducted in international departure terminal of Suvarnabhumi International Airport. From 500 questionnaires distributed, 450 valid questionnaires were collected and analyzed by SPSS AMOS.

The results of this study revealed that the causal model fits well with the standard indices ($\chi2$ = 833.4, df = 496, p = 0.05, GFI = 0.902, CFI = 0.939). It indicates that digital information quality has direct impact on tourist experience in the pre-trip stage, the stage where tourists are planning the trip and search for information, and during-trip stage, where tourists create a perception of a destination attributes. Digital information which tourists found pre-trip shaped their pre-trip image of a destination, which then influenced tourists' during-trip perception of a destination. Moreover, digital information quality has also demonstrated direct influence on during-trip destination perception. Finally, destination image and perception of destination together contributed to tourist post-trip satisfaction and behavioral intentions.

This study contributes to the body of knowledge by identifying the important attributes of digital information quality which influence tourists' three stages of experience(pre, during, and post) . It helps destination planners to create a better digital marketing strategy to attract more tourists.

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Introduction

1.1 Statement of Problem

Tourism industry in Thailand plays an important role, since the contribution to GDP was THB3,229.8bn (USD95.0bn), which is 21.2% of GDP in 2017. Also in 2017, the total contribution of travel and tourism to employment, including jobs indirectly supported by the industry was 15.5% oftotal employment[1]. This means the total contribution of travel and tourism keeps increasing from year to year.

In the era of modern life, people wants everything to be easy and fast. Therefore, industries all over the world pushed to change themselves in order to survive, including in tourism industry. The way for industries survive is by providing the consumer what they want. When the supply meets the demand then the business will go smoothly.

Since tourism industry has its unique characteristics of intangibility due to the main product of this industry is service, compared with any other industries it relies mostly on information and value given to the customer (Wang et al., 2009). Digital information is part of daily use for all of the people nowadays. In tourism industry, it is part of digital tourism which function is to support tourist in pre, during and post tour (Benyon et al., 2014).

Before make a visit to a destination, the potential tourist will look for information everywhere. However, the existence of digital technology in this modern era helps them a lot since it is very flexible. Technology makes the potential tourist for getting information not only easy and fast but also broader their channel since they can go digital and gather information through digital technology channel in internet such as online travel agency websites, destination websites, personal blogs, review sites, social networks and built tourism application whenever, wherever and however they want to (Dickinson et al., 2016; Huang et al., 2016; Ryan and Jones, 2010).

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[1] Total contribution to GDP – GDP generated directly by the Travel & Tourism industry plus wider effects from theinvestment (World Travel & Tourism Council, 2017)

First in planning stage, potential tourist will try to find the information about the attractions, accommodation, accessibilities, service and safety of the destination. Therefore, the information quality of those digital information channel has a positive impact on the intention to visit the destination (Chung et al., 2015). The information leads to the destination image perception and searching for it through internet will be their indirect experience. Simulation using virtual tour can strengthen the image of destination (Cho, Wang, & Fesenmaier, 2002).So, when potential tourist failed to get the information the destination tries to deliver through those digital information channels, it is possible for them to change their destination to visit.

In the during stage, digital information used whenever the trip doesn't go as the initial plan. Perhaps, it's because there is a gap between the provided information with the reality or tourist found something more interesting thing to do or to visit compared to what they found on their planning stage. Therefore, they once again need to gather information. When tourist failed to get the information they are looking for, it will disturb the delivery of service experience and will have impact on their satisfaction and loyalty at the post trip experience (Walls et al. 2011).

Based on Bell's (2016) study, almost 80% of tourist relies on information they found on internet before making a decision. On internet, information on (User Generated Content) UGC site can be provided by both the website owner and also user of the site. Since the information generated from user experience, this type of information also taken as the electronic version of word-of-mouth (e-WOM). From the receiver point of view, it taken as a non-commercial information regarding a brand, product, service or provider (Arndt 1967) and reliable since it is the form of showing satisfaction or dissatisfaction and they don't gain anything from it (Chatterjee, 2001). From the survey taken in 2012 by Gonzalo, showed that "read reviews from other traveler" is one of the top seven activities people does on their planning activities which has been done by 40% -54% of the traveler (divided into leisure and business type) surveyed. Also travel review sites is also one of the top search for both type of traveler which range from 37%-39%.

Therefore, in this research I propose to make analysis of digital information quality in order to know if information quality brings effect on tourist on their pre-trip, during stage, and after their trip using Wang and Strong conceptual framework of information quality on user-generated-content (UGC) sites and its effect on tourist overall experience.

1.2 Problem Statement and Research Question

To guide the thesis and frame the research, the problem statement is indicated as follows:

- What is the effect of digital information quality with tourist experience?
- What are the important characteristics in digital information quality that influence tourist experience?

The problem statements above are directed to explicate the area of concern in a particular context and provide the concise framework and scope of the research study, specifically focusing on digital information on website and their effect toward the travel experience in Thailand. Research questions listed below are more precise and detailed expression from the problem statements. The research questions are:

- Which UGC site that international tourists aware of and interact with to get information?
- How is the quality of digital information that tourist found?
- What quality/ies that international tourists value the most related to information quality of their planned trip?
- What international tourists think about digital information of Thailand related to tourism they found on UGC site?

1.3 Objective

The research project will therefore seek to explore and investigate the following:

- to investigate the effect of digital information quality on tourist experience
- to measure digital information quality which tourist value the most
- to evaluate overall tourist experience regarding the information quality
- to investigate tourist satisfaction regarding information they found on internet

1.4 Scope of the Study

This research focuses on "The effect of digital information quality in website with tourist experience" using study case of User Generated Content (UGC) website by

concentrating to examine the relation between digital information quality with tourist experience will be covered in these following issues:

Scope of content:

This research is conducted for the goal of study the perceived information quality by international tourists and the decision to travel to Thailand and their overall experience after the trip.

Scope of population and sample participated in this study:

Sample Size, international tourists who has been to Thailand who use digital information and finish their trip – 400 samples[2]

1.5 Expected Outcome

It is expected that the analysis of digital information quality for UGC (User Generated Content) can contribute to improve the current information quality and can be applied into actual situation. After that, it would enhance the tourist experience in Thailand.

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[2] See further the source of this sample size number in methodology part

Chapter 2

Literature and Theory Review

In this literature, I am going to explain about digital information, Wang and Strong conceptual framework of information quality, and the tourist experience.

2.1 Digital Information

Based on Oxford dictionaries, digital is adjective (of signals or data) expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization. Also, it usually relating to, using, or storing data or information in the form of digital signals for example *'digital TV' 'a digital recording'* and involving or relating to the use of computer technology. Meanwhile, information is facts provided or learned about something or someone; data as processed, stored, or transmitted by a computer. Therefore, we can conclude that digital information is processed data in the form of digital signal or in electronic form.

There are many concept of digital information such as information object, digital object, preservation object, electronic record, information package and significant properties depend on the context (Quisbert et al. 2009). In tourism, digital information is one part of e-tourism which is also related to Information and Communication Technology (ICT).

The rising issue related to digital information and tourism is due to since the era of internet begins, the consumer way in gaining information also changes. Based on ATLAS survey, in 2001 less than 18% people use internet as a source of information about their trip destination, but in 2004 the number increased until almost 35%. Also from PhoCus Wright Inc. survey in 2012, there are 48% people using internet as a source of destination decision. It ranked first and the second was personal recommendation from friend/family with only 34%.

2.2 Digital Information Platforms

Since information is the lifeblood of tourism due to its intangibility characteristic, information used as the main point of tourism digital marketing. Therefore platforms of digital information and digital marketing are interchangeable. Digital marketing

covers all marketing activities made via the internet, such as, websites, social networks, mobile devices and any other forms of electronic media (Kewsuwan, 2014).

According to Ryan and Jones (2010), there are seven keys of digital marketing platforms which are: website, mobile application, search engine optimisation (SEO), social media, affiliate marketing and strategic partner, online public relation, and e-mail. It also means that they are platforms of digital information from supplier to consumer. Accenture report (2015) stated that the more platform a company uses for its business makes it more convenient.

2.3 User Generated Content (UGC)

Since the era of digitization, information technology brings massive effect to the society. The trend of marketing, communicating, giving and acquiring information in any industry including tourism also keeps changing due to the development of it. It caused a big transition from conventional media to what we know today as IOT (internet of things). It also changes on how people spread positive or negative statement about something.

User generated content also known as the nowadays word-of-mouth beside it uses internet as the medium (Bahtar and Muda, 2015; Manap & Adzharudin, 2013). The content produced by other users can be main information for other prospective customer (Marchiori and Cantoni, 2015). The content produced can be post, comment, video, photo, software and delivered through social media, blog, or review in a site which the contributors are mostly unpaid (Crowston and Fagnot, 2018; Silva and Panahi, 2017). In tourism, the review of other user will be used by prospective traveler to decide where will be the best place to visit, what hotel to use, what travel agent is the best, and also negative things such as scams to prepare themselves.

2.4 Digital Information Quality

Information considered as one of the most significant key in tourism industry. It is an access for providers, business industries, and government to reach the potential tourists to make them to be a real tourist. The intangible characteristic of tourism industry makes it relies on information. The only way to be able to make intangible things to be tangible, is by providing information about it. For example, the beauty of one destination is intangible, however there's a way to make it a bit more tangible is by providing information about it. So, people who have not

been there can imagine and make an expectation about it. Therefore, it is important to know what the potential tourists are looking for when they search for information from any platform and what they feel when they search information through any website, application or social media.

In the information system, there are many studies which mention various dimensions of the information system in order to measure and improve it (Lee et al., 2002). DeLone and McLean (2003) study about information system model from system user point of view. The study has 6 dimensions to measures information system within the e-commerce context. Study of Lee et al. (2002) developed a model called AIM quality to assessing and benchmarking information quality in organizations. Other information system study in manufacturing organization by Al-Hudhaif (2010) found that total investment and training are factors which influence the information system service quality. The Wang and Strong (1996) study designed a conceptual framework of information quality with the purpose of seeing it from consumers' point of view.

The conceptual framework of information quality (IQ) of Wang and Strong (1996) is differentiated into four categories of following qualities: intrinsic quality, contextual quality, representational quality, and accessibility quality. Intrinsic quality involves believability, accuracy, objectivity, and reputation. Contextual quality involves value-added, relevancy, timeliness, completeness, and amount of information. Representational quality involves interpretability, ease of understanding, representational consistency, and concise representation. Accessibility quality involves accessibility and access security. Zmud's (1978) study similarly identified accurate and factual which can be classified into intrinsic qualities. Other study of Ballou and Pazer (1985) mentioned accuracy and consistency which can be classified as intrinsic qualities. Shamala et al. (2017) also mentioned accuracy, objective, believability, reliability, verifiability which can be classified as intrinsic quality; timeliness, relevancy, amount of data, and completeness as contextual; concise representation, consistent representation, understandability as representative; and availability as accessible quality. Other studies of Grudzień and Hamrol (2016) use accuracy and correctness which can be classified into intrinsic quality; currency, comprehensive, applicability as contextual quality; clarity, consistency, conciseness as representative quality.

Figure 2.1 Wang and Strong conceptual framework of information quality

| Believability |
| Accuracy |
| Objectivity |
| Reputation |

Accessibility

Access security

Intrinsic

Quality

Accessibility

Quality

Information

Quality

Contextual

Quality

Representational

Quality

| Value added |
| Relevancy |
| Timeliness |
| Completeness |
| Amount of info. |

Interpretability

Ease of understanding

Representational

consistency

Concise representation
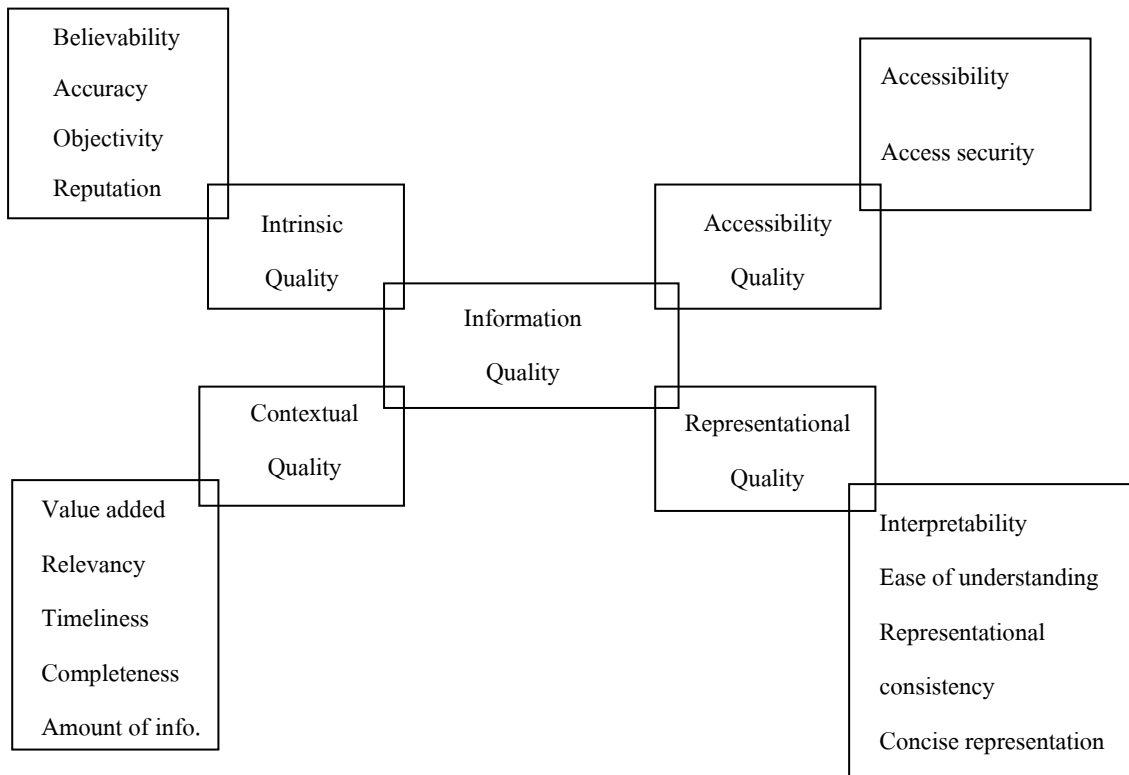
The intrinsic IQ means that the information has quality in its own right. Contextual IQ implies the quality that must be within the information to make sure customer satisfaction with the information presented. Representational IQ and accessibility IQ focus on the importance that the information presented must be easy to understand and interpret and also has a concise and consistent representation, also it must be accessible and secure for the user.

As for accessibility quality is access security, which is when the website asks for personal information of the user or when the user need to pay for something using their card, they don't feel secure and worry if the information might leak out. Therefore, the site developer need to make the system very secure and therefore it would make the user feel safe.

Table 2.1 Descriptions of Data Quality Dimensions

No.	Dimension	Description	Supporting literature
Intrinsic Quality			
1.	Believability	The data is believable	Foley and Helfert, 2009
2.	Accuracy	data are certified, error-free, accurate, correct, flawless, reliable, errors can be easily identified, the integrity of the data, precise	Chen and Chang, 2018; DeLone and McLean, 2003; Grudzien´ and Hamrol, 2016; Wang and Strong, 1996;
3.	Objectivity	It should be unbiased and objective	Wang and Strong, 1996
4.	Reputation	Reputation of the source who shows the data/information	Foley and Helfert, 2009; Wang and Strong, 1996;
Contextual Quality			
5.	Value added	The data let people to get a competitive edge, or add value to the operations	Foley and Helfert, 2009; Park and Kim, 2006; Wang and Strong, 1996;
6.	Relevancy	The data are applicable, relevant, interesting, can be used	Chen and Chang, 2018; DeLone and McLean, 2003; McKnight et al.,2017; Wang and Strong, 1996
7.	Timeliness	The age of the data/information	Foley and Helfert, 2009; Wang and Strong, 1996;
8.	Completeness	Breadth, depth, and scope of information contained in the data	Chen and Chang, 2018; DeLone and McLean, 2003; McKnight et al.,2017; Wang and Strong, 1996
9.	Amount of information	Appropriate amount of data	Grudzien´ and Hamrol, 2016; Wang and Strong, 1996;

Table 2.1Continued

No.	Dimension	Description	Supporting Literature
Representational Quality			
10.	Variety of data and information source	There are many variety of data in the information presented	Wang and Strong, 1996
11.	Interpretability	The interpretable level of the data	Chen and Chang, 2018; Grudzien´ and Hamrol2016; Wang and Strong, 1996
12.	Ease of understanding	Easily understood, clear and readable	DeLone and McLean, 2003; Wang and Strong, 1996
13.	Representational consistency	Data are continuously presented in same format, consistently represented, consistently formatted, data are compatible with previous data	Grudzien´ and Hamrol, 2016; Xie et al., 2017; Wang and Strong 1996
14.	Concise representation	Well-presented, concise, compactly represented, well-organized, aesthetically pleasing, form of presentation, well- formatted, format of the data	DeLone and Mclean, 2003; Foley and Helfert, 2009; Wang and Strong, 1996
Accessibility Quality			
15.	Access security	Data should be unable to be accessed by competitors, data are of a proprietary nature, access to data can be restricted, secure	DeLone and McLean, 2003; Foley and Helfert, 2009; Wang and Strong, 1996
16.	Accessibility	Accessible, retrievable, speed of access, available, up-to-date	Foley and Helfert, 2009; Wang and Strong, 1996

Table 2.1 Continued

No.	Dimension	Description	Supporting Literature
17.	Ease of operation	Easy to use, easy to operate to get the information	Foley and Helfert, 2009

2.5 Tourist

UNWTO definition of tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Therefore, UNWTO defines tourists as people who travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. Also tourist is visitor who stays for overnight while the same day visitor called by excursionist.From UNWTO definition, tourists differentiated by their purpose. Based on Holloway; Pitman (1986) tourist based on purposes of visits are holidays, business, health, study, mission/meeting/congress, family (visiting friends or relatives), sports, religion and others, or in a broad classification tourist differentiated into personal and business purpose.

From MOTS statistic from the last 5 years (2013-2017), the number international tourist arrival in Thailand always increased from year to year except in 2014 it drops a little from 26.546.725 to 25.814.439. However, it increased significantly on the next year in 2015 to 29.923.125. By seeing the data, international tourists who come to Thailand is dominated from Asia with China as the first ranked for the last 5 years in a row, followed by Malaysia as the second most visitors, Japan and Korea with interchangeable of third and fourth position every year and Russia as the fifth ranked for 2013 and 2014 but in 2015 until 2017 the fifth position filled by Laos.

Figure 2.2 International Tourist Arrival 2013-2017
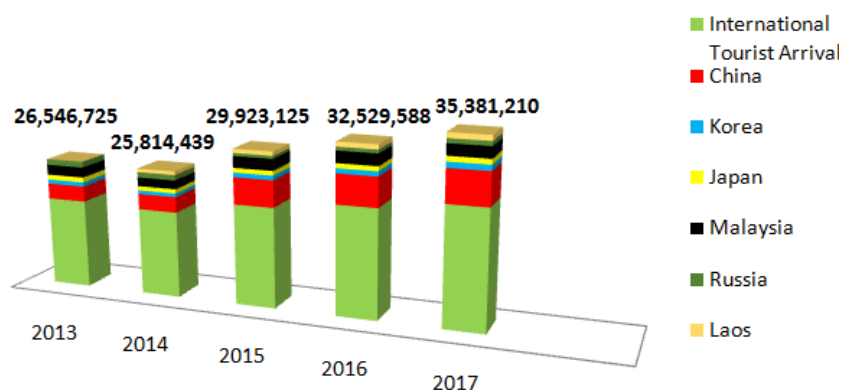
Source: mots.go.th

Table 2.2 International Tourist Arrival and Top Countries that Visited Thailand

Year	ITA	China	Korea	Japan	Malaysia	Russia	Laos
2013	26.546.725	4.609.717	1.292.335	1.515.718	3.031.072	1.745.779	984.886
2014	25.814.439	4.636.298	1.122.566	1.267.886	2.613.418	1.606.430	1.053.983
2015	29.923.125	7.981.407	1.359.211	1.349.388	3.407.553	877.120	1.230.521
2016	32.529.588	8.821.148	1.449.617	1.416.903	3.506.199	1.085.890	1.414.916
2017	35.381.210	9.805.753	1.701.458	1.552.435	3.354.800	1.346.719	1.612.651

Source: mots.go.th

2.5.1. Tourist Experience

Experience is a very broad concept but also take a part in a person everyday life (Caru and Cova, 2003). Due to its broadness, it attracts the attention of many subject in many discipline area for example sociology, anthropology, history, media studies, literature, geography, urban studies, design, management, marketing, neuroscience and neurology (Agapito et al., 2013).

From tourism view, experience is part of intangible product which is very important. It will be gained by tourist as a total outcome when they encounter physically and mentally with products, service and business (Lewis & Chambers, 2000; Crouch, 2002; Agapito, et al 2013) before, during and after the trip. For instance, when potential tourist engaged with some service and information, then the experience already started. The experience from receiving

and gathering information then forming image of destination which will lead to expectation and called as pre-trip experience (Kim, 2009; Wijaya, 2014). When they go to the destination and start using the service then during stage experience also begins, and when they finish the trip and go back that will be their after trip experience.

From general view, tourism experience is influenced by internal and external factors within an individual (Cutler and Carmichael, 2010). In tourism, the internal factors which is related to tourist experience are motivation (Tan, 2016), affective which involves feelings and emotion, and cognitive which is the intellectual level of a person (Schmitt, 1999). There is also ABC Model of Attitudes which saying that pleasure, arousal and dominance is related affective, cognitive and conative responses, i.e. Affect, Cognition and Behaviour (ABC) (Baker et al., 2014) that influence tourist perception of their experience and will affect their satisfaction as well. Meanwhile the external stimuli are related to interaction occurred between tourist and service provider (Prahalad & Ramaswamy, 2004).

In 'Tourism Consumption System' (TCS) theory by Woodside and Dubelaar (2002), the process of tourism consuming is a whole experience consists of a set of thoughts, decisions and behavior in pre-trip, during trip and following trip. Experience will be gained by tourist as a total outcome when they encounter physically and mentally with products, service and business (Lewis & Chambers, 2000; Crouch, 2002; Agapito, et al 2013) before, during and after the trip. For instance, when potential tourist engaged with some service and information, then the experience already started.

The experience from receiving and gathering information then forming image of destination which will lead to expectation and called as pre-trip experience (Kim, 2009; Wijaya, 2014). Woodside and Dubelaar (2002) also views that experience as an accumulated process, therefore experience that happens at one stage can influence the next stage experience. Therefore, the whole experience consists of pre-trip where information forms image of destination (Moyle and Croy, 2009), perception in the during stage (Larsen, 2007), satisfaction and behavioral intention (Wijaya et al., 2013).

Figure2.3 Stages of Tourist Experience

Stages of Tourist Experience		
Pre-Trip	During Trip	Post Trip
Destination Image	Perception	Satisfaction & Behavioral Intention
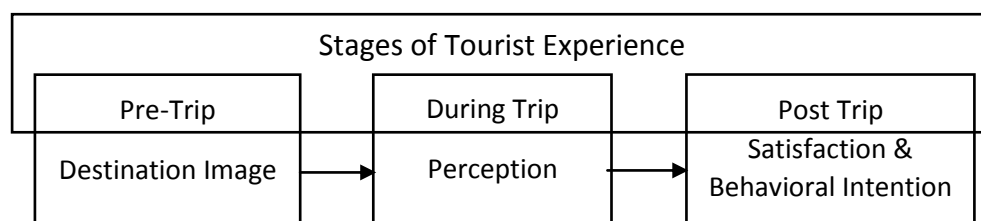
Source: Knutson et al. (2010); Wijaya (2014)

2.5.1.1 Pre-Trip Stage: Destination Image

In the pre-trip stage of experience, tourists will collect the information, is it by images they seen on internet or any other sources, stories they heard from relatives or even their own past experience, from advertising, word-of-mouth, past experience and the information are forming cognitive and affective image which affect how tourist see the destination they will visit (Hernández-Mogollón et al., 2018; Kim et al., 2017; Larsen, 2007; Wang et al., 2016; Zhou, 2014).

After gathering some information, then they will do the decision making about visiting the place because destination personality has significant impact on tourist attitude (Souiden et al., 2017). If they think the place is must be visited, then they will start to make an expectation about it or also known as a preconception (Wijaya et al., 2007) which will be standard when they are making evaluation about their trip.

Promotion and branding also play important role at shaping how tourist might view their upcoming trip from the information given, since it provides some image about the destination (Hernández-Mogollón et al., 2018; Knutson et al, 2010; Wang et al., 2016). All of that are divided into cognitive and affective image which also contribute to formation of destination image.

Affective image is based on what people feel about the image of certain thing. Measurement of this kind of image toward destination image was developed by Russel and Pratt (1980) into pleasant as the opposite of unpleasant, excitement as the opposite of gloomy, arousal as the opposite of sleepy, and relax as the opposite of distress. Meanwhile the cognitive image of

tourist destination is based on what a destination has to offer also known as destination attributes (Hernández-Mogollón et al., 2018; Kim et al., 2017; Wang et al., 2016; Zhou, 2014).

Also, tourists usually will make an advance planning to secure themselves from anything that might needed such as make a reservation for accommodation and booking for flight ticket, also for ticket of the shows and ticket entrance of any interesting place. Now since they can use information and communication technology (ICT), they use it not only for planning but also for expect things they might encounter during the trips.

Others than that, motivation also influence how tourist perceive the information quality offered and later will affect the perceived image in a pre-trip stage. In a study conducted by Jaapar et al (2017) examined the relation between tourist satisfaction and motivation. They found that if tourist motivation influences their level of satisfaction, if they can get what motivate them to go to that country or place then they will be really satisfied. Also, they found that there is a positive relation between information access and tourist satisfaction.

Figure2.4 Pre-trip construction
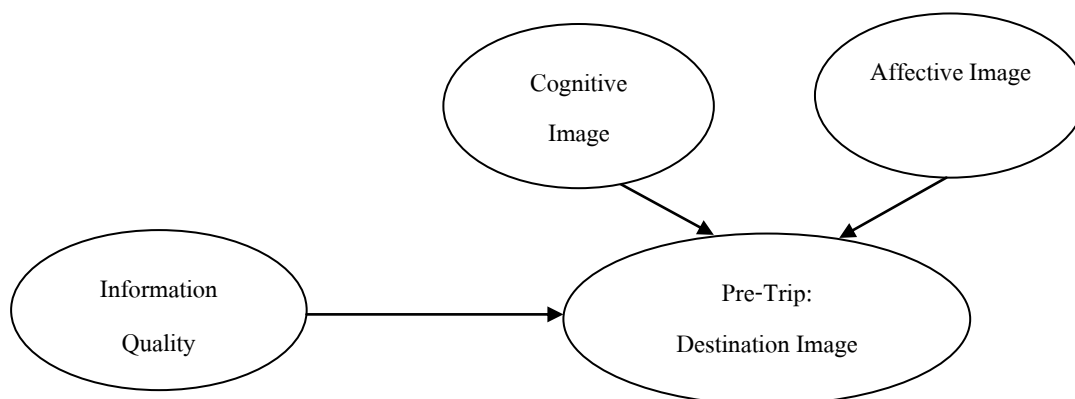
Source: Kim et al (2017); Knutson et al.(2010); Wang, Qu and Hsu (2016) and

Hernández-Mogollón, Duarte and Folgado-Fernández (2018)

2.5.1.2 During Stage: Perception

The past trip experience and or information that tourist collect might leave a trace in tourist mind that form an expectation or a preconception about how the trip might goes and will be confirm at the during stage. The on route stage is the stage when they encounter the reality of the information they found on planning stage. When they come they will be full of

expectation derived from media, images, preconception knowledge and their past experience (Wijaya et al., 2013).

In during stage, tourist will use the previous reservation and booking they have made before they come to the destination, not only about reservation and booking but also all of the information they found on their planning. After that, they will make a perception of actual performance.

In this stage, attributes provided by supplier is very important and it's the only one that completely under control of provider. The attributes included service delivered from staff to customer in a form of relation and communication between staff and customer (Albayrak and Caber, 2017) and the facilities on destination as tourist might confirm the information on previous stage they already gathered.

Table 2.3 provides a summary of previous studies that have been deducted related to dimensions of tourism destination attributes. These components are the attributes provided by supplier and in the phase of during trip of tourist it will be the confirmation of the information they already gather in the planning stage and their expectation before coming. If the information matches with the reality or moreover if the outcome is beyond expectation then it will create a good perception and tourists will be satisfied and it will influence the post-purchase intentions (Thong et al., 2006) such as loyalty and recommendation behavior.

Table 2.3 Destination attributes

Researcher(s)	Attributes	Terminology used
Brito and Pratas, (2015)	Weather, wild life, landscapes, accessibility (information), rare and unique animals (in natural or artificial environment), sports (natural conditions for enabling sport activities), adventure (in natural condition), safety, service, price, adventures, culture and history, close to other destinations, local peoples' attitudes, night life & entertainment, special events & activities, relaxation	Brand destination attributes
Hsu, Tsai & Wu, (2009)	Transportation facilities, friendliness of people, quality and variety of food, accommodation facilities, personal safety, price, culture and historical resources, good shopping, environmental safety and quality	Tangible factor of external factor
Mussalam and Tajeddini, (2016)	Destination brand/reputation, safety & security of the destination, image, past experience, perceived service quality, price, recommendations of friends, reputation of destination, value for money, quality of food, education, lifestyle, tourism attractions adventure, architecture, location, natural resource, relaxation &health, culture, entertainment, events & festivals, tourism infrastructure access to the destination, shopping, sports facilities, efficiency of transportation, tourism services quality & variety of accommodation, food & wine, and availability of tourist information	Destination attributes

Table 2.3 Continued

Researcher(s)	Attributes	Terminology used
Pearce and Schänzel, (2013)	Product development, marketing, infrastructure, access, visitor information, tourism support services, community services	Destination management activities
Pike et al., (2018)	Interesting culture, lots to see and do, attractive city, new experiences, safe, historic places, friendly people, easy to get around, good food, good weather, good accommodation, english spoken, not expensive, good flight options, outdoor activities, all people treated with respect, good airport, good beaches, good shopping, interesting architecture.	Stopover destination attributes
Ragavan, Subramonian & Sharif, 2014	Accommodation and food, attraction, climate and image, commodities, convenience, culture, people, price	Travel attributes
Stange and Brown, (2018)	Attraction, access, activity (attraction experience), services (include allowing the activity to take place such as access by national park, the security, park guards, wilderness responders, food, housing, transportation, communication, provision of souvenirs), qualified personnel (guide, chef, driver, transportation company, national park staff, police, street juggler), promotion.	Tourism product
Sugiama, (2013)	Attraction (natural, cultural, spec. attractions), accessibility (transportation services, transportation infrastructure), amenity (foods & beverages, hotels, guides, etc.), ancillary (tourism board, tourism associations, tourism communities)	Tourism destination components

Table 2.3 Continued

Researcher(s)	Attributes	Terminology used
Tourism Western Australia, (2009)	Attraction (inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities), access (air transport, roads, vehicle), accommodation (from basic camping and backpacking facilities to mega-resorts), amenities (public toilets, signage, retail shopping, restaurants and cafes, visitor centres, telecommunications and emergency services), awareness (positive attitudes from local people and people who directly interact with tourist, strong destination image)	Essential requirement for tourism

Figure2.5 During trip construct
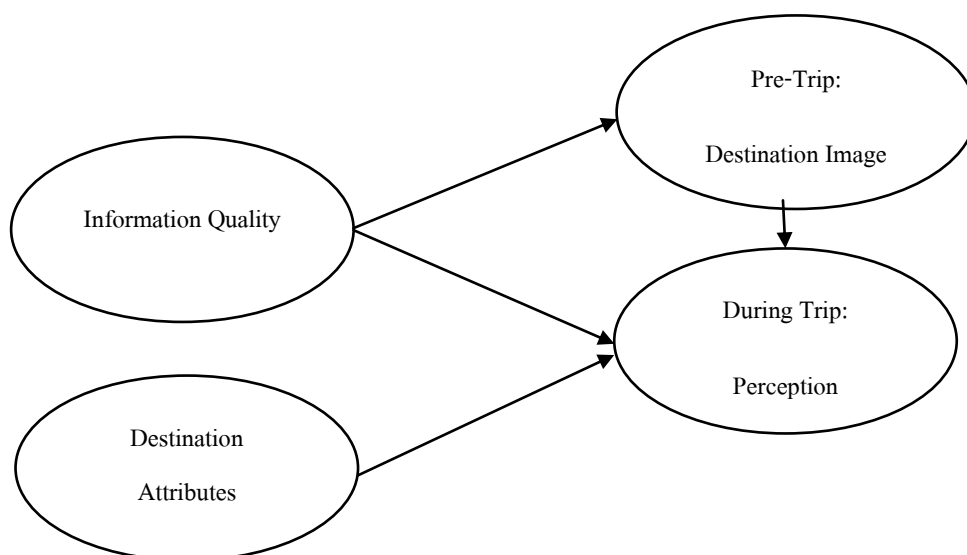
Source: Knutson et al. (2010); Wijaya (2014)

2.5.1.3 Post Trip Stage

For after trip stage, tourists might evaluate their overall experience as a perceived value they got from the trip (Prebensen et al., 2012). However the perceived value is very subjective on every person. The perceived value concerns related to monetary or non-monetary cost with the experience obtained (Lin & Kuo, 2017), and it has direct effect on word-of-mouth and revisit intention (Yang & Peterson, 2004). If the result is sattisfying then it would lead into customers' loyalty behaviors such as good public relation through word-of-mouth and revisit the destination.

So, at the pre-trip stage which also known as the planning stage, the information quality will make tourist expect and make planning about the destination. Therefore, eventhough all information quality might be important, but the most important quality at this stage mostly are from contextual quality: value added, relevancy, timeliness, completeness and amount of information (Kim et al., 2017) and accessibility quality. Meanwhile at during stage, the perception of all qualities will be made, such as the intrinsic quality: believability, accuracy, objectivity, reputation and from representational quality: interpretability, ease of understanding, representational consistency and concise representation.

At the last stage, the after trip stage tourist will evaluate the overall quality of information they get with the overall experience they just had. However, since tourism moves in service area which is intangible, therefore the tangible cues to judge purchased thing is missing. Hence the problem of tourist evaluation of the trip experience is that usually there might be a gap between tourist perceived value with provider perceptions of tourists' expectation (Parasuraman et al, 1985).

Last, there might be two results after the evaluation which might be positive or negative that both would lead to either positive or negative word-of-mouth. If it is positive, tourist may show loyalty behavior such as a positive word-of-mouth and become repeat visitor (Lin and Kuo, 2016; Thong et al., 2006; Wijaya, 2014).

Figure 2.6 Post Trip Construct
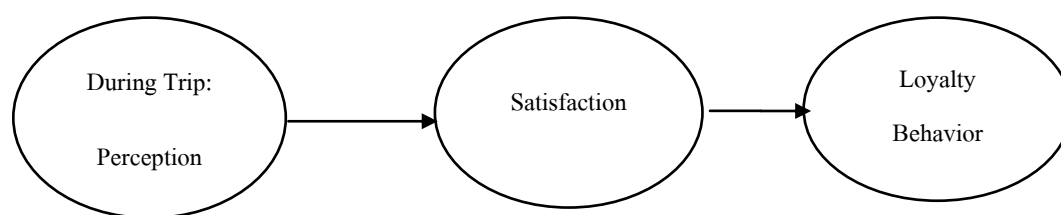
Source: Lin and Kuo, (2016); Thong et al., (2006); Wijaya, (2014)

Table 2.4 Factors influence tourist experience

Study	Result	Authors
Exploring the conceptualization of the sensory dimension of tourist experiences	The sensory dimension in tourism studies are body, gender, sensuality, and visual components. The consumer experience is the total outcome of an individual's encounters with product, services and businesses. The internal factors which influence tourist experience are emotional state such as moods and feelings. The external is the specific situation, goods and services.	Agapito et al., 2013
The behavioral consequences of tourist experience	A cognitive experiential outcome involves thinking or a conscious mental state, and an affective involves one's moods, feelings, and emotions.	Lin and Kuo, 2016
The relationship between smart phone usage, tourist experience and trip satisfaction in the context of a nature-based destination	Travel motivation influences tourist experience and satisfaction.	Tan, W.K., 2016

Table 2.4 Continued

Study	Result	Authors
Managing the experience co-creation process in tourism destinations: Empirical findings from Naples	Human interactions between tourist and provider and active participation of tourist in the experiential process has a positive effects such as tourists' happiness, satisfaction, and level of expenditure.	Buonincontri et al., 2017
Mobile technology and tourist experience: (Dis)connection at the campsite	Digital connection modifies the experience of travelling and when"escape" as motivation in tourism, it will helps tourist when they need to instantly transport to home or work environment.	Dickinson et al., 2015
Smart tourism technologies in travel planning: The role of exploration and exploitation	Amount of information (exploitative use of smart tourism technology) contributes to richer experience in travel planning stage.	Huang et al., 2017
International visitor dining experiences: A conceptual framework	The factors that influence the experience of international visitor of dining are divided into internal and external factors. Internal involves visitor demographic, travel characteristic, past experience and prior knowledge. Meanwhile the external factors are food quality, food-cultural related, physical dining and social.	Wijaya et al., 2013

2.6 Conceptual Framework

Based on the literature review and previous studies, the conceptual framework is proposed based on the study of digital information in facilitating tourist to get a better experience when visiting Thailand as tourism destination. The framework will conceptualize on how the quality of information tourist gets from websites influence tourist in each stage of travel and at the last stage leads to their satisfaction and behavioral intention after traveling in Thailand. The proposed figure research framework is presented in Figure 5 consists of four independent variables and four dependent variables.

The independent variables are information quality, destination attributes, cognitive image, and affective image of prospective tourist and the dependent variables are the expectation, perception, satisfaction, and loyalty behavior. This conceptual framework categorized tourist experience into three parts: pre-trip represented by destination image, during trip represented by perception and post trip which is when evaluation made and the outputs are the satisfaction of tourist and their behavioral intention (loyalty). Following figurepresents the conceptual framework of this study:

Figure 2.7 Conceptual framework
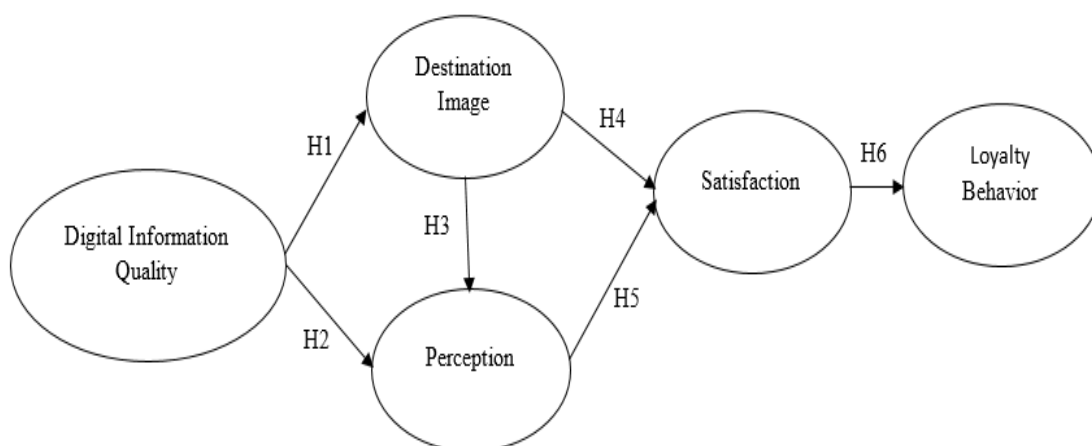
Figure 2.8 Conceptual framework with construct
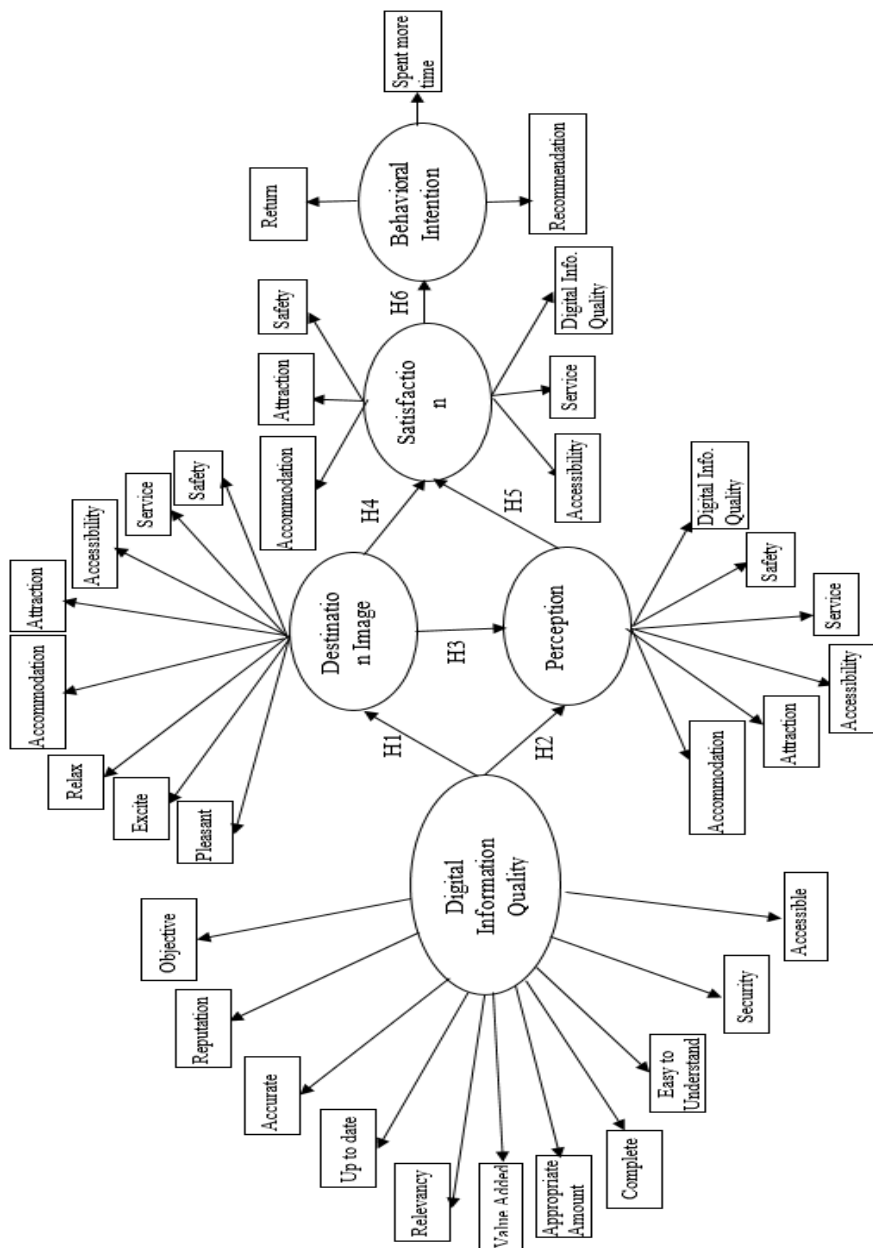
Source: Wang and Strong (1996), Thong, Hong and Tam (2006), Wijaya (2014),

Lin and Kuo (2016)

From the previous discussion, research hypotheses have been developed for this study:

- Hypothesis 1: Information quality positively influence destination image
- Hypothesis 2: Information quality positively influence tourist perception
- Hypothesis 3: Destination image influence tourist perception
- Hypothesis 4: Destination image positively influence satisfaction
- Hypothesis 5: Tourist perception positively influence tourist satisfaction
- Hypothesis 6: Satisfaction will positively influence behavioral intention

Chapter 3

Methodology

The methodology that will be applied by the study has been chosen in order to acquire information and deduce conclusions about the effect of information quality with tourist experience.

3.1 Research Design

Descriptive and causal research design were used to investigate the effect of digital information quality to tourist experience on pre-trip, during trip and post trip. Causal research design used to evaluate the causal relationship between digital information quality to destination image, digital information quality to perception of destination, destination image to perception of destination, destination image to satisfaction, perception of destination to satisfaction and last satisfaction to behavioral intention.

Questionnaires survey was conducted in Suvarnabhumi airport because it has the most people who arrived and depart from Thailand for the last five years[3]. The questionnaires were given to international tourists who have finished their trip in Thailand as they wait for their flight at at international departure of Suvarnabhumi International Airport. Respondents were asked first if they had finish their trip and were using any digital information before come to Thailand, then if both of the requirements met, they will be explained about the research and do the self-administered the questionnaire. In the framework there are stages of tourist trip experience which are in pre-trip, during trip, and post trip. Since the tourist who has finished their trip in Thailand has been in all of the stage of tourist experience then the questionnaire will be directed to them.

For the purpose of this research and in order to achieve the objectives of the study and gain broader knowledge in order to understand of how the information quality on

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[3]Air Transport Statistic. (Source: https://airportthai.co.th/main/en/1115-air-transport-statistic. Retrieved March 24, 2017)

digital platform will influence tourist experience, both primary and secondary data will be collected and will be used.

Primary data collected by connducted primary research to get the tourists' point of view. Personally administered questionnaire will be used because it's the most suitable and efficient since it can be completed within such a short period of time also, if there is any doubt or question regarding the questionnaire it can be settled at the same time (Sekaran and Bougie, 2016). As for the secondary data will contribute to form the background of the study and to build the framework of the research with the hypotheses formation. Also to understand thoroughly when the results are out.

3.2 Sampling

The smaller the population then the easier it is to sampling.Because in small population, it's possible to take the whole population as the sample. But since in this case there are millions of international tourists its impossible and not practical to do that, therefore it's possible to take a portion of elements taken from a population which is considered to be representative of the population (Black and Champion, 1979).

In this case, since the number of population is unknown then the sampling method is using purposive sampling of non-probability sampling. It ensures that the participants meet the needs for the study through some screening process. Since the population is international tourists who come to Thailand and use digital information before their arrival, the number is unknown.

When the population is unknown, the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96), percentage picking a choice or response (50% = 0.5) and the confidence interval (0.05 = ±5).The minimum sample size of international tourists are 384 and it based on the following calculation:

Necessary Sample Size = (Z-score)^2 * Standard Deviation *(1-StdDev) / (margin of error)^2

Using a 95% confidence level, .5 standard-deviation, and a margin of error (confidence interval) of +/- 5%.

$$= ((1.96)^2 \text{ x } .5(.5)) / (.05)^2$$

$$= (3.8416 \text{ x } .25) / .0025$$

$$= .9604 / .0025$$

$$\mathbf{= 384.16}$$

384 respondents

3.3 Questionnaire Development

The questionnaire was developed into 2 main sections. The first main section questions are testing the hypotheses of the model developed which divided into 4 parts. Four parts in first main section is divided into digital information quality and 3 stages of tourist experience which are (pre-trip) destination image, (during trip) perception of destination attributes, and (post trip) satisfaction and behavioral. The second section is about tourist demographic profile.

The first main section asks about the information quality using data quality dimensions of Wang and Strong (1996) is to asking the tourist perceived quality of the digital informations they found. Respondents are asked to rate on a 5-point Likert scale ranging from 1 (not important) to 5 (absolute essential) through 10 statements. On destination image part, it's divided into affective image 3 statements and cognitive image 5 statements which 1 represents strongly disagree and 5 represent strongly agree. On perception of destination attributes part, 1 represents very poor and 5 represents very good and measured by 6 statements. For satisfaction part, it measures the same variables like in the perception of destination where 1 represents very dissatisfied and 5 represents very satisfied through 6 statements. Then on behavioral intention part, 1 represents strongly disagree and 5 represents strongly agree and measured through 3 statements. The second main section about tourist demographic profile is designed as questions with options asking about tourist demography.

A series of additional questions have been included in the questionnaire to help understand better the effect of digital information quality in tourist experience. Question 3 will identify tourist perception about how helpful is digital information they got from website they visited and whether any misleading information they found which affecting their experience. Question 6 will investigate about the quality of digital information that is supposed to be in the website they have visited before.

Table 3.1 Items for measuring international tourist experience

No.	Item Description	Supporting literature for each item
Information Quality Aspects		
1.	Accurate	Chen and Chang, 2018; DeLone and McLean, 2003; Grudzien´ and Hamrol, 2016; Wang and Strong, 1996;
2.	Objectivity	Wang and Strong, 1996;
3.	Reputation	Foley and Helfert, 2009; Wang and Strong, 1996;
4.	Relevancy	Chen and Chang, 2018; DeLone and McLean, 2003; McKnight et al.,2017; Wang and Strong, 1996
5.	Timeliness	Foley and Helfert, 2009; Wang and Strong, 1996;
6.	Value added	Foley and Helfert, 2009; Park and Kim, 2006; Wang and Strong, 1996;
7.	Appropriate amount of information	Grudzien´ and Hamrol, 2016; Wang and Strong, 1996;
8.	Completeness	Chen and Chang, 2018; DeLone and McLean, 2003; McKnight et al.,2017; Wang and Strong, 1996
9.	Ease of understanding	DeLone and McLean, 2003; Wang and Strong, 1996
10.	Access security	Foley and Helfert, 2009; Wang and Strong, 1996
11.	Accessibility	Foley and Helfert, 2009; Wang and Strong, 1996

Table 3.1 Continued

No.	Item Description	Supporting literature for each item
Destination Image : Affective Quality		
12.	Pleasant	Qu et al., 2011; Russel and Pratt, 1980; San Martin and Rodriguez del Bosque, 2008
13.	Excitement	Qu et al., 2011; Russel and Pratt, 1980; San Martin and Rodriguez del Bosque, 2008
14.	Relax	Qu et al., 2011; Russel and Pratt, 1980; San Martin and Rodriguez del Bosque, 2008
Destination Image : Cognitive Quality		
15.	Destination Attributes	Hernández-Mogollón et al., 2018; Kim et al., 2017; Wang et al., 2016; Zhou, 2014
Destination Attributes		
16.	Attraction	Brito & Pratas, 2015; Fernandez & Rodriguez, 2018; Ragavan, Subramonian & Sharif, 2014; Pearce and Schänzel, 2015; Stange & Brown, 2018; Sugiama, 2013; Tourism Western Australia, 2008
17.	Accommodation	Fernandez & Rodriguez, 2018; Ragavan, Subramonian & Sharif, 2014; Pike et al., 2018; Tourism Western Australia, 2008
18.	Accessibilities	Brito & Pratas, 2015; Kahtani et al., 2015; Pearce and Schänzel, 2015; Pike et al., 2018; Stange & Brown, 2018; Sugiama, 2013; Tourism Western Australia, 2008

Table 3.1 Continued

No.	Item Description	Supporting literature for each item
Destination Attributes (continued.)		
19.	Service	Brito & Pratas, 2015; Mussalam and Tajeddini, 2016; Pearce and Schänzel, 2015; Stange & Brown, 2018
20.	Safety	Alegre and Cladera, 2009; Hsu, Tsai and Wu, 2009; Mussalam and Tajeddini, 2016; Zhang et al., 2018
21.	Digital Information Quality	Benyon et al., 2014; Gursoy, Del Chiapa, and Zhang, 2018; Mussalam and Tajeddini, 2016;

3.4 Validity and Reliability

Piloting or re-assessment is an important part of the research. The primary purpose of field testing is to construct an initial picture of test validity and reliability. For the pilot test generally takes around 10-60 participants depends on the size of the project sample size or 10% of the project sample size (Connely, 2008; Johanson and Brooks, 2009; Whitehead, et al., 2015).

To ensure the validity of the questionnaire, pre-test and pilot test was conducted. For the pre-test, ten professionals in the field of tourism and hospitality were asked to rate appropriateness of the items in each scale, the format of the scale, and the length of the instrument. Some items and some scales also the wordings were adjusted to their comments and suggestions.

After the pre-test, 170 questionnaires were distributed randomly to international tourists for the pilot test. The screening requirements are the tourist have finished the trip and have used digital information for the trip. From 170 questionnaires, only 162 valid questionnaires collected.

For this study, the reliability measurements were determined by using Cronbach's Alpha as an examination indicator of the measurement scale of the framework after

pilot testing. The value of Cronbach is generally required to be over 0.7 (Nunnally, 1978). From the figures generated from the pilot test, it was observed that the reliability of all dimensions, in terms of Cronbach's Alpha was above 0.7 with detail on table 3.2.

Average variance extracted (AVE) and composite reliability (CR) is the criterion by Fornell and Lacker (1981) to measure the degree of shared variance between latent variables and model. AVE measures the level of variance captured by a construct versus the level due to measurement error, values above 0.7 are considered very good, whereas, the level of 0.5 is acceptable. CR is a less biased estimate of reliability than Cronbach Alpha, the acceptable value of CR is 0.7 and above. CR is analogous to Cronbach alphas value, are all above the recommended minimum of 0.70. This meant that the scale, applied in this paper, was reliable.

Table 3.2 Reliability of measurements in pilot test

Construct	Cronbach's alpha (α)
Digital information quality	0.841
Destination image	0.802
Perception	0.753
Satisfaction	0.778
Behavioral intention	0.822

3.5. Data Analysis

The data analyzed using Statistical Package for Social Science (SPSS) and AMOS. Some steps were taken to analyze the data. First, once the questionnaire distributed the respondents were asked if they had finished their trip and then asked if they visit any website to gather information about destination attributes before they do the trip, after that they were explained about the research and asked if there is anything from the questionnaire they don't understand. The second step, the data were analyzed by frequency and descriptive statistics of different variables to generate demographic profile of participants. Finally, confirmatory factor analysis (CFA) and structural equation model (SEM) by AMOS used to analyze multiple regression of direct and indirect relationship of the framework synchronously. Therefore, this method can investigate all the interrelationships among the variables in the same context. The

measurements of fits for CFA are goodness of fit index (GFI), adjusted goodness of fitindex (AGFI), normed fit index (NFI), comparative fit index (CFI), root mean squareerror of approximation (RMSEA) and (standardized) root mean square error ((S)RMR). Kline (2005), suggested that a minimum indices that should be reported are the model chi-square with level range between 1.0 and 2.0, RMSEA and RSMR below 0,08, and CFI values should be greater than or equal to 0.90. (Bagozzi et al., 2004; Garver & Mentzer, 1999; Hair et al., 2010; Hu and Bentler, 1999; Marsh and Hocevar, 1985 and Tabachnick & Fidell, 2007)

Path diagram developed to visualize the interconnection with lines between constructs. Each path includes two variables in the shape of either box or oval connected with either arrows (a line with one arrow head at one end) or slings (a line with two heads at both ends). There are two types of constructs, "exogenous constructs" or also known as the independent variables and "endogenous constructs" or known as dependent variables.

Table 3.3 Exogenous and endogenous construct defined in the path diagram

Exogenous Construct	Endogenous Construct
Digital Information Quality	Destination Image
	Perception
	Satisfaction
	Loyalty Behavior

Figure 3.1 Path Diagram

Accommodation   Attraction

Relax

Accessibility

Excite

Service

Objective

Reputation

Pleasant

Safety

Accurate

Accommodation   Attraction   Safety

Return

Up to date

Destination Image

H4

Relevancy

H1

Satisfaction

H6

Behavioral Intention

Spent more time

Digital Information Quality

H3

Value Added

H5

Appropriate Amount

H2

Perception

Accessibility   Service   Digital Info. Quality

Recommendation

Complete

Easy to Understand

Security

Accommodation

Digital Info. Quality

Accessible

Attraction

Safety

Accessibility   Service

As mentioned previously, this study included the following hypotheses:

- Hypothesis 1: Information quality positively influence destination image

- Hypothesis 2: Information quality positively influence tourist perception

- Hypothesis 3: Destination image influence tourist perception

- Hypothesis 4: Destination image positively influence satisfaction

- Hypothesis 5: Tourist perception positively influence tourist satisfaction

- Hypothesis 6: Satisfaction will positively influence behavioral intention

Table 3.4 Summary of scale items used in digital information quality construct

Indicator Name	Scale Items
Intrinsic Quality	Accurate
	Objectivity (unbiased)
	Reputation of the information source
Contextual Quality	Up to date (age of information)
	Relevancy (applicable, usable)
	Value added
	Appropriate amount of data
Representational Quality	Completeness (depth and scope of information
	Ease of understanding or clear
Accessibility Quality	Access security (access of data secure and restricted)
	Accessible, retrievable, available

Table 3.5 Summary of scale items used in destination image construct

Indicator Name	Scale Items
Affective Image	From the website(s) I visited, I think Thailand looks pleasant
	From the website(s) I visited, I think Thailand looks exciting
	From the website(s) I visited, I think Thailand looks relaxing
Cognitive Image	From the website(s) I visited, I think Thailand has positive image of accommodation
	From the website(s) I visited, I think Thailand has positive image of attraction
	From the website(s) I visited, I think Thailand has positive image of accessibilities
	From the website(s) I visited, I think Thailand has positive image of service
	From the website(s) I visited, I think Thailand has positive image of safety

Table 3.6 Summary of scale items used in perception construct

Indicator Name	Scale Items
Accommodation	Overall, my perception during the trip in Thailand about accommodation
Attraction	Overall, my perception during the trip in Thailand about attraction
Accessibilities	Overall, my perception during the trip in Thailand about accessibilities
Service	Overall, my perception during the trip in Thailand about service
Safety	Overall, my perception during the trip in Thailand about safety
Digital Information Quality	Overall, my perception during the trip in Thailand about digital information quality

Table 3.7 Summary of scale items used in satisfaction construct

Indicator Name	Scale Items
Accommodation	My satisfaction about Thailand's tourist accommodation
Attraction	My satisfaction about Thailand's tourist attraction
Accessibilities	My satisfaction about Thailand's tourist accessibilities
Service	My satisfaction about Thailand's tourist service
Safety	My satisfaction about Thailand's tourist safety
Digital Information Quality	My satisfaction about digital information about overall Thailand's tourism

Table 3.8 Summary of scale items used in behavioral intention construct

Indicator Name	Scale Items
Return Back	I would like to return back to Thailand again
Spent More Time	I would spent more time on my next trip to Thailand
Recommendation	I would like to recommend others to visit Thailand

Chapter 4

Result

This chapter aims to present the results of data analysis which was gathered on primary data collection to answer the objectives of this study. The presentation of the result will be organized by (1) descriptive statistics of the sample demographic profiles, (2) travel characteristic, (3) source of information, (4) tourists' activities, (5) validity and reliability result, (6) hypotheses path result

4.1. Sample Demographic Profile

Table 4.1. below provides the summary of the participants' profile of international tourists who took a part in this survey. The data were screened as discussed in Section 3.1 to remove any inappropriate data. From 450 respondents, 260 respondents (57.8%) were male and 190 respondents (42.2%) were female. The majority of the respondents were between 21 and 30 (51.8%), followed by respondents who were between 31 and 40 (29.8%), while only 0.9% respondents were over 60 years old. For marital status, more than half of the respondents (62.9%) were single. The educational profile of the respondents was fairly high, 39.3% of the respondents having Bachelor's Degree qualification and 31.8% with post-graduate degree.

In term of occupation, 19.3% are professionals such as doctor or attorney, followed by self employed (17.3%), and student (15.1%). The data shows that 38.4% of the respondents' annual income was below USD 25,000, while 35.3% of them earned USD 25,000 to USD 49,999. Nationality wise, 15.8% respondents were from India, followed by Germany 10.7% and USA 9.3%.

Table 4.1. Demographic profile

Profile Category	Frequency	Percentage	Profile Category	Frequency	Percentage
Gender			**Occupation**		
Male	260	57.8	Professional Related	87	19.3
Female	190	42.2	Retired	10	2.2
Age			Others	61	13.6
<21	23	5.1	**Income (in USD)**		
21 – 30	233	51.8	<25.000$	173	38.4
31 – 40	134	29.8	25.000$ - 49.999$	159	35.3
41 – 50	40	8.9	50.000$ - 74.999$	57	12.7
51 – 60	16	3.6	75.000$ - 99.999$	24	5.3
>60	4	0.9	100.000$ and above	37	8.2
Marital status					
Single	283	62.9	**Nationality**		
Married	157	34.9	USA	42	9.3
Divorced	10	2.2	British	40	8.9
Education			Germany	48	10.7
Below high school	5	1.1	India	71	15.8
High school	76	16.9	China	10	2.2
Vocational school	21	4.7	Spanish	20	4.4
Bachelor's degree	177	39.3	France	12	2.7
Master degree	143	31.8	Other Europe	52	11.6
Doctoral degree	28	6.2	Africa	18	4.0
Occupation			Russian	7	1.6
Self employed	78	17.3	SEA	13	2.9
Business Owner	36	8.0	Australian	20	4.4
Student	68	15.1	Israel	16	3.6
Managerial	57	12.7	Others	81	18.0
Administrative	44	9.8			
Housewife	9	2.0			

4.2. Respondent Travel Profile

The variables of travel characteristics refer to, primary purpose of visit, inclusive of tour/ package trip, frequency of visits, length of stay, travel partner, and number of person in group. The travel characteristics of the respondents are shown in table 9.

The primary purpose of visit for majority of the respondents (79.3%) who visited Thailand were for vacation/pleasure. Other purposes of visit were for business/ professional (8%) and wedding/ honeymoon (4.4%). Tourists did not visit for specific reason other than mentioned before as shown by small number of responses. Respondents who were inclusive of tour or package trip is only 16.4%, while 83.6% were independent traveler. More than half of respondents (64.7%) were a first time traveler which formed the largest group, followed by second time traveler (17.6%), 3-4 times (9.5%), 5-6 times (3.8%), and more than 6 times (4.4%). About 66.9% stayed in Thailand for over than a week, while only 2.9% who stayed for 1-2 days.

Almost half of the respondents (46.4%) travelled with their relatives/friends, followed by with spouse (22%), and 16.9% travelled alone by themselves. Only 2.4% travelled with their business associates, while 12.2% travelled with their family / and children. Approximately 46% travelled with 2 persons in group, while 32.4% travelled with 3-5 persons in group. There are only 4.7% travelled with more than 5 persons in group. Another 16.9% are a solo traveler.

Table 4.2. Travel characteristic

Travel Characteristics	Frequency	Percentage (%)	Travel Characteristics	Frequency	Percentage (%)
Primary purpose of visit			**Length of stay**		
Vacation/pleasure	357	79.3	1-2 days	13	2.9
Business/professional	36	8.0	3-5 days	76	16.9
Visit friends/relatives	11	2.4	A week	55	12.2
Convention/exhibition	3	.7	More than a week	301	67
Wedding/honeymoon	20	4.4	**Travel Partner**		
Shopping	4	.9	Alone	76	16.9
En-route	2	.4	Spouse	99	22.0
Education	10	2.2	Family/ and children	55	12.2
Attend special events	3	.7			
Other	4	.9	Relatives/friends	209	46.4
Inclusive of Tour/ Package Trip			Businessassociates	11	2.4
Yes	74	16.4	**Number of person**		
No	376	83.6	1	76	16.9
Frequency of visits			2	207	46
First time	291	64.7	3-5	146	32.4
Second time	79	17.6	More than 5	21	4.7
3-4 times	43	9.5			
5-6 times	17	3.8			
More than 6 times	20	4.4			

4.3 Source of Information

Information source of tourists are reported in table 4.3. below. During data collection, respondents were asked to checked all sources they used. The results showed that the majority of the respondents were using TripAdvisor as their source of information (73.3%), followed by friends/relatives 53.8%. Other dominant information sources used by tourists were YouTube (42%), Travel Blog (39.8%), Facebook (35.8%), and Instagram (34.7%). These results show that most dominant type of information sources are digital information, which make digital information plays an important role in promoting Thailand as a tourist destination.

Table 4.3. Information source

Information Source	Frequency	Percentage (%)
TripAdvisor	330	73.3
Travel Blog	179	39.8
Instagram	156	34.7
Facebook	161	35.8
YouTube	189	42
Twitter	12	2.7
Government website	20	4.4
Friends/relatives	242	53.8
Billboard	3	0.7
Travel Agent	74	16.4
Past experience	99	22
Travel Book	86	19.1
Other media	65	14.4

*Respondents may have given multiple responses

4.4 Tourist Activities

Table 4.4 summarizes tourists' activities while travelling in Thailand. It provides information about attractions tourists visited, type of accommodation they stayed in, and type of transportation they used.

For attractions that tourists visited, beach attracted 82% of respondents, followed by shopping place with 80.2%, and temple with 73.6%. The type of accommodation that respondents used were dominated by 4-5 star hotel/ luxury place by 36.9% and 1-3 star hotel which used of 36.7%. 12.2% stayed at apartment/condo, followed by respondents who stayed at their friend/ relative's place (5.8%), homestays (4.7%), and others (2.2%).

Taxi or grab is very popular among the respondents since about 82.7% of respondents used it while travelling in Thailand followed by Tuktuk which used by 70.4% of respondents. Public bus, train, and tour bus used by 38.4%, 36.9%, and 29.8% respondents respectively.

Table 4.4. Respondent travel activities

Activities	Frequency	Percentage	Activities	Frequency	Percentage
Attraction Visited			**Type of Accommodation (cont.)**		
Temple	331	73.6	Apartment/Condo	55	12.2
Theme Park	71	15.8	1-3 star hotel	165	36.7
Events	102	22.7	4-5 star hotel /		
Museum	99	22	luxury place	166	36.9
Shopping Place	361	80.2	Others	10	2.2
Beach	369	82	**Type of Transportation**		
Cabaret Show	55	12.2	Public bus	173	38.4
National Park	193	42.9	Taxi/ Grab	372	82.7
Historical Park	70	15.7	Tuktuk	317	70.4
Other Place	81	18	Rented car	81	18
Type of Accommodation			Tour Bus	134	29.8
Friend/relative's place	26	5.8	Train	166	36.9
			Other transportation	108	24
Home stays	21	4.7			

*Respondents may have given multiple responses

4.5 Digital information quality attribute importance and attribute satisfaction difference

     The paired-samples t-test for two dependent samples was employed to determine whether there is a significant difference in the digital information quality attributes importance and satisfaction. As shown in Table 4.5., the results of the test indicate a statistically significant difference (p $\leq$ 0.0001) between digital information quality importance and satisfaction. Table 12 shows the mean value of level importance of digital information quality attributes, and satisfaction attributes, t-value, sig and the mean gap between the importance level of digital information quality and satisfaction. The result indicated that the most important digital information quality for tourists are accurate (4.35), followed by ease to understand (4.30), and up to date (4.26). The top 3 least important are format (3.46), appropriate amount of information (3.82) and variety of information sources (3.84).

     The digital information quality which tourists most satisfied are accuracy (3.96), followed by ease to understand (3.92) and well presented (3.85). The top 3 qualities which tourist least satisfied are appropriate amount of information (3.61), followed by format (3.61) and value added (3.62). Interestingly, qualities such as appropriate amount of information and format which tourist rate as the least satisfied are also the same qualities tourist rated as the least important.

Table 4.5. Paired sample t-tests mean differences between satisfaction and importance attributes

Digital Information Qualities	Importance Mean	Satisfaction Mean	Gap	t-value	Sig
Accurate	4.35	3.96	-0.39	9.01	.000
Objectivity	3.89	3.64	-0.26	5.30	.000
Reputation of the source	3.97	3.78	-0.19	4.15	.000
Believability	4.23	3.79	-0.44	9.83	.000
Up to date	4.26	3.78	-0.48	9.16	.000
Relevancy	4.19	3.83	-0.36	7.55	.000
Value added	3.89	3.62	-0.27	5.71	.000
Appropriate amount of data	3.82	3.61	-0.21	4.18	.000
Variety of information sources	3.84	3.69	-0.15	3.09	.002
Completeness	3.92	3.66	-0.26	5.51	.000
Ease of understanding	4.30	3.92	-0.38	8.20	.000
Interpretable	3.91	3.73	-0.18	3.93	.000
Format used are the same	3.46	3.61	0.16	-2.84	.005
Well presented	4.16	3.85	-0.31	2.58	.010
Accessible	4.18	3.83	-0.35	8.29	.000
Access security	3.90	3.70	-0.19	2.80	.005
Ease of operation	4.21	3.82	-0.40	3.35	.001

4.6 Validity and Reliability Result

To measure the reliability and consistency of each factor and model, Cronbach's Alpha and Fornell's composite reliability was used (Fornell and Lacker, 1981). In Suvarnabhumi airport, total 500 questionnaires were distributed. However, at the end only 450 questionnaires are valid to use. All of the dimension reliability ranged from 0.725 to 0.838, which means the scales used in this paper were reliable.

Average variance extracted (AVE) ranged between 0.242 to 0.636. The only variable above the threshold 0.5 is "Behavioral Intention". However, many studies (Fornell and

Lacker, 1981; Huang et al., 2013; Safih and Nor Azreen, 2016) suggested that even though the AVE is below 0.5 but if the CR is above 0.6, then it is still adequate.

4.6.1. Digital information quality

This construct measures the variability of digital information quality when someone accessing digital information. Information quality has been measured differently by many literatures (Chen and Chang, 2018; DeLone and McLean, 2003; McKnight et al., 2017; Wang and Strong, 1996). Chen and Chang (2018) put two items where the Cronbach alpha score was reported as 0.807 where the studies used 5 points Likert scale. McKnight *et al.* (2017) used seven items and reported the Cronbach alpha score was 0.94. Wang and Strong used fifteen items to measure data quality where four of the items were also used by DeLone and McLean (2003). For this study eleven items used to measure digital information quality where the Cronbach alpha is 0.753. The questionnaire items and descriptive result are shown below:

Table 4.6 Descriptive result of digital information quality construct

Statements	N	Mean	Std. Deviation
Accurate (information is correct)	450	4.35	.73
Objectivity (unbiased)	450	3.89	.84
Reputation of the information source	450	3.97	.97
Up-to-date (age of information)	450	4.26	.84
Relevancy (applicable, usable)	450	4.19	.77
Value added (information gives value and competitive edge)	450	3.89	.87
Appropriate amount of data	450	3.82	.89
Completeness (depth and scope of information)	450	3.92	.80
Ease of understanding or clear	450	4.30	.75
Accessible, retrievable, available	450	4.18	.77
Access security (access of data secure and restricted)	450	3.90	1.43

Table 4.6. shows that the digital information measurement items standard deviation ranged from .73 to 1.43 and the mean ranged from 3.82 to 4.35. The top three with the highest mean are accurate (4.35), followed by ease of understanding or clear (4.30), and up-to-date (age of information) (4.26). While the top three lowest are appropriate amount of data (3.82), followed by objectivity (unbiased) (3.89), and value added (information gives value and competitive edge) (3.89).

4.6.2. Destination image

This construct measures variability of destination image when tourists gather information before they make a visit to the destination. Destination image has been measured by various literatures. Affective image in study of Qu et al. (2011) used four items to measured affective image and the reliability score reported was 0.65. However, three of these items also used by San Martin and Rodriguez del Bosque (2008) where the reliability score reported was 0.63. Hernandez-Mogollon et al. (2018) used four items to measure the overall image by combining affective image and cognitive image, and the reliability score reported was 0.808. Kim et al. (2017) study separated destination image into affective image which measured by three items and reliability score was 0.899, cognitive image which measured by seven items and reliability score was 0.930, and conative image (combination of cognitive and affective image) which measured by three items and reliability score was 0.897. In this study eight items used to measure destination image where three items came from affective image and five items from cognitive image. The reliability score from this study was 0.786. The questionnaire items are shown below:

Table 4.7. Descriptive result of destination image construct

No.	Statement	N	Mean	Std. Deviation
From the website(s) I visited, I think Thailand looks:				
1.	Pleasant	450	4.11	.81
2.	Exciting	450	4.29	.74
3.	Relaxing	450	4.23	.81
From the website(s) I visited, I think Thailand has positive image of:				
4.	Accommodation	450	4.07	.78
5.	Attraction	450	4.32	.72
6.	Accessibility	450	3.88	.86
7.	Service	450	4.04	.83
8.	Safety	450	3.71	.97

Table 4.7. shows that the destination image measurement items standard deviation ranged from .72 to .97 and the mean ranged from 3.71 to 4.32. The top three with the highest mean are attraction (4.32), followed by exciting (4.29), and relaxing(4.23). While the top three lowest are safety (3.71), followed by accessibility (3.88), and service (4.04).

4.6.3 Perception

This construct measures variability of tourists' perception during their visit in a destination which comes from destination attributes. There are not so many studies about perception of destination because some studies categorized perception either into image (Cai, 2002; Jenkins, 1999; Qu et al., 2011), evaluation (Um & Crompton, 1990) or something perceived by tourist (Fuchs and Reichel, 2006; Guzman-Parra et al., 2016; Mowen and Minor, 1998). In several studies (Gnanapala, 2015; Ragavan, et al., 2014; Saechou et al., 2015), they analyze relationship of perception with satisfaction with no Cronbach alpha score reported. In this study perception was measured by six items and the Cronbach alpha was 0.73. The questionnaire items are shown below:

Table 4.8. Descriptive result of perception of destination construct

No.	Statement	N	Mean	Std. Deviation
	Overall, my perception during the trip in			
	Thailand about:			
1.	Accommodation	450	4.05	.80
2.	Attraction	450	4.27	.73
3.	Accessibility	450	3.93	.83
4.	Service	450	4.10	.82
5.	Safety	450	3.94	.93
6.	Digital Information Quality	450	3.85	.83

Table 4.8. shows that the perception of destination attributes measurement items standard deviation ranged from .73 to .93 and the mean ranged from 3.85 to 4.27. The top three with the highest mean are attraction (4.27), followed by service (4.10), and accommodation (4.05). While the top three lowest are safety (3.71), followed by accessibility (3.88), and service (4.04).

4.6.4 Satisfaction

This construct measures the extent of tourists' satisfaction after they finish their trip. For this construct measure, all of the items were taken similarly with items in perception construct since the study is a continuous study to analyze from pre-trip stage until after trip stage. Therefore, in this study the items asked in pre-trip stage will be also asked in during trip stage and after trip stage. In Chi and Qu (2008), satisfaction attributes were measured by seven items, where three items were similar with this study. The reliability result reported was 0.93. In this study tourists' satisfaction measured by six items and the reliability was 0.756. The questionnaire items are shown below:

Table 4.9 Descriptive result of satisfaction construct

No.	Statement	N	Mean	Std. Deviation
	My satisfaction about Thailand's tourist:			
1.	Accommodation	450	4.17	.78
2.	Attraction	450	4.29	.76
3.	Accessibility	450	3.96	.80
4.	Service	450	4.13	.83
5.	Safety	450	4.06	.89
6.	My satisfaction about **digital information** about overall Thailand's tourism	450	3.96	.76

Table 4.9 shows that the perception of destination attributes measurement items standard deviation ranged from .76 to .89 and the mean ranged from 3.96 to 4.29. The top three with the highest mean are attraction (4.29), followed by accommodation (4.17), and service (4.13). While the top three lowest are digital information quality (3.96), followed by accessibility (3.96), and safety (4.06).

4.6.5 Behavioral intention

This construct measures the degree of tourist loyalty behavior towards destination. In most studies the measurement item for this construct are intention to return and give recommendation (Akhoondnejad, 2015; Chi and Qu, 2008; do Valle et al., 2019). The reliability of those studies ranged from 0.81 to 0.880. For this study two of three items are adopted from those literatures. The reliability result was 0.816. The questionnaire items are shown below:

Table 4.10 Descriptive result of behavioral intention construct

Attributes	N	Mean	Std. Deviation
I would like to return back to Thailand again	450	4.37	.82
I'd spent more time on my next trip to Thailand	450	3.93	1.05
I would like to recommend others to visit Thailand	450	4.47	.74

Table 4.10. shows that the perception of destination attributes measurement items standard deviation ranged from .74 to 1.05 and the mean ranged from 3.93 to 4.47. From the highest to the lowest are recommend to other (4.47), return back (4.37), and spent more time on next trip (3.93).

Table 4.11 Reliability analysis on overall factors.

Variables	Number of variable	Cronbach's alpha	Average Variance Extracted	Composite Reliability
Digital information quality	11	0.753	0.242	0.779
Destination Image	8	0.786	0.318	0.786
Perception	6	0.73	0.314	0.725
Satisfaction	6	0.756	0.347	0.758
Behavioral Intention	3	0.816	0.636	0.838

4.7 Overall Measurement Model Fit

Measurement model fit has been tested for this framework by using structural equation model (SEM). There are total 34 items with 1 exogenous construct and 4 endogenous constructs as shown in figure 6 below. The fit indices of proposed model are presented in table 4.12. It also shows that the proposed model has a very good fit.

Table 4.12 Goodness of fit measures

Measures	Acceptable Value	Result
χ2/df	<2	1.680
GFI	≥0.9	0.902
CFI	≥0.9	0.939
RMR	<0.08	0.035
RMSEA	<0.05	0.039

4.8 Structural Model

For digital information quality construct the top three items with the highest factor loadings are relevancy (.58), followed by appropriate amount (.57), and completeness (.55). Relevancy, appropriate amount, and completeness are items from contextual quality dimension. The top three lowest are security (.25), followed by up to date (.44), and accurate (.46). Security is item from accessibility quality dimension, up to date is item from contextual quality dimension, and accurate is from intrinsic quality dimension.

In destination image construct the top items with the highest factor loadings are accessibility (.61), attraction (.60), service (.60) and pleasant (.60).Other than pleasant, all items are from cognitive image. The top three with the lowest factor loasings are safety (.44), relax (.46), and excite (.58). Other than safety, all items are from affective image.

In perception construct, the factor loadings range from .35 to .67. The top three with the highest factor loadings are service (.67), accessibility (.64), and attraction (.59). Meanwhile the top three lowest are safety (.35), digital information quality (.47), and accommodation (.57).

In satisfaction construct, the factor loadings range from .45 to .67. The top three with the highest factor loadings are attraction .67, followed by accessibility .64, and service .63. Meanwhile, the top three with the lowest factor loadings are safety .45, followed by digital information quality .54, and accomodation .61.For behavioral intention the factor loadings range from .72 to .91. Return is the highest factor loading (.91), meanwhile spent more time is the lowest with .72.

The effect of digital information quality to tourist on their pre-trip is higher than their during trip. The structural model shows that the effect of digital information quality to destination image is $\beta = .28$ while the effect to perception of destination attributes is $\beta = .11$. The effect of destination image to perception of destination is $\beta = .65$. Both destination image and perception have effect to tourists' satisfaction, however destination image effect to tourist satisfaction is lower (.16) than tourists' perception to tourists' satisfaction (.74). The proposed model also showed that satisfaction has a significant positive effect to behavioral intention (.61).

Figure 4.1 Path diagram with factor loadings
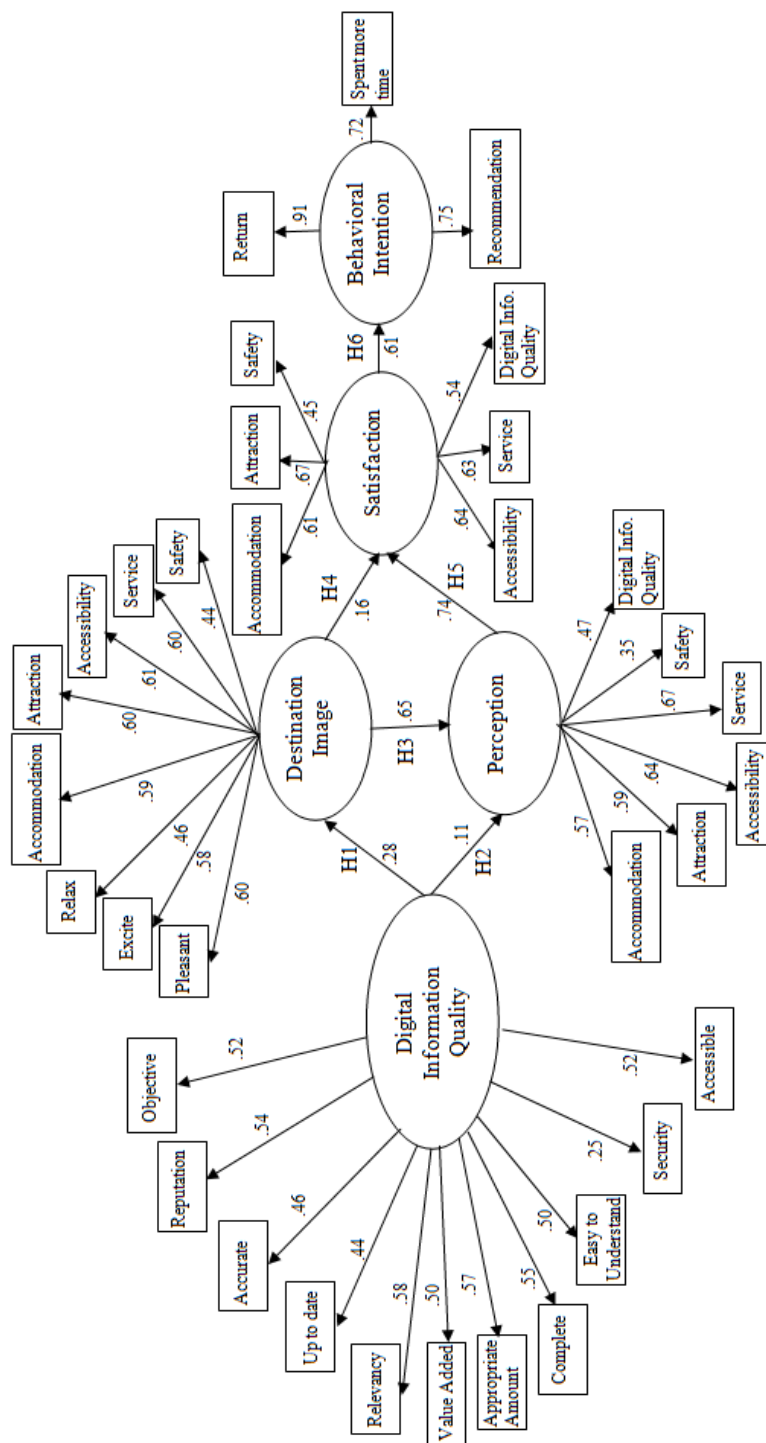
4.9 Confirmation of Hypotheses Testing

To answer the research question posed in Chapter 1, framework and hypotheses were developed in Chapter 3 and tested by using SEM. The standard score of t-value should be greater than or equal to 1.96 and for this study the p-value cut off is greater or equal to .05.

Table 4.13 Hypotheses path evaluation

No.	Hypotheses Path	Standardized β Coefficient	t-value	p-value	result
H1	DigitalInformationQuality→DestinationImage	.28	4.350	***	Supported
H2	DigitalInformationQuality→Perception	.11	2.008	.045*	Supported
H3	DestinationImage→Perception	.65	6.895	***	Supported
H4	Destination Image →Satisfaction	.16	2.691	***	Supported
H5	Perception →Satisfaction	.74	7.030	.007**	Supported
H6	Satisfaction→BehavioralIntention	.61	9.557	***	Supported

Notes: Path = Relationship between independent variable on dependent variable; β = Standardized regression coefficient; p-value = level of significance. *p $\leq$ 0.05, ** p $\leq$ 0.01, ***p $\leq$ 0.001,

As shown in the table 14, the result of SEM analysis shows that all of the hypotheses path was supported. In the pre-trip, digital information quality has a significant impact to destination image (β = .28, t = 4.35 > 1.96, p $\leq$ 0.001) which leading to support H1.

In during trip, digital information quality has a significant impact to perception of destination attributes (β = .11, t = 2.008 > 1.96, p $\leq$ 0.05) which leading to support H2.

Hypothesis 3 about destination image has a significant effect to tourists' perception of destination attributes was supported (β = .65, t = 6.895 > 1.96, p $\leq$ 0.001).

Destination image also has a significant effect to tourists' satisfaction. This hypothesis 4 was supported (β = .16, t = 2.691 > 1.96, p $\leq$ 0.001).

Tourists'perception of destination attributes has a significant effect to tourists' satisfaction. (β = .74, t = 2.691 > 1.96, p $\leq$ 0.01). Thus, it supported H5.

Finally, tourists' satisfaction has a significant effect to behavioral intention. (β = .61, t = 9.557> 1.96, p $\leq$ 0.001). Therefore, it supported H6.

Chapter 5

Conclusion and Discussion

This chapter presents the summary of the research with the title "The effect of digital information quality on tourist experience". After the summary, research objectives, hypotheses tested reported, recommendations are discussed. Finally, limitation will be presented and recommendation for the future research also offered.

This thesis aimed to proposed a conceptual framework of the effect of digital information quality on tourists' experience which divided into pre-trip, during trip and post trip. Therefore, the following objectives will help to guide and frame this purpose.

- to investigate the effect of digital information quality on tourist experience
- to measure digital information quality which tourist value the most
- to evaluate overall tourist experience regarding the information quality
- to investigate tourist satisfaction regarding information they found on internet

The first objective was intended to investigate the effect of digital information quality on tourist experience. This objective answered through the structural model analysis which was completed through data collection in Suvarnabhumi international airport which later analyzed by SPSS Amos through structural equation modelling (SEM). The results showed that digital information quality effect to destination image (pre-trip) was found significant (β = .28, t = 4.35 > 1.96, p $\leq$ 0.001). Meanwhile, digital information quality to perception of destination (during trip) is β = .11, t = 2.008 > 1.96, p $\leq$ 0.05. After that, pre-trip(β = .16, t = 2.691 > 1.96) and during trip(β = .16, t = 2.691 > 1.96) was found to have a significant impact to tourists' satisfaction and behavioral intention (post trip).

The second objective was intended to measure digital information quality which tourist value the most. This objective was answered by descriptive statistic of digital information quality. The result showed that accurate, ease of understanding, timeliness (up to date), believability and ease of operation are the top five digital information quality tourists rated as the most important.

The third objective was intended to evaluate overall tourists experience towards digital information quality. The proposed framework results showed that digital information quality influence tourists experience in pre-trip and during trip which also affected the post trip experience of the tourists.

Last objective was planned to investigate tourist satisfaction regarding the information they found on internet. The descriptive statistic of digital information quality results showed that accurate, ease of understanding, well presented, relevant, and accessible are the top five digital information quality tourists most satisfied.

5.1 Tourists' Preference of Information Sources

The questionnaire let the tourists' fill their preference of information source by letting them fill the blank space and choose from the options available. The results of the study show that compared to conventional information sources such as book, offline travel agent, or relative/ and friend, digital information sources are more preferred by the tourists. These results are consistent with the findings of Smaranda et al. (2014) which found that tourists prefer online tourism products more than for offline.

Overall in terms of digital information source, the top five main sources of tourists' digital information to search about Thailand are TripAdvisor, Travel Blog, Instagram, Facebook, and YouTube. The top five main sources of digital information before the trip are TripAdvisor, Booking.com, Facebook, Travel Blog, and Instagram. While in during trip, the top five main sources of digital information are TripAdvisor, Facebook, Travel Blog, Instagram, and YouTube.

The survey result also shows that mostly for non-English speaking countries mostly will use Travel Blog on their pre-trip stage of experience, this due to the travel blog use their own language which would be easily to understand. In every country, they also have their own kind of website for travel which is popular in the country. For examples in India, the website they mostly visited are goibibo.com and makemytrip.com. Meanwhile in France they have routard.com, govoyages.com, and edreams.fr. In China, ctrip.com is the most popular website.

5.2 Tourists' Preference of Digital Information Quality

        The descriptive statistic of digital information quality attributes has been reported. Tourists rated that accurate, ease of understanding, timeliness (up to date), believability and ease of operation are the top five most importance attributes in digital information quality. For the top five attributes of digital information quality that tourists most satisfied are accurate, ease of understanding, well presented, relevant, and accessible. Meanwhile the top five attributes which tourist least satisfied are appropriate amount of data, format, value added, objectivity and completeness. This results reflect that there are some quality of digital information that tourist found important but not satisfied with it.

5.3 Structural Model

        SPSS AMOS used to test the proposed model and some modification applied to the model in terms of parsimonious model fit and explanatory power. The results of the model estimation with parameter estimates of the goodness of fit indices, p-value, t-value, standardized beta coefficient are shown on the table 4.12. and 4.13.

        The fit indices of the modified proposed model show very good model fit (CMIN = 1.680, GFI = .902, CFI = .939, RMR = .035, RMSEA = .039). From an examination of the standardized path coefficient among variables showed thatall the paths have statistically significant effects [digital information quality $\rightarrow$ destination image (β = 0.28; t-value = 4.350; p-value < 0.001), digital information quality $\rightarrow$ perception of destination attributes (β = 0.11; t-value = 2.008; p value , 0.05), destination image $\rightarrow$ perception of destination attributes (β = 0.65; t-value = 6.895; p-value < 0.001), destination image $\rightarrow$ satisfaction (β = 0.16; t-value = 2.691; p-value < 0.001), perception of destination attributes $\rightarrow$ satisfaction (β = 0.74; t-value = 7.030; p-value < 0.01), satisfaction $\rightarrow$ behavioral intention (β = 0.61; t-value = 9.557; p-value < 0.001).

        All positive sign of the structural paths supported six hypotheses proposed to be significant and theoretically justified. These findings indicate that digital information quality positively influence destination image and perception of destination attributes, destination image positively influence perception of destination attributes and tourists' satisfaction, perception of

destination attributes also positively influence tourists' satisfaction, and tourists' satisfaction found to have a significant influence on tourist behavioral intention.

5.4 Discussion

This research provides empirical evidence to support the role of digital information quality on tourist experience. For the digital information quality, the top three highest factor loadings are relevancy (0.58) followed by appropriate amount (0.57), and complete (0.55). It's relevant to Al-Kwifi (2015) study which mentioned that a good digital information sources were found to influence destination image, which further influences tourists' decisions to visit a destination.

For the top three most important attribute of digital information quality are accurate (mean = 4.35), easy of understand (mean = 4.30), and well present (mean = 4.27). For top three digital information quality tourist most satisfied are accurate (mean = 3.96), ease of understand (mean = 3.92), and well present (mean = 3.85). These results show that even though the most important and most satisfying attributes are the same, but there is still a gap between all of them. Therefore, these findings can help tourism industry players know what digital information qualities tourists need when looking for information. These results also explained other result that some countries have their own favorite website to find things related to travelling. This could be because the website has been designed to suit people in the country, therefore the digital information quality attributes easy to understand and well present are in top three most important attribute. There has been many study regarding design preference among the countries which supported this result (Cyr et al., 2005; Dormann, 2006; Haarakoski, 2007; Wardahanisah and Rusmadiah, 2018)

The effect of digital information quality to tourists' perception of destination attributes (β = 0.11) was found smaller than its effect to destination image (β = 0.28). This could have possibly happened because digital information quality has indirect effect on perception of destination through a destination image. The result shows the direct effect of destination image to perception of destination with β = 0.65.

For destination image, the highest factor loadings are accessibility (0.61) followed by service (0.60) and attraction (0.60). Surprisingly, safety (0.44) is the lowest among

them all. For top three destination image tourists rated the highest are attraction (mean = 4.32), exciting (mean = 4.29), and relaxing (mean = 4.23). Safety also found to have lowest mean score (3.71). This might be because the information of safety from one to other source are different. While watching bad news from television, the information tourists get from internet are saying different thing, which leads to ambiguous news of safety, therefore less important compared to other things. As a result, it can be a challenge for the destination to create a good image and make the real situation as good as the image delivered to the customer.

At during stage when tourist makes perception of destination, top three destination attributes with the highest factor loadings are service (0.67), access (0.64), and attraction (0.59). Safety again was found as the attribute which has the lowest factor loading (0.37). This finding found that safety attribute is the lowest attribute in information quality construct, destination image construct and perception of destination construct. In information quality, security could be low because other attributes are more important. Moreover, a study of Zhang and Gupta (2018) stated that social media platforms provide security policy for users that could make users feel more safety. However, at during stage safety might not really contribute to tourists' perception of destination. This could be because based on the three factors theory of Kano (1984), safety is categorized as basic factor which means it is a basic requirement which can lead to dissatisfaction is not fulfilled but will not lead to satisfaction if fulfilled. Study of Alrawadieh et al. (2019) also found that harassment doesn't have a negative impact to tourists. The harassment tourists receive during the trip doesn't influence their perception of the destination. Meanwhile based on mean score, attraction (mean = 4.23), service (mean = 4.10), and accommodation (mean = 4.05) are the top three items of tourists' perception of destination attributes.

Result of tourists' satisfaction and behavioral intention joins a growing segment in literature that investigate the relationship between them and adding more variety of behavioral intention of satisfied tourist which usually only return back or revisit intention and contributes positive word of mouth (Chen and Tsai, 2007; Ha and Jang, 2010; Yoon and Uysal, 2005).

The research therefore gives contribution to the knowledge on the importance of digital information quality to the whole tourist experience formation. More research is needed in

this area, as technology keeps developing and provides a valuable input for tourism industry to manage and improve for a better quality to offer.

This study also found that digital information used more than other kind of information including friends or relatives' word of mouth. This result is similar to the findings of Gronflaten (2005) and Bell (2016) where digital information used more than other kind of information.This could be because regardless of the type of information people needs, they can always find it on internet. By using internet people can do many things too, from searching a place to visit, where to stay, how to access the place, price, facilities, service until information about scam. Therefore, the use of digital information is very popular because people can find any information they need.

5.5 Implication

The result of this study shows that digital information quality has a positive significant effect to tourist experience in pre-trip and during trip which also influence the post trip. Therefore, it is important for tourism industry player and Tourism Authority of Thailand (TAT) to use the result of this study to review the digital information they provide on internet.

The better digital information provided will let tourists get the clear image of destination. It's important to understand the destination image and provide clear information for tourists, so, before they come they can prepare things that might happen. For example, information about weather will help tourists on choosing activities they can do and it will also reduce the negative experience that might happen which will reduce the satisfaction and loyalty behavior.

Digital information quality also shows a positive significant effect on during trip. Therefore, the information on internet should also cover things that tourists might need during their trip. If tourists found information about solution of a situation they are not expected before they come this will increase their satisfaction and again will resulted a positive impact to loyalty behavior.

In this study, the top three highest factor loadings of digital information quality are relevancy, followed by appropriate amount, and complete. Meanwhile, the top three most important digital information quality tourist has rated are accurate, easy of understand, and well

present. These qualities of digital information could be a guide of how to provide information for TAT and tourism industry player. To increase accuracy and relevancy could be done by providing pictures and videos to the information provided. For appropriate amount and complete, TAT and tourism industry player could let the customers give comments or open a discussion forum, so that every questions can be answered and new customers can see from real experience of previous customers. The website could also provide a language translation tools to make everyone from different countries understand the information easier. Meanwhile for well present, website design has four dimensions such as appearance, navigation, content, and process (Flavian et al., 2009)

This study also provides the websites where tourists search and find their information before come to Thailand. This can be used to understand the image of Thailand and image of tourism industry such as hotel, restaurant, tour operator, etc. from those websites. TAT and tourism industry player can also know demand, trend, positive and negative things happened to tourists. By knowing these things, it's easier to improve and increase satisfaction of tourist.

5.6 Limitation and Suggestion for Future Research

This study was intended to proposed a conceptual framework about the effect of digital information quality to tourist experience which divided into pre trip stage, during trip stage and post trip stage. However, there are some limitation regarding the result of this study.

First, the research is based on a single case study of Thailand. While Thailand is within the top ten most visited countries in the world (UNWTO, 2018), it might be inappropriate to generalize the findings to other countries which have different character and profile of tourism destinations. Future studies could consider various samples of destination profile.

Second, this research is using cross-sectional study to examine cause-effect relationship. Causality could be better explained with longitudinal study (Chi & Qu, 2008). A longitudinal study of digital information quality to observe tourist preference of the quality that affects to their decision making of destination, would make a big contribution for destination management organization. Since technology keeps developing and tourist trends and preference also keeps changing, examining the long term change in digital information quality and tourist preference would be a challenge for further research.

Since this study is a cross-sectional study, the sampling was also taken in a limited time of the year, therefore the results depend on the tourists who travelled during this period. Tourists who travelled in different period of time might have different perception of important items of digital information quality. Other survey should be conducted in different time to have accurate result.

The survey was also taken only in Suvarnabhumi international airport. This may have introduced location bias in the sampling because only international tourists who visiting Bangkok were included.Meanwhile tourists who visiting other airport such as Phuket, Chiangmai, or Dong Mueang international airport were excluded from this survey.

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Appendix

Questionnaire.

THE EFFECT OF DIGITAL INFORMATION QUALITY WITH TOURIST EXPERIENCE

This questionnaire is aimed to identify the effect of digital information on User Generated Content (UGC) site with tourist experience before, during and after the trip. This questionnaire is part of my MBA thesis research at the Prince Songkla University Phuket Campus. I really appreciate if you could complete the following table. Any information obtained in connection with this study that can be identified with you will remained confidential.

1. Please mention 3 websites you used before and during the trip (i.e. FB, TripAdvisor, traveler blog etc.)

Before 1)_____ 2)_____ 3)_____

During 1)_____ 2)_____ 3)_____

2. Below are the attributes of digital information quality. In general, how <u>important</u> are the following attributes when you select a website to find information?

Also, after your trip what is <u>your satisfaction</u> of digital information quality toward the following attributes?

Statements	Level of Importance					Your Satisfaction				
	Not Important	Little Important	Average Important	Very Important	Absolute Essential	Very dissatisfied	Slightly dissatisfied	Neutral	Moderately satisfied	Very satisfied
Accurate (information is correct)	1	2	3	4	5	1	2	3	4	5
Objectivity (unbiased)	1	2	3	4	5	1	2	3	4	5
Reputation of the information source	1	2	3	4	5	1	2	3	4	5
Believability	1	2	3	4	5	1	2	3	4	5
Up-to-date (age of information)	1	2	3	4	5	1	2	3	4	5
Relevancy (applicable, usable)	1	2	3	4	5	1	2	3	4	5
Value added (information gives value and competitive edge)	1	2	3	4	5	1	2	3	4	5
Appropriate amount of data	1	2	3	4	5	1	2	3	4	5
Variety of data and information sources	1	2	3	4	5	1	2	3	4	5
Completeness (depth and scope of information)	1	2	3	4	5	1	2	3	4	5
Ease of understanding or clear	1	2	3	4	5	1	2	3	4	5
Interpretable	1	2	3	4	5	1	2	3	4	5
Information are presented in same format	1	2	3	4	5	1	2	3	4	5
Well presented, well organized	1	2	3	4	5	1	2	3	4	5

Accessible, retrievable, available	1	2	3	4	5	1	2	3	4	5
Access security (access of data secure and restricted)	1	2	3	4	5	1	2	3	4	5
Ease of operation (easily downloaded/uploaded, information can be used for multiple purposes)	1	2	3	4	5	1	2	3	4	5

3. About Destination Image. Please indicate the level of agreement concerning the following statements.

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The website(s) I visited convinced me to visit Thailand.	1	2	3	4	5
From the website(s) I visited, I think Thailand looks:					
- Pleasant	1	2	3	4	5
- Exciting	1	2	3	4	5
- Relaxing	1	2	3	4	5
From the website(s) I visited, I think Thailand has positive image of: - Accommodation	1	2	3	4	5
- Attraction	1	2	3	4	5
- Accessibilities	1	2	3	4	5
- Service	1	2	3	4	5
- Safety	1	2	3	4	5

3. About Perception. Please indicate the level of agreement concerning the following statements.

Statements	Very poor	Poor	Fair	Good	Very good
Overall, my perception during the trip in Thailand about:					
- Accommodation	1	2	3	4	5
- Attraction	1	2	3	4	5
- Accessibilities	1	2	3	4	5
- Service	1	2	3	4	5
- Safety	1	2	3	4	5
- Digital information quality	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The reality and what mentioned on website(s) was the same	1	2	3	4	5

Accessible, retrievable, available	1	2	3	4	5	1	2	3	4	5
Access security (access of data secure and restricted)	1	2	3	4	5	1	2	3	4	5
Ease of operation (easily downloaded/uploaded, information can be used for multiple purposes)	1	2	3	4	5	1	2	3	4	5

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- Relaxing	1	2	3	4	5
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- Accessibilities	1	2	3	4	5
- Service	1	2	3	4	5
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- Safety	1	2	3	4	5
- Digital information quality	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The reality and what mentioned on website(s) was the same	1	2	3	4	5

d. What is your nationality? _____

e. Educational level:

☐ below high school ☐ high school ☐ vocational school

☐ Bachelor's degree ☐ Master's degree ☐ Doctoral's degree

e. Occupation

☐ Self-employed ☐ Administrative ☐ Retired/not in the
☐ Business Owner ☐ Housewife workforce
☐ Student ☐ Professional related ☐ Other (please specific)
☐ Managerial (doctor, attorney, etc.) _____

f. Annual income (please provide your best estimate):

☐< 25,000$ ☐ 25,000-49,999$ ☐ 50,000-74,999$ ☐75,000-99,999$ ☐100,000 and above
*in $USD

8. Is this your first time to Thailand?

☐Yes, this is my first time ☐ No. Number of time(s) _____ (including this trip)

9. What's your main purpose coming to Thailand? (please tick one only)

☐ Vacation/pleasure ☐ Wedding/honeymoon ☐ Attend special events
(wedding, family occasions,
☐ Business/professional ☐ Shopping sports, concert, etc.)

☐ Visit friends/relatives ☐ En-route to somewhere else ☐ Other (please specify)____

☐ Convention/exhibition ☐ Education _____

10. How did you obtain the information to plan the trip in Thailand? (tick all apply)

☐ TripAdvisor ☐ Twitter ☐ Past experience
☐ Travel blog ☐ TAT/ government's site ☐ Travel book
☐ Instagram ☐ Friends/relatives ☐ others_____
☐ Facebook ☐ Billboard (specify)
☐ YouTube ☐ Travel Agent

11. Are you on an inclusive tour or package trip to Thailand?

☐ Yes ☐ No

12. You are travelling ....

☐ Alone ☐ With relatives/friends
☐ With spouse ☐ With business associates
☐ With family /and children

13. How many persons in your travel group including you? _____

14. About attraction, accommodation, activity, and accessibility

a. Length of stay in Thailand? _____ days, _____ nights

b. What attraction(s) did you visit in this trip? (tick all apply)

☐ Temple ☐ Museum ☐ Beach ☐ Cabaret Show ☐ Historical Park
☐ Theme Park ☐ Shopping Mall/ Night Market ☐ National Park
☐ Events/ Festival/ Concert ☐ Others (please specify)_____

c. What transportation did you take during the trip? (tick all apply)

☐ Local Public Bus ☐ Rented car ☐ Train
☐ Taxi/Grab/Uber ☐ Tourist transport ☐ Others (please
☐ Tuk-tuk (Tour bus) specify) _____

d. Where did you stay during your trip in Thailand?

☐ Friend/relative's place ☐ 1-3 star hotel ☐ Others (please
☐ Home stays ☐ 4-5 star hotel/luxury place specify) _____
☐ Apartment/ Condo ☐ Camping ground/ Tent sites

Date: (YY/MM/DD __ __/__ __/__ __)

Time: (HH/MM __ __ / __ __)

Please check again the table to make sure you don't miss any single question. Because the **whole** questionnaire can't be used if you missed only one question.

Thank you for your participation

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Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Tourism	Pancasila University, Indonesia	2017

Scholarship Award

Full Grants for Assistant Researchers for Master of Business Administration Hospitality and
Tourism Management Program (International Program)

List of Publication and Proceeding

ATRAC. (2018) *"The influence of destination development on local communities' culture in Tugu Utara and Tugu Selatan villages, Cisarua Sub-District, Bogor Regency"*. Phuket, Thailand