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## User-Generated Content behavior and digital tourism services: A SEM-neural network model for information trust in social networking sites

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### ABSTRACT

Social media and User-Generated Content contribute to the hospitality sector. Consumers usually post reviews, suggestions, or judgements on hotel booking websites regarding their accommodation during their travel and afterward. This article investigates the determinants that affect users' trust in shared information related to travel acquired from social media or tourism sites. Data was obtained from 266 SNS users. Data was analyzed using both the Structural Equation Model (SEM) and the neural network model. Results show that perceived enjoyment and perceived value were the most critical factors that affected SNS users' trust in the shared information about travel from social media or tourism sites. This paper provides valuable insight into travelers' behavior and managerial implications of sharing information from SNS. From SNS, tourism managers should increase the delightful and fulfilling features of their websites to gain more shared information about travel.

### 1. Introduction

User-Generated Content (UGC) is widely regarded as a credible and substantial information for travelers, managers, and researchers (Kar, Kumar, & Ilavarasan, 2021; Kumar, Kar, & Ilavarasan, 2021; Lu & Stepchenkova, 2015; Saheb, Amini, & Alamdari, 2021). According to Aydin (2020), users admit that UGC has higher validity and legitimacy than conventional tourism data sources. Researchers have concluded that travelers progressively depend on online recommendations provided by travelers who have already visited a specific location (Assaker, 2020). Filieri (2015) noticed that 80% of travelers arranged their travels through the web, visited over 20 websites, and spent about two hours on average on each of them looking for data about the travel through travel sites. The growth of social networking sites (SNS) has led users to share their experiences, which has turned into a significant data source for potential travelers during travel planning (Kitsios & Kamariotou, 2021; 2020; 2016). The development of UGC on SNS has undoubtedly affected the whole travel process, i.e., before, during, and after their travel (Mehraliyev, Choi, & King, 2021; Nezakati et al., 2015).

Studies mentioned that SNS had enabled a significant increase in the amount of data a user is exposed to, significantly increasing the cognitive load. Researchers mainly examine the factors that impact the acceptance of UGC by online users (Aye, 2015); the impact of UGC on travel association and destination marketing (Huang, Goo, Nam, &

Yoo, 2017; Marine-Roig, 2017; Nezakati et al., 2015; Onder, Gunter, & Gindl, 2020; Pascual-Fernández, Santos-Vijande, & López-Sánchez, 2020; Taecharungroj & Mathayomchan, 2019; Zhang, Zhang, & Yang, 2016); and the intentions of users to take part in online communities and share travel information (Ben-Shaul & Reichel, 2018; Chang, Liu, & Shen, 2017; Filieri, 2015). In hospitality management, the use of UGC and provides significant insights. Big data offers many avenues to create new information to increase our knowledge in the area and to improve decision making in the tourism sector (Gavilan, Avello, & Martinez-Navarro, 2018; Kar & Dwivedi, 2020; Kitsios, Kamariotou, Karanikolas, & Grigoroudis, 2021; Obembe, Kolade, Obembe, Owoseni, & Mafimisebi, 2021). The use of big data helps hotel managers understand consumers' expectations and therefore reduce their marketing costs by formulating market segmentation strategies (Xiang, Schwartz, Gerdes, & Uysal, 2015; Xu, Wang, Li, & Haghighi, 2017). Furthermore, UGC helps companies to take into consideration the strategic collection and analysis of the content of customer reviews (Pascual-Fernández et al., 2020).

However, limited studies have been implemented to explore the determinants that affect perceived risk and trust in SNS for products and services related to tourism (Kim & Park, 2013; Kim, Lee, & Bonn, 2017; Kim, Gupta, & Koh, 2011; Lin & Lu, 2015; Pappas, 2017; Wang & Herrando, 2019). It is essential to choose a guiding principle to predict which determinants affect SNS users' perceived value and trust when acquiring travel-related information from SNS. The rationale for the choice

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in this respect is that the examination of privacy concerns, perceived risk, perceived enjoyment, perceived value, and trust provides an assessment of how individuals adopt information and thus change their intentions and behaviors in the context of computer-mediated communication platforms (Mohd Suki & Mohd Suki, 2020). As more studies that focus on consumer behavior, especially regarding trust-based determinants, privacy concerns, and other common aspects of SNS, are essential, this article aims to look into the determinants that affect travelers' trust in sharing information about travel on SNS.

This paper contributes to existing knowledge by investigating which determinants affect SNS users' perceived value and trust in acquiring travel-related information from SNS. In addition, by using variables regarding privacy concerns, perceived risk, and perceived enjoyment to be examined as the important influencers of SNS users' perceived value and trust in the context of the acquisition of travel-related information from SNS, this paper provides vital insight into SNS users' behavior and managerial implications to encourage more investment of travel-related information from SNS. Moreover, this paper intends to implement an innovative research methodology in two stages. In the first stage, a Structural Equation Model (SEM) was implemented to understand the determinants of trust in SNS. In the second stage, a neural network model was implemented to highlight the significance of the antecedents. Thus, this paper attempts to provide a practical analysis to help decision makers in information management consider the factors that affect users' trust in sharing information about travel on SNS and improve networking platforms.

The following is the structure of the paper. Section 2 includes the theoretical background and the identification of research hypotheses. The methodology is described in Section 3, and Section 4 represents the outcomes. A discussion of the results is presented in Section 5. Section 6 presents limitations and avenues for further research.

## 2. Theoretical background

It was determined that the Information Adoption Model developed by Sussman and Siegal (2003) would serve as a guiding concept in the effort to forecast which elements influence SNS users' perceived value and trust while collecting travel-related information from SNS. When it comes to choosing an information adoption model, the rationale is that it allows for an evaluation of how individuals acquire information and, as a result, modify their intentions and behaviors in the context of computer-mediated communication platforms. According to this model's application in this research setting, privacy concerns (which reflect argument quality), perceived risk (which reflects argument quality), and perceived enjoyment (which reflects source credibility) can all be investigated as the main determinants of SNS users' perceived value (which takes into account information usefulness) and trust in the context of the procurement of travel-related information from SNS (which reflects information adoption). The strength of these correlations can be examined at the same time through the application of modern data analysis techniques (SEM neural network analysis).

### 2.1. Perceived value

Understanding how customers look for and evaluate data at various stages of the decision-making process related to travel planning is essential for hospitality and tourism associations (Lee, Cai, DeFranco, & Lee, 2020; Rao, Vemprala, Akello, & Valecha, 2020). Nowadays, tourists can effectively participate in a digital group that shares visitors' experiences online through visiting websites that include UGC. Users can create, publish, and share their personal experience (i.e., UGC) and interact, share, update, and disseminate data created by others (Li, Guo, Wang, & Zhang, 2019; Litvin, Goldsmith, & Pan, 2018; Mendes-Filho, Mills, Tan, & Milne, 2018; Narangajavana Kaosiri, Callarisa Fiol, Moliner Tena, Rodriguez Artola, & Sanchez Garcia, 2019; Yu, Lee, Ha, & Zo, 2017).

Understanding the significance of a service or product from a user's standpoint has been known as an effective consumer technique, and it is often related to higher business results (Baka, 2016; Bigne, Fuentes-Medina, & Morini-Marrero, 2020). The more valuable something is perceived to be based on the aggregate appraisal of the consumers, the greater the consumers' commitment to the service provider (Ciasullo, Montera, & Palumbo, 2021). Customer perceived value was not only the most significant determinant of purchase intention, but it also acted as a mediator between emotional reactions and attitudinal loyalty (Liu, Wu, & Li, 2019; Truong, Dang-Pham, McClelland, & Nkhoma, 2020).

In this paper, perceived value is considered as a single dimension that combines aspects like social value and information value (Mohd Suki & Mohd Suki, 2020). "Social value" refers to the utility derived from the acceptance, positive impression, and social approval of the business client firm and its products and services that the service offer and process generate (Mohd Suki & Mohd Suki, 2020). "Information value" refers to the advantage derived from acquiring useful information from friends or professional information providers where users apply it to solve problems or enhance one's skill and ability (Mohd Suki & Mohd Suki, 2020). Perceived value in conjunction with social networking sites is a concept that has not been thoroughly examined. However, several researchers have shown interest in the subject because the link between user behavior and perceived value needs to be studied to explain it fully. Hsiao, Chang, and Tang (2016) examined whether perceived value influences consumer confidence and continued use of mobile social applications. They concluded a positive and significant relationship between these two concepts. The above proposition has been reinforced by Stahl, Matzler, and Hinterhuber (2003), who first argued that consumer value is an essential factor in creating and maintaining a loyal consumer base because it is a significant factor in customer acquisition. For example, compared to conventional approaches that rely on offline data, user-generated social media content adds more value to hotels, allowing them to choose more relevant and meaningful tactics for their target markets.

### 2.2. Perceived enjoyment

For task-oriented applications like online shopping, perceived enjoyment has emerged as a crucial determinant (Bilro, Loureiro, & Guerreiro, 2019; Kushwaha, Singh, Varghese, & Singh, 2020). Although current researchers have examined the impact of perceived enjoyment on system usage, many studies have found no significant relationship between the two. It is regarded as a focal point of entertainment media since people consume it primarily for fun or pleasure (Liu et al., 2019). Likewise, enjoyment is deemed a fundamental determinant of online shopping, significantly affecting online users' attitudes (Hernández-Ortega, San Martín, Herrero, & Franco, 2020; Oliveira, Araujo, & Tam, 2020).

Increases in perceived social presence, as a result of the use of socially rich images in website design, have a beneficial impact on the enjoyment and, to a lesser extent, usability of sites for users. As a result, web designers who want to enhance their users' hedonic experience should think about using images that are socially rich in their projects. Although most researchers seem to agree that enjoyment is a crucial factor in media use (Li et al., 2019; Liu et al., 2019; Sanakulov & Karjaluoto, 2015), studies have identified it alternately as an attitude, an emotion, a combination of cognition and affect, or some other unspecified positive reaction to media content (Liu et al., 2019).

Perceived usefulness is associated with functional value, and enjoyment provides users with emotional value (Wong, Lai, & Tao, 2020). Therefore, these aspects are significant factors in UGC behavior. Traditional usability methodologies are too narrow to investigate technology acceptance properly, and they should be expanded to include pleasure. Studies concluded that perceived enjoyment is a crucial antecedent to travelers' intentions to acquire technologies such as web browsing and instant messaging (Wong et al., 2020).

2.3. Privacy concerns and trust

In numerous web contexts, trust plays a vital role in reducing individual threat and vulnerability awareness. One of the main concerns regarding UGC is how to trust the reliability and accuracy of data posted by people, many of whom are anonymous to the content users. Digital service providers commonly use privacy policies and certificates to increase customer loyalty and motivation to embrace digital transactions (Angelopoulos et al., 2021).

Previous studies (Casais, Fernandes, & Sarmento, 2020; Chu, Deng, & Cheng, 2020) conclude that trust should be investigated as a referent, result, mediator, or moderator in other private information constructs. Trust reduces customer concerns about e-commerce and is essential for users to share knowledge and implement new technology (Aggarwal & Gour, 2020; Cheng, Wei, & Zhang, 2020; Miltgen, Henseler, Gelhard, & Popovič, 2016). It is usually formed over time when a user gets experience and believes that their expectations are met during subsequent visits to a site (Tandon, Ertz, & Bansal, 2020).

Users of social media platforms tend to have increased trustworthiness and rely on websites that adequately handle their online protection and have privacy policies. In the tourism industry, tourists rely on and trust UGC (e.g., personal views, ideas, impressions, and stories) more than legitimate data. According to Filieri (2015), travelers' decisions to follow other people's advice are influenced by their confidence in a UGC website. Tourism research has shown that UGC is more credible than information from authorized destination blogs, travel agencies, and the news media (Dickinger, 2011; Miltgen & Smith, 2015).

Perceived risk is retained as a source of uncertainty when used online: who has access to the data, reasoning, and how long? (Mohd Suki & Mohd Suki, 2020). Data inequalities, as well as a lack of protection, make online content sharing more uncertain and vulnerable to vindictiveness. While trust has been described as a crucial aspect of customer purchasing intentions in e-commerce (Flavian, Guinaliu, & Gurrea, 2006; Hsu, Chang, & Yen, 2011; Kim & Park, 2013; Mohd Suki & Mohd Suki, 2020; Yu et al., 2017), little consideration has been devoted to trust in consumer-generated marketing (Hu & Olivieri, 2021), as well as whether trust influences travel customer action.

The following hypotheses are defined based on a review of the current literature:

- H1: Privacy concerns have a significant negative impact on SNS users' trust in obtaining travel-related information from SNS.
- H2: Perceived risk has a significant negative impact on SNS users' trust in obtaining information travel-related from SNS.
- H3: Perceived enjoyment has a significant positive influence on SNS users' trust in obtaining travel-related information from SNS.
- H4: Perceived value has an important positive impact on SNS users' trust in obtaining travel-related information from SNS.

3. Data collection and methods

A questionnaire was designed to measure the factors that affect travelers' trust in obtaining travel-related information from social networking providers. The questionnaire was distributed randomly to 300 students at the University of Macedonia, Aristotle University, and the International University of Greece. A prerequisite for participating in the research was that the students had traveled at least once and had used the SNS during their travel planning to obtain travel-related information. A total of 266 individuals who were sent a questionnaire responded to it. Variables were related to privacy concerns, perceived risk, perceived enjoyment, perceived value, and trust in travel information. Variables were evaluated using a five-point Likert scale that ranged from 1 (strongly disagree) to 5 (strongly agree) and were adopted from Gefen (2000), Hsu et al. (2011), Huang et al. (2017), Lee, Yen, and Hsiao (2014), Lin and Lu (2011), McKnight, Choudhury, and Kac-

Table 1  
Variables and measurement items.

Variables	Items
Privacy concerns	I am concerned that my personal data may be read by the SNS developer or online firms (PC1)
	I am concerned that my personal data may be used by the SNS developer or online firms (PC2)
	I am concerned that my personal information on the web will be accessed by the SNS developer or online firms without my consent (PC3)
	I am concerned that using the SNS will reveal my privacy information (PC4)
Perceived risk	I feel that dysfunctionality of travel-related products and services may occur that is different from what was presented in the SNS (PR1)
	I feel that the source that I access for travel products and services via SNS may be unreliable (PR2)
	I feel that various SNS accounts available in the social media may be invalid or not exist (PR3)
Perceived enjoyment	SNS give me pleasure when acquiring travel-related information (PE1)
	I have fun using SNS to acquire travel-related information (PE2)
	It makes me feel good to acquire travel-related information via SNS (PE3)
Perceived value	I accumulate much knowledge from online people who share travel-related information via SNS (PV1)
	I acquire a variety of travel-related information from online people using SNS (PV2)
	I obtain much useful travel-related information from online people using SNS (PV3)
	Over the last one month, I consulted online people using SNS for practical issues and matters related to travel information (PV4)
	Sharing travel-related information with others via SNS can improve interpersonal relationships (PV5)
Trust	I trust travel-related information acquired from SNS because it is reliable (T1)
	I trust travel-related information acquired from SNS because it is capable of helping SNS users (T2)
	I believe that the travel-related information acquired from SNS is usually honest (T3)
	I depend on SNS for acquiring travel-related information that I need (T4)
	I consider SNS as a trustworthy channel for providing travel-related information (T5)

mar (2002), Mohd Suki and Mohd Suki (2020), Moon and Kim (2001). Table 1 shows the items for each variable.

Data was analyzed using a SEM neural network model consisting of two stages. In the first stage, a Structural Equation Model (SEM) was implemented to understand the determinants of trust in SNS and evaluate research hypotheses. In the second stage, a neural network model was implemented to highlight the significance of the antecedents. The analysis was implemented based on the guidelines of previous studies (Sharma, 2019). The multilayer perceptron training algorithm was implemented to train the neural network model. Cross-validation was applied to overcome the over-fitting of the model (Chong, 2013). A range of one to 10 hidden nodes in the neural network model is recommended. 80% of the data points were used to train the neural network model, while the remaining 20% of the data points were used to test the model. The sensitivity analysis of the performance was calculated using the average importance of variables in affecting trust (Chong, 2013). The normalized importance of variables can be calculated by dividing the significance of variables by the variable's highest value (Liébana-Cabanillas, Marinković, & Kalinić, 2017).

The reliability was measured using Cronbach's alpha, and the values should be higher than 0.70 (Hair, Anderson, Babin, & Black, 2010). The Confirmatory Factor Analysis (CFA) was implemented to evaluate the composite reliability, convergent validity, and discriminant validity of all constructs. Convergent validity is established if the value of the average variance extracted (AVE) is higher than 0.5 and lower than the composite reliability (CR). Furthermore, factor loadings should be greater than 0.65 (Chong, 2013).

**Table 2**  
Cronbach a.

Variables	Cronbach a values
Privacy concerns	0.857
Perceived risk	0.846
Perceived enjoyment	0.764
Perceived value	0.713
Trust	0.729

**Table 3**  
Factor loadings (CFA).

Items	Factor				
	1	2	3	4	5
PC1	0.74				
PC2	0.80				
PC3	0.86				
PC4	0.78				
PR1		0.74			
PR2		0.67			
PR3		0.69			
PE1			0.66		
PE2			0.80		
PE3			0.81		
PV1				0.80	
PV2				0.74	
PV3				0.69	
PV4				0.72	
PV5				0.81	
T1					0.77
T2					0.86
T3					0.92
T4					0.83
T5					0.79

**4. Results**

Regarding the demographic characteristics of the 266 respondents, it is revealed that there is a slight majority of female respondents (52%). 80% of participants were under 25 years old, 14% were in their twenties to thirties, and 6% were 36 years old or older. According to their education level, 84% had a bachelor’s degree, 15% had a master’s degree, and 1% had a diploma. Regarding the frequency of travel, 63% of participants indicated that they travel 1–2 times per year, 25% of participants highlighted that they travel 3–4 times per year, and the remaining 12% of participants answered that they travel more than five times per year. Furthermore, 19% of the respondents mentioned that they had utilized a mobile phone or a smartphone to share data regarding their travels between 7 and 10 times in the previous month, while 26% concluded that they had done so less than six times. The remaining 10% said they had utilized a mobile phone or a smartphone to share data about their travels more than ten times in the previous month. Regarding the specific type of data shared, flight ticket bookings had the highest ranking (34%), with travel packages and hotel room reservations as the second and third most popular activities, respectively.

The values of Cronbach’s alpha ranged from 0.713 to 0.857. These values are displayed in Table 2. Factor loadings, AVE, and CR, are presented in Table 3. The first factor is Privacy Concerns (PC), the second factor refers to Perceived Risk (PR), the third factor is related to Perceived Enjoyment (PE), the fourth factor is Perceived Value (PV), and the fifth factor refers to Trust (T). The factor loadings for privacy concerns ranged from 0.74 to 0.86, those for perceived risk from 0.67 to 0.74, those for perceived enjoyment from 0.66 to 0.81, those for perceived value from 0.69 to 0.81, and those for trust from 0.77 to 0.92. The AVEs of all constructs were higher than 0.5 and were lower than their CRs. Based on these parameters, convergent validity was established.

**Table 4**  
Discriminant validity.

Variables	CR	AVE
PC	0.822	0.738
PR	0.759	0.634
PE	0.902	0.812
PV	0.779	0.653
T	0.839	0.701

**Table 5**  
Hypothesis testing.

Model	$\beta$	t-Value	Sig.
Privacy concerns → Trust	-0.063	-1.103	0.271
Perceived risk → Trust	-0.115	-1.986	0.048
Perceived enjoyment → Trust	0.311	5.227	0.000
Perceived value → Trust	0.359	6.046	0.000

**Table 6**  
RMSE for neural network model.

Hidden nodes	Training	Testing
1	0.732	0.268

**Table 7**  
Variable importance.

Variables	Importance	Normalized Importance
Perceived Risk	.192	45.9%
Perceived Enjoyment	.390	93.1%
Perceived Value	.418	100.0%

Table 4 presents the discriminant validity of the constructs. The fitness of the measurement model was assessed by a set of fit indices such as (Chi-Square/df) = 1.782, GFI = 0.917, GFI = 0.876, NFI = 0.935, CFI = 0.955, RMR = 0.032, RMSEA = 0.057. The R square of the dependent variable is 0.77, and the value of chi-square for the whole model is 258.332. Therefore, the measurement model is a reasonably good fit.

According to the findings presented in Table 5, the beta value of privacy concerns was -0.063 with a significance level of 0.271. Thus, privacy concerns do not significantly influence trust, and H1 was not supported. The beta value of perceived risk was -0.115, with a significance level of 0.048. Thus, perceived risk significantly influences trust, and H2 was supported. Perceived enjoyment and perceived value were the most contributing variables to trust. The beta value of perceived enjoyment was 0.311 with a significance level of 0.000. Thus, perceived enjoyment positively and significantly influences trust, and H3 was supported. The beta value of perceived value was 0.359 with a significance level of 0.000. Thus, perceived value positively and significantly influences trust, and H4 was supported Fig. 1.

The statistically significant variables were given as inputs to the neural network model. The number of input layers in the neural network model was four, as represented by significant variables named “perceived risk”, “perceived enjoyment”, and “perceived value”. The dependent variable, namely trust, means the output layer of the network model. Fig. 2 presents the neural network model.

Table 6 shows the root mean squared error (RMSE), and Table 7 presents the importance of the variables.

**5. Discussion**

This paper explored the factors that impact trust of SNS users in sharing information related to travel acquired via social media or tourism sites. The findings highlight that perceived value is the most significant factor in users’ trust in sharing information about travel from SNS. According to this outcome, travelers are more inclined to establish strong

Fig. 1. Theoretical framework.

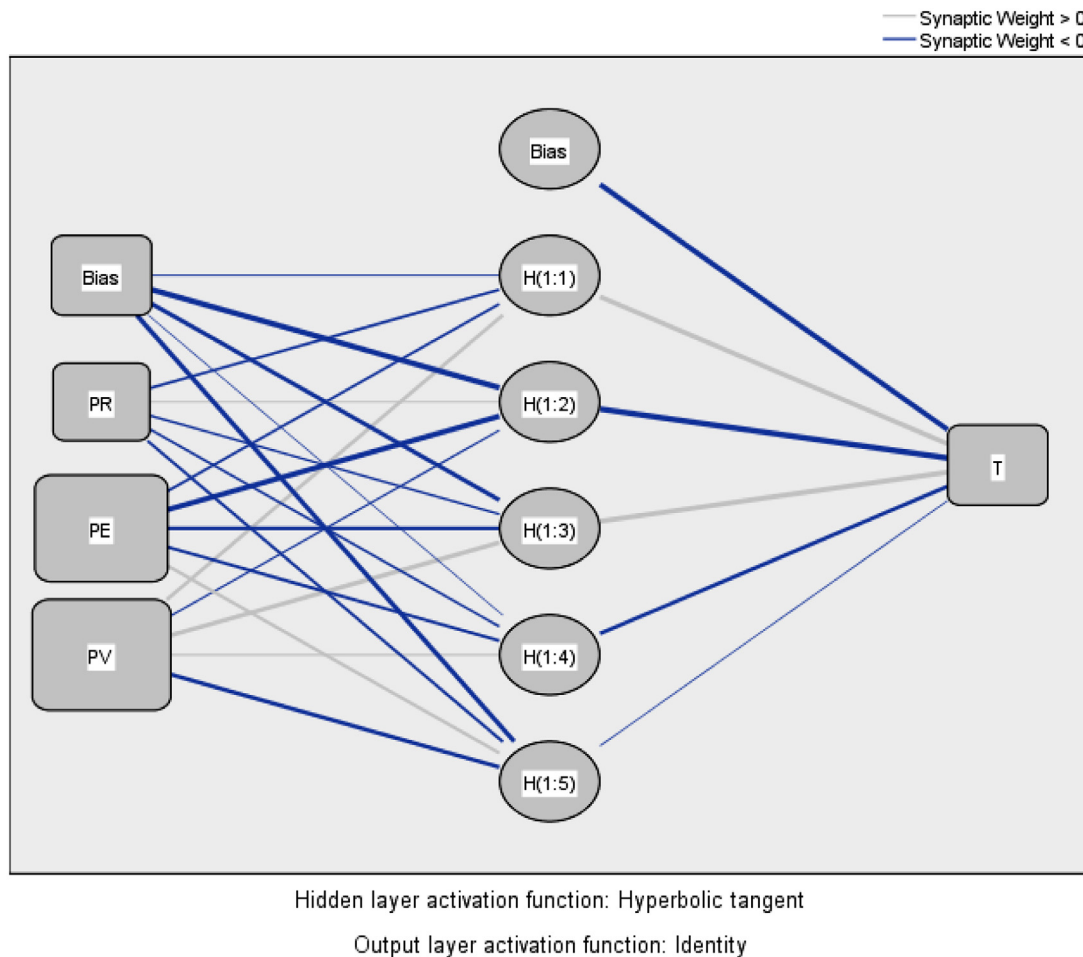
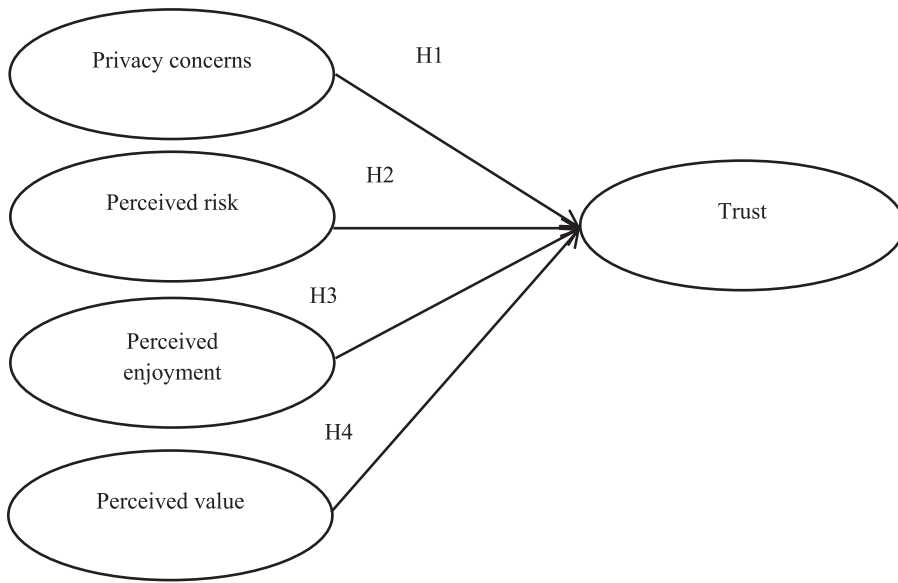


Fig. 2. Neural network model.

trust in such data if their perceived value of the shared data from social media platforms is increased. They appear to have a considerable amount of data from other online users and share various information about travel from social media or tourism sites. The process supports travelers' ability to gain helpful information while improving their interpersonal interactions (Chen & Fu, 2018; Hsiao et al., 2016).

Findings show that users are pretty preoccupied with the prospect of their personal data being captured on the Internet without their knowledge by the social media platform's developer or online firms. Users are more inclined to deactivate their social media accounts if their perceived value falls in protest of how their personal data is unlawfully treated by the social media platform's developer or

online firms (Mohd Suki & Mohd Suki, 2020; Wang & Herrando, 2019).

The results suggest that the trust they have in shared information about travel from social media or tourism sites falls if privacy concerns of individuals are increased. Users oppose the perspective that social media or tourism sites are secure and reliable channels in the hospitality sector. They also believed that the social media platform's developers would fail to manage and protect their personal information adequately. This outcome is interesting because existing studies have highlighted that privacy issues significantly influence users' trust in obtaining travel-related information from social media or tourism sites (Chang et al., 2017; Mamonov & Benbunan-Fich, 2017; Martin, 2018).

Previous studies concluded that SNS users focus on the determinants of performance risk and source risk because of the possibility of unanticipated problems, such as the dysfunctionality of products and services related to travel, arising. They also believe that social media accounts that appear active on SNS may be no longer in use or are no longer valid somehow. When it comes to the perceived risk of users, which outweighs the system's perceived advantages, their perceived value drops (Hu, 2020; Mohd Suki & Mohd Suki, 2020).

Users with low perceived risks have increased trustworthiness in shared information about travel from SNS. In addition, a perceived risk known as source risk may arise due to the prospect of sharing travel and service information from untrustworthy SNS sources. Therefore, such a view may deter users from securing their data. When users' confidence is eroded, unhealthy reactions and resistance are more likely to emerge, leading to their unwillingness to connect with the service, as well as other interested parties, electronically (Chang et al., 2017; Pappas, 2017; Wang, Min, & Han, 2016).

Moreover, SNS allow users to acquire the data they need while on the go and do so in a lively style that makes them feel good. Thus, travelers develop a solid desire to keep using these services, and, more importantly, they inspire others to do the same. These outcomes are aligned with the consequences of previous research (Kim et al., 2017; Mohd Suki & Mohd Suki, 2020). Finally, a delightful experience encourages people to feel good, which leads to increased trust in the shared information about travel gathered through social media or tourism sites (Yu et al., 2017).

### 5.1. Theoretical contribution

The theoretical contribution of this article is that it examines the factors that affect the perceived value and trust of users in sharing travel data as a result of social media or tourism sites. Furthermore, this paper provides significant insight into user behavior and managerial implications for gaining more travel data from social media or tourism sites. Perceived enjoyment was the fundamental factor in users' perceptions of the perceived value of shared information about travel from social media or tourism sites. In addition, perceived value and perceived enjoyment influence users' trust.

Moreover, this paper intends to implement an innovative research methodology in two stages. In the first stage, a Structural Equation Model (SEM) was implemented to understand the determinants of trust in SNS. In the second stage, a neural network model was implemented to highlight the significance of the antecedents. Thus, this paper attempts to provide a practical analysis to help decision makers in information management consider the factors that affect users' trust in sharing information about travel on SNS and improve networking platforms.

### 5.2. Practical contribution and managerial implications

The practical contribution of this paper is that it helps tourism managers increase the delightful and fulfilling features of their websites to gain more information about travel from social media or tourism sites. Websites should include audio and video to improve their functionality in this regard. As a result, this enables more significant levels of contact

and increases economic potential. Tourism managers can also upload real-time and reliable data related to products and services associated with travel, destination data, and tourism promotional messages continuously. UGC analysis or the analysis of other unstructured data can demonstrate value creation for decision-makers in the tourism industry. In addition, such a data-driven approach with statistical analysis can support information management for decision-makers. Therefore, they can take action to increase the trustworthiness of their social media or tourism sites.

## 6. Conclusion

According to the data, perceived value is the most important factor influencing consumers' trust in sharing information about travel on social media sites like Facebook and Twitter. According to this finding, if the perceived value of the information posted on social media platforms increases, tourists are more likely to create significant faith in it. They appear to have a significant amount of data from other internet users. They provide a variety of travel-related materials from social media and tourism websites to their followers. Travelers benefit from the process since it helps them gather vital knowledge while enhancing their interpersonal relationships.

According to the findings, users are highly concerned about the prospect of their personal information being collected on the Internet without their knowledge by the developer of a social media platform or by online businesses. As users' perceptions of the value of their social media accounts decline, they are more likely to deactivate their accounts to protest how their personal data is improperly processed by the social media platform's developer or online corporations.

As a result of rising privacy concerns among individuals, the findings indicate that the confidence they have in shared information about travel on social media or tourism websites decreases. Several users are critical that social media or tourism websites are secure and trusted outlets for the hospitality industry. They also feared that the producers of social media platforms would be unable to handle effectively and protect their personal information appropriately.

Although this paper has specific limitations, it provides avenues for future researchers. The first limitation concerns the sample size, which could enhance data generalization. SNS users from various geographical locations can participate in the research to improve data generalization. In addition, future researchers may explore determinants of habit, loyalty, and social self-efficacy as mediating variables. Furthermore, the evaluation of the moderating effects of gender or other customer factors can be investigated. This expansion could increase the research model's  $R^2$  and add to the existing literature.

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