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# 소셜미디어의 만족도가 여행의도에 미치는 영향: 기술수용모델(TAM)을 활용하여

# (The Impact of Social Media Satisfaction on Travel Intentions: A TAM-Based Approach)

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**요 약** 본 연구는 소셜 미디어가 사용자 만족도 및 여행 의도에 미치는 영향을 규명하고자 기술수용 모델(TAM)을 기반으로 유튜브를 시청한 사용자의 추후 행동을 예측하기 위해 수행되었다. 구체적으로, 지각된 사용 용이성, 지각된 유용성, 그리고 지각된 즐거움을 주요 변수로 설정하여, 해당 변수들이 여행 관련 유튜브 콘텐츠에 대한 사용자 만족도 및 여행 의도에 어떻게 영향을 미치는지 분석하였다. 본 연구의 가설을 검증하기 위해 온라인 설문조사를 실시하였고, AMOS 22.0을 사용하여 구조방정식 모델링을 수행하였다. 가설검정 결과, 지각된 유용성이 사용자 YouTube 만족도를 증가시키는 가장 중요한 요인임을 확인하였으며, 이는 궁극적으로 여행 의도를 향상시키는 중요한 역할을 한다는 것을 밝혔다. 특히, 유용한 여행 정보를 제공하는 유튜브 콘텐츠가 사용자 만족도에 긍정적인 영향을 미치고, 그로 인해 여행에 대한 긍정적인 의도를 유도한다는 점은 본 연구의 핵심적인 시사점이다. 또한, 본 연구는 TAM 이론을 소셜 미디어 환경으로 확장하여, 가치 있는 콘텐츠를 제공하는 소셜 미디어 플랫폼이 사용자 행동 의도에 영향을 미칠 수 있음을 증명하였다. 따라서 본 연구의 결과는 관광 산업 관계자들에게 소셜 미디어를 활용한 마케팅 전략이 사용자 참여를 증진시키고, 궁극적으로 여행 의도를 높이는 데 중요한 역할을 할 수 있다는 중요한 시사점을 제공한다.

**핵심주제어**: 기술수용모델, 유튜브 만족도, 사용자 의도, 여행서비스

**Abstract** The Technology Acceptance Model is employed to predict the satisfaction with Youtube, which will in turn determine travel intentions for potential tourists. By extracting three factors from the TAM, we investigate how such factors influence user engagement with travel-related content. Using an online survey and conducting structural equation modeling, we obtained the following result: perceived usefulness is the most effective in increasing YouTube satisfaction, which in turn enhances travel intentions. This indirect effect is further confirmed through a boosting analysis. By extending the theoretical scope of TAM, we demonstrate that social media platforms offering high-value content can influence users' decisions, thereby providing valuable insights for content creators and tourism professionals striving to boost user contentment and engagement.

**Keywords:** TAM Model, Youtube Satisfaction, User Intention, Travel Service

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## 1. Introduction

In today's highly competitive service industry, service providers are progressively utilizing social media platforms to engage with and shape consumer decision-making because social media received great attention from potential travelers seeking inspiration and information (Cheng et al., 2024; Jeong and Oh, 2024). Among these platforms, YouTube, launched in 2015, stands out as a powerful medium for engaging with potential customers through rich, visual content.

Unlike conventional platforms, YouTube enables service firms, including travel agencies, hotels, airlines, and tourism boards, to present dynamic, real-time information about destinations, travel services, and customer experiences in a persuasive manner(Ørmen and Gregersen, 2023). This level of engagement is particularly effective in influencing potential travelers by showcasing authentic experiences, detailed reviews, and visually appealing destination highlights(Yoo et al., 2024). Consequently, many travel service providers are increasingly collaborating with renowned YouTubers who have large, engaged subscriber bases(Schwemmer and Ziewiecki, 2018). These influencers play a significant role in motivating their audiences to choose particular services, as their content provides both inspiration and credibility for travel-related decisions(Ghaderi et al., 2024). Thus, by leveraging YouTube, service providers can build trust, foster a sense of connection, and provide authentic, user-generated content that resonates with viewers. This not only enhances the perception of the destination or service but also helps reduce uncertainty for potential travelers, ultimately guiding them toward making travel-related decisions.

Given that social media platforms have become influential tools in promoting travel services for service providers, designing an effective YouTube travel channel plays a critical role in motivating potential travelers to transition from viewing content to actual travel experiences. Therefore, service providers must create content that is both visually appealing and informative, as such content adds significant value to the viewer's planning process. Thus, leveraging the Technology Acceptance Model, we analyze how social media affects users' behaviors when they are exposed to or seek travel-related information. This study identifies key constructs from the TAM to predict travelers' intentions to travel based on their satisfaction with YouTube content. Additionally, this study introduces a novel variable: perceived enjoyment of content. The inclusion of this variable is essential, as prior studies have emphasized that engaging and entertaining content resonates more strongly with viewers, ultimately enhancing their satisfaction with the YouTube channel(Hussain et al., 2024). This is particularly relevant given that travel information encompasses both functional and hedonic characteristics (Kim et al., 2013). Thus, we aim to examine whether usefulness (i.e., functional characteristics) or enjoyment (i.e., hedonic characteristics) drives YouTube satisfaction. Understanding this distinction can help service providers design more effective YouTube content, which can increase viewer satisfaction and, in turn, enhance the likelihood of actual visits.

Overall, we seek to explore how three factors from the TAM increase users' travel intention via YouTube satisfaction. Our results will increase the current understanding of social media effectiveness both theoretically and practically and are expected to offer guidance to service providers on the utilization of YouTube channels to promote their offerings effectively.

## 2. Review of the Literature

### 2.1 TAM Application

Developed by Davis in 1989, the TAM is known as a reliable tool for forecasting how likely individuals are to embrace certain information systems. Research consistently demonstrates TAM's simplicity(Igbaria et al., 1995) and verifiability(Chintalapati and Daruri, 2017). TAM has been widely applied across various fields, including internet mobile learning (Hamidi and Chavoshi, 2018) and mobile travel applications(Chen and Tsai, 2019).

These applications highlight TAM's versatility, offering a robust model for identifying market dynamics and user behavior in technology adoption.

While earlier research on TAM emphasized initial adoption behaviors, more recent studies have expanded the model to include intrinsic motivation. In particular, perceived enjoyment has been added to the original model as a factor that may influence user attitudes toward system use(Lee et al., 2019). This update reflects the principles of TAM 3, which underscores internal motivation in the choice to adopt technology, especially in platforms like YouTube, where enjoyment is a key factor. Unlike work-related systems, where efficiency and productivity are central, YouTube usage revolves around personal interests, entertainment, and self-expression (Bae, 2023; Hussain et al., 2024). The value users derive from YouTube often includes the intrinsic pleasure of engaging with creative or humorous content. Therefore, perceived enjoyment, as it directly influences attitudes toward watching and interacting with content on the platform.

Given the TAM's simplicity(Igbaria et al., 1995) as well as its ability to predict customer behavior(e.g., Lim et al., 2011), we seek to investigate, using the TAM framework, how individuals develop their desire to travel after being exposed to traveling-related information on social media (i.e., YouTube). While our study is inspired by the original TAM for consistency and reliability, we have carefully adapted it to reflect social media's unique characteristics. Our research is further justified by social media's increasing prominence as a more potent instrument than traditional media and by the importance of designing travel-related content to attract potential tourists. Therefore, we examine how the three factors from the TAM shape user engagement.

### 2.2 Perceived Ease of Use

Davis(1989) argues that ease of use individuals perceive represents how much effort they expect to invest when adopting new technologies. The significance of this concept lies in the fact that technologies that require less effort are more readily accepted by users, as they lower the challenges associated with learning and using new systems(Venkatesh and Davis, 2000). When users find a technology simple and intuitive, they are more likely to continue using it, which will lead to greater satisfaction(Joo et al., 2011). The reasoning is that technologies perceived as easy to use allow individuals to streamline tasks, reduce mental effort, and directly affect their intention to embrace and engage with new tools.

Consistent with prior studies, we define ease of use perceived by potential tourists in terms of how they believe accessing travel-related content on YouTube demands minimal effort. This is particularly relevant for potential tourists, as YouTube is often used as a primary source for gathering travel-related information(Cox et al., 2009). From a travel service perspective, it is essential that YouTube presents content in

a simple and understandable manner to ensure that users can easily and quickly acquire the information they require. Therefore,

*H1: The ease of use perceived by potential tourists will enhance their satisfaction with YouTube.*

### 2.3 Perceived Usefulness

According to the TAM, people's perceptions of a system's or technology's usefulness indicate how much they think about utilizing it to enhance their productivity at work(Davis, 1989). Chen and Tsai(2019) highlight that usefulness determines not only users' choice to use a specific system but also influences their continued intention to embrace and engage with new systems.

As the use and growth of TAM continue to expand(Chi, 2018), many scholars argue that TAM effectively explains and predicts individuals' perceptions of embracing information technology and their willingness to engage with it. In addition, Chau(1996) emphasized that users' evaluations of technologies or products are influenced not only by their current functionality and performance but also by the long-term value, such as improved work efficiency(Davis, 1989, Hanham et al., 2021), enhanced performance(Chatterjee and Kar, 2020), increased productivity(Sullivan and Koh, 2019), greater effectiveness(Hamidi and Chavoshi, 2018), and tangible rewards such as bonuses(Nguyen and Malik, 2022). These studies commonly demonstrate that when users perceive technology as helpful in completing tasks, saving time, or improving efficiency, both their satisfaction with the technology and their likelihood of using it will increase accordingly (Amoako-Gyampah, 2007).

Consistent with previous research, this study views usefulness perceived by potential tourists as the level of their belief that utilizing travel-related content from YouTube enhances their ability to gather relevant information effectively. This study particularly emphasizes YouTube's role as an effective tool for delivering travel-related information, linking its perceived usefulness to user satisfaction within the TAM framework for several key reasons. First, YouTube, as the dominant social media platform(Lee and Lehto, 2013), serves as an effective tool for learning and entertainment, particularly in tourism(Harper et al., 2023). Consequently, users are likely to find it useful for obtaining practical information when planning trips(Xiang et al., 2015). In addition, YouTube's diverse content formats—such as tutorials, vlogs, and reviews—cater to various preferences and address specific travel concerns. This variety not only enriches the information useful but also keeps users engaged, as they can find content that aligns with their preferences and requirements (Schwemmer and Ziewiecki, 2018). Finally, algorithm-driven recommendations present users with tailored content based on their interests, facilitating quick access to relevant information (Shin, 2023). This personalized experience boosts perceived usefulness and encourages users to return to YouTube for future travel inquiries. Therefore,

*H2: The usefulness perceived by potential tourists will enhance their satisfaction with YouTube.*

### 2.4 Perceived Enjoyment

Building on the two key variables from the original TAM, this study places particular emphasis on perceived enjoyment from TAM 3, which incorporates both cognitive and emotional

factors to offer a more comprehensive explanation of technology acceptance(Venkatesh et al., 2008). Perceived enjoyment is defined in terms of how content users are while using a certain form of system(Venkatesh et al., 2008). Perceived enjoyment is considered an emotional response, playing a role in user acceptance and engagement that is just as significant as the functional aspects(Lee et al., 2005). By including perceived enjoyment in the extended TAM, researchers highlight the importance of understanding the affective components of technology adoption(Holdack et al., 2022). One reason for this inclusion is that perceived enjoyment can reduce psychological barriers to technology use(Turel and Serenko, 2012), thereby encouraging the embrace of new technologies. It is further argued that users' enjoyment of a system not only affects their satisfaction but also positively influences how frequently they use it(Lee et al., 2019). These findings have been confirmed in various contexts, such as internet use(Nedra et al., 2019), online shopping(Akhlaq and Ahmed, 2015), and video gaming(Cabero-Almenara et al., 2019). These studies commonly demonstrate that when users find enjoyment in using a system, they are more inclined to adopt it and continue using it to fulfill their personal needs(Mun and Hwang, 2003).

In line with previous research, this study conceptualizes enjoyment perceived by potential tourists as the extent to which they find using travel channels on YouTube enjoyable. For tourists, trip planning encompasses not only the acquisition of useful information but also the enjoyment of the experience itself (Chen et al., 2014). This suggests that YouTube should present content in an entertaining and engaging manner to stimulate user interest (Dehghani et al., 2016).

Overall, this study argues that when the act of obtaining travel information is enjoyable for users, it will increase both their usage and satisfaction with the platform. Thus,

*H3: Enjoyment perceived by potential tourists will enhance their satisfaction with YouTube.*

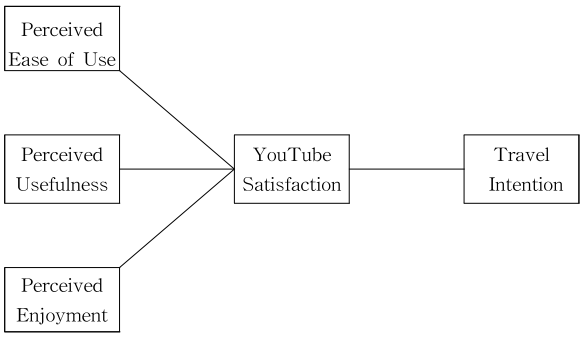
### 2.5 YouTube Satisfaction and Travel Intention

In the TAM framework, although user satisfaction is not a core construct in the original TAM model(Marangunić and Granić, 2015), it has been incorporated into later extensions (e.g., TAM2 and TAM3) to measure users' overall experience and evaluation of the technology(Dalcher and Shine, 2003). It reflects the overall attitude shaped by users' experiences with technology adoption(Al-Jabri, 2015), making it a pivotal element in driving users' decision to engage with the system (Tam et al., 2020). When users adopt new technology, their satisfaction increases if they perceive the system's performance surpassing their expectations. Consequently, it enhances their determination to keep using the system (Taherdoost, 2018). Thus, improving user satisfaction is essential for promoting technology adoption and influencing users' intention to engage with the system(Tawafak et al., 2018).

This study aligns with prior research by conceptualizing YouTube satisfaction as the overall evaluative attitude shaped through engagement after watching YouTube(Guo and Zhou, 2016). For potential tourists, accessing rich and high-quality travel content on the platform is crucial for shaping and implementing future travel plans(Wang et al., 2024). Enjoyable experiences and the perceived value of information gained from the platform enhance users' desire and intentions for future travel(Lam et al., 2020). Integrating the TAM framework, this study posits that user

satisfaction with YouTube's travel-related content will positively influence their intention to travel. This is because satisfaction with YouTube's travel-related content can enhance users' trust and confidence in their travel decisions. When users find content that resonates with their preferences and needs, they are more likely to view YouTube as a reliable information source(Lin et al., 2017). This perceived credibility leads to greater trust in the recommendations and insights provided through the videos, which is crucial for making informed travel decisions(Hautz et al., 2014). Therefore,

*H4: Satisfaction with YouTube will enhance potential tourists' travel intentions.*




Source(s): Authors work

Fig. 1 Research Framework

## 3. Methodology

### 3.1 Sample

An online survey formed the basis of this study. We targeted individuals who had used social media for trip planning. A trial run of the survey (i.e., pilot test) was conducted to ensure both its reliability and accuracy. The survey was initially written in English. To ensure clarity and further elevate the response quality of South Korean participants, bilingual professionals then translated the questionnaire back into Korean, fostering better comprehension. After data collection, a rigorous data screening process was implemented through data analysis procedures. Ineligible and unreliable responses were removed to ensure data integrity. Finally, 186 valid questionnaires were retained. Table 1

Table 1 The sample demographics (N=197)

| | | Frequency | |
|---|---|---|---|
| Gender | Female | 104 | 52.8 |
| | Male | 93 | 47.2 |
| Age | < 20 | 4 | 2 |
| | 20-29 | 116 | 58.9 |
| | 30-39 | 20 | 10.2 |
| | 40-49 | 28 | 14.2 |
| | 50-59 | 27 | 13.7 |
| | >=60 | 2 | 1 |
| Marital status | Single | 135 | 68.5 |
| | Married | 62 | 31.5 |
| Education levels | High school graduate or less | 21 | 10.6 |
| | Community college student or graduate | 22 | 11.2 |
| | University student or graduate | 141 | 71.6 |
| | Graduate school or above | 13 | 6.6 |
| Occupations | Student | 101 | 51.3 |
| | Office worker | 35 | 17.8 |
| | Civil servant | 8 | 4.1 |
| | Sales/service | 19 | 9.6 |
| | Production worker | 6 | 3.1 |
| | Self-employed | 7 | 3.6 |
| | Housewife | 3 | 1.5 |
| | Other | 18 | 9.1 |
| Travel frequency | Domestic 0 | 9 | 4.6 |
| | 1 | 27 | 13.7 |
| | 2 | 57 | 28.9 |
| | 3 | 44 | 22.3 |
| | 4 | 18 | 9.1 |
| | 5 | 13 | 6.6 |
| | >=6 | 31 | 15.7 |
| | Abroad 0 | 84 | 42.6 |
| | 1 | 82 | 41.6 |
| | 2 | 24 | 12.2 |
| | 3 | 2 | 1 |
| | >=4 | 4 | 2 |
| Hours of SNS use | <=1 | 77 | 39 |
| | 1-2 | 67 | 34 |
| | 3-4 | 43 | 21.8 |
| | 5-6 | 8 | 4 |
| | >6 | 3 | 1.5 |

Source(s): Authors work

presents the respondents' profile information, such as gender, age, marital status, occupation, education level, frequency of travel, and social media use.

### 3.2 Questionnaire and measures

Items that were confirmed or validated in earlier studies were used to measure each construct in the present analysis. The independent variable Perceived Ease of Use was assessed using four adapted items from the original scales developed by Venkatesh and Davis(1996) and Gefen and Keil(1998). The second independent variable, perceived usefulness, was evaluated using five adapted items derived from the original measurement scales of Davis(1989) and Harrington and Griffin(1990). Four modified items were used to measure the third independent variable, perceived enjoyment, which was based on the research of Balog and Pribeanu(2009) and Baek et al.(2022). The mediating variable, YouTube satisfaction, which refers to users' overall experience and evaluation of watching YouTube, was assessed using four adapted items from Uzir et al.(2020) and Canny(2014). Three items modified from Venkatesh et al.(2008) and Davis(1989) were used to assess the dependent variable, travel intention, which refers to a user's willingness or plan to visit a destination influenced by travel-related content on social media platforms (i.e., YouTube). A Likert scale with seven points was used to measure each item.

### 3.3 Validity and reliability of the measurement items

Before testing the hypotheses, several statistical analyses were performed. First, the construct validity assessment, carried out via confirmatory factor analysis (CFA) in Amos 22.0, revealed an acceptable model fit: $\chi^2$ = 272.609, df = 122, $\chi^2$/df = 2.235, CFI = 0.952, TLI = 0.936, IFI = 0.952, and RMSEA = 0.079. The results indicated that the measurement items exhibited unidimensionality.

Subsequently, to evaluate convergent validity, standardized factor loadings (SFL), composite reliability (CR), and average variance extracted (AVE) were derived from the CFA results. The SFL values ranged between 0.630 and 0.948, CR values fell between 0.799 and 0.931, and AVE was observed within the range of 0.576 to 0.818. All metrics exceeded the recommended thresholds(Fornell and Larcker, 1981), thereby proving convergent validity. To enhance the clarity of the constructs, one item each from perceived usefulness (PU2) and YouTube satisfaction (Sat1) was removed. The finalized list of items for the four constructs, along with their standardized factor loadings and standard errors from the CFA, is provided in Table 2.

Discriminant validity was tested to ensure that the constructs in this research are independent of each other. This involved comparing the square root of each construct's average variance extracted (AVE) with the absolute values of its correlations with other constructs(Fornell and Larcker, 1981). The results showed that the smallest square root of the AVE exceeded the highest correlation value, supporting discriminant validity. Furthermore, maximum shared variance (MSV) values were lower than the respective AVE values, providing additional confirmation of construct distinctiveness (Hair et al., 2010). Reliability was also examined by calculating Cronbach's α for each construct. All five constructs demonstrated high reliability, with α values exceeding the threshold of 0.70(Hair et al., 2010). These findings confirm that the measurement items used in the study

Table 2 Measurement items and validity assessment

| Constructs and Instruments | SFL | SE | Source |
|---|---|---|---|
| Perceived Ease of Use | | | |
| 1. I find it easy to get information I want to get from travel contents | 0.683 | | Venkatesh and Davis(1996) and Gefen and Keil(1998) |
| 2. Information I got from travel contents is easy and understandable | 0.787 | 0.104 | |
| 3. I find information from travel contents easy to use | 0.924 | 0.110 | |
| 4. Overall, I believe that information from travel contents easy to use | 0.948 | 0.117 | |
| Perceived Usefulness | | | |
| 1. Using travel contents increases my productivity of information I need | 0.875 | | Davis (1989) and Harrington and Griffin(1990) |
| 2. I use travel contents for strategic information for my travel | 0.864 | 0.055 | |
| 3. I use travel contents for timely information for my travel | 0.877 | 0.057 | |
| 4. Overall, I find the information from travel contents useful | 0.870 | 0.056 | |
| Perceived Enjoyment | | | |
| 1. The feel of time spending when watching travel contents | 0.878 | | Balog and Pribeanu(2009) and Baek et al.(2022) |
| 2. Watching travel contents will make my leisure time more fun | 0.692 | 0.068 | |
| 3. The extent to which travel contents stimulate imagination | 0.798 | 0.082 | |
| 4. Overall, I find travel contents exciting | 0.877 | 0.070 | |
| YouTube Satisfaction | | | |
| 1. I am satisfied with my decision to get information from travel channels on YouTube | 0.931 | | Uzir et al.(2020) and Canny(2014) |
| 2. Considering all my experience with travel channels on YouTube my decision to use it for travel was wise one | 0.630 | 0.056 | |
| 3. I would recommend using travel channels on YouTube for travel to others | 0.917 | 0.060 | |
| Travel Intention | | | |
| 1. I plan to travel often after using travel channels on YouTube | 0.700 | | Davis(1989) and Venkatesh et al.(2008) |
| 2. I will travel in the future with the information from travel channels on YouTube | 0.887 | 0.137 | |
| 3. I intend to travel within the foreseeable future using the information from travel channels on YouTube | 0.905 | 0.110 | |

Notes:
1. SFL stands for standardized factor loadings and SE stands for standard errors
2. All standardized factor loadings are significant at 0.01
Source(s): Authors work

are both valid and reliable. The correlations, CR, AVE, MSV, and Cronbach's α values for all constructs are summarized in Table 3.

Table 3 Correlation matrix and descriptive statistics

| Constructs | CR | AVE | MSV | Cronbach'α | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|---|---|---|---|
| Perceived Ease of Use | 0.906 | 0.818 | 0.736 | 0.891 | 0.904 | | | | |
| Perceived Usefulness | 0.929 | 0.767 | 0.766 | 0.929 | .828** | 0.876 | | | |
| Perceived Enjoyment | 0.885 | 0.661 | 0.766 | 0.885 | .509** | .466** | 0.813 | | |
| YouTube Channel Satisfaction | 0.931 | 0.818 | 0.282 | 0.931 | .629** | .713** | .442** | 0.904 | |
| Travel Intention | 0.799 | 0.576 | 0.736 | 0.799 | .461** | .519** | .379** | .703** | 0.759 |

Notes:
1. ** Is significant at 0.01; * is significant at 0.05;
2. The square root of the Average Variance Extracted (AVE) for each construct is placed on the diagonal of the correlation matrix
Source(s): Authors work

### 3.4 Non-response bias and common method bias assessment

To minimize non-response bias and common method bias, two analytical techniques were used. First, non-response bias was evaluated by comparing the demographic profiles of early and late respondents(Armstrong and Overton, 1977). The t-test showed no significant differences, indicating minimal bias. To check for common method bias, a common latent factor analysis was performed. The results revealed that adding a common latent factor did not improve the model fit(Chang et al., 2020), suggesting that common method bias was not a concern.

## 4. Hypothesis testing results

We examined how the three TAM components cause YouTube satisfaction and how the satisfaction with YouTube, in turn, affects travel intention. For the causal relationship analysis,

we carried out structural equation modeling (SEM) analysis. Our findings confirmed only two hypotheses: Hypothesis 2 and Hypothesis 4.

More specifically, hypothesis 2, which states that perceived usefulness has a positive impact on YouTube satisfaction, is supported, as evidenced by a statistically significant relationship with $\beta = 0.799$, $p < 0.01$. Likewise, hypothesis 4 that YouTube satisfaction leads to travel intention is supported by the analysis result of $\beta = 0.850$, $p < 0.01$. An overview of the SEM test results is provided in Table 4.

Table 4 SEM results

| Path | Hypothesis | Direction | β | Remarks |
|---|---|---|---|---|
| Perceived Ease of Use --->YouTubeChannel Satisfaction | H1 | + | -0.112 | not supported |
| Perceived Usefulness --->YouTubeChannel Satisfaction | H2 | + | 0.799** | supported |
| Perceived Enjoyment --->YouTubeChannel Satisfaction | H3 | + | 0.115 | not supported |
| YouTube Channel Satisfaction --->TravelIntention | H4 | + | 0.850** | supported |

*Overall Fit*: $\chi^2$ = 338.354; df =128; $\chi^2$/df = 2.643; CFI = 0.932; TLI = 0.926; IFI = 0.933; RMSEA = 0.070

Notes:

1. ** Is significant at 0.01.

Source(s): Authors work

To further verify whether YouTube satisfaction mediates the relationships between perceived ease of use, perceived usefulness, and perceived enjoyment with travel intention, this study adopted the bootstrap method advocated by Shrout and Bolger(2002). Consequently, 3,000 bootstrap samples were employed, applying a 95% bias-corrected confidence interval. A significant indirect effect is identified when zero is not included within the confidence interval. The results of the bootstrap analysis showed that among the three indirect effect paths, only the path where perceived usefulness influences travel intention through YouTube satisfaction demonstrated a significant positive indirect effect: the 95% bias-corrected confidence interval [0.448, 0.998], excluding zero, and the standardized indirect effect was 0.679.

Table 5 Bootstrapping results

| Path | Direct effect | Indirect effect | Bias corrected bootstrap 95% confidence interval Lower | Upper | Result |
|---|---|---|---|---|---|
| *Perceived Ease of Use ->YouTubeChannelSatisfaction ->TravelIntention* | 0.000 | -0.095 | -0.393 | 0.110 | Not supported |
| *Perceived Usefulness ->YouTubeChannelSatisfaction->TravelIntention* | 0.000 | 0.679** | 0.448 | 0.998 | Supported |
| *Perceived Enjoyment ->YouTubeChannelSatisfaction ->TravelIntention* | 0.000 | 0.098 | -0.072 | 0.249 | Not supported |

Notes:

1. ** Is significant at 0.01.

Source(s): Authors work

## 5. Discussions

This study intends to improve our comprehension of how users react to social media platforms like YouTube, considering the increasing impact of social media on personal behavior. Our findings highlight key theoretical and practical implications.

### 5.1 Theoretical Implications

First, we pay attention to the relevance of the TAM in understanding consumer behavior regarding travel-related YouTube content. By incorporating perceived usefulness, perceived ease of use, and perceived enjoyment, this framework provides a comprehensive view of how functional value, user-friendliness, and

engaging content contribute to YouTube satisfaction and, ultimately, impact the decision to make potential use of travel services. Our attempts to apply the TAM to this travel service context demonstrate its adaptability in capturing both extrinsic and intrinsic motivations within a digital content setting, particularly in the tourism sector. Our findings align with previous studies, demonstrating that perceived ease of use, usefulness, and enjoyment significantly influence user satisfaction and subsequent behavioral intentions(Alalwan et al., 2018).

Consequently, this study expands on the use of TAM by showcasing its relevance in social media-driven tourism services and highlighting the key factors that engage users and shape their travel intentions.

Second, our results highlight that the only factor with a significant influence on YouTube satisfaction is perceived usefulness, while perceived ease of use and perceived enjoyment do not. Those findings indicate that when individuals seek travel-related information on social media, their primary focus is on how effectively the platform allows them to access relevant and practical content. Consequently, this finding supports the idea that social media platforms, when perceived as effective tools for information acquisition, can enhance user satisfaction through their usefulness. Our findings are consistent with previous research, which emphasizes YouTube's role as a powerful medium for learning and entertainment, particularly in the tourism sector(Harper et al., 2023). When users find YouTube valuable for practical travel information, they are more likely to experience higher satisfaction(Xiang et al., 2015). The substantial indirect impact of perceived usefulness on intention to travel via YouTube satisfaction further highlights the importance of perceived usefulness. This evidence suggests that when users find YouTube content useful, it enhances their overall satisfaction with the platform, which, in turn, increases their likelihood of forming travel intentions as they trust the information provided and feel confident in their decisions.

The impacts of perceived enjoyment and ease of use, however, were not supported by our research. One possible explanation is that many competing platforms already offer high degrees of usability, thus raising users' expectations. Consequently, its impact on YouTube satisfaction is not realized. As for perceived enjoyment, while hedonic value is indeed important in tourism, it may not have influenced satisfaction in this context because users tend to prioritize functional and practical content over entertainment when planning their travels. Therefore, when considering YouTube satisfaction, focusing on creating and delivering material that highlights perceived usefulness is essential for both content producers and service providers.

Finally, our results show that viewers' trip intentions are significantly influenced by their level of YouTube satisfaction. Our findings indicate that when content meets users' interests and needs, it not only enhances their enjoyment of the platform but also builds trust and credibility in the information provided(Hautz et al., 2014). As a result, users become more confident in using YouTube for travel-related decisions, ultimately strengthening their intention to travel. Hautz et al.(2014) support this by showing that users tend to engage with platforms that provide material that suits their interests. This alignment directly impacts their behavioral intentions, including planning travel. Lin et al.(2017) further emphasize that users are more inclined to act on content they trust, translating satisfaction into concrete travel intentions. Therefore, the satisfaction

derived from engaging and relevant content not only fosters trust but also motivates users to transform their positive experiences into specific travel plans.

### 5.2 Practical Implications

Our findings research offers valuable practical insights. First, perceived usefulness significantly enhances satisfaction with YouTube content. This statistical evidence suggests that when travel-related information is shared on social media platforms, content having useful and educational value has a higher chance of attracting viewers. Consequently, travel service providers should prioritize high-quality, relevant content when promoting their services through social media platforms like YouTube. For instance, providing users with detailed travel guides, essential tips, destination-specific information, and practical instructions can influence viewers' satisfaction, which may ultimately increase their intent to use the travel services. Another important finding is that our study did not demonstrate positive impacts of perceived ease of use and perceived enjoyment on YouTube satisfaction. This outcome may stem from users having expectations for ease of use that already exceed typical standards, suggesting that further improvements in ease of use do not necessarily enhance satisfaction. Therefore, when promoting travel services through social media platforms, providers might consider minimizing investments in ease-of-use features. Instead, they should focus on designing their promotions to highlight the usefulness of the content, as this has a more direct influence on user satisfaction. Finally, the lack of impact from perceived enjoyment on YouTube satisfaction suggests that users seeking travel content prioritize information and utility over entertainment. For travel service providers, this finding indicates that while enjoyable content is helpful, it is more effective to focus on delivering high-quality, relevant information that meets user needs to drive satisfaction and encourage service use.

Overall, our study shows that perceived usefulness is key to YouTube satisfaction in travel content, emphasizing the need for travel providers to focus on informative, high-quality content. Since ease of use and enjoyment were less impactful, providers should prioritize practical value to boost satisfaction and encourage service use.

### 5.3 Limitations and Future Research Directions

In line with other studies, we have certain limitations. To begin with, our results may not be as generalizable to other nations or businesses because the data were exclusively collected from South Korea. Differences in culture and national context can lead to different behaviors and perceptions, so using these results elsewhere should be done carefully. Also, the relatively small sample size may limit the study's conclusions. Future research with larger samples could improve the strength and applicability of the findings. Second, because the data are self-reported, there is a risk of biases like participants giving socially desirable responses or having trouble recalling information accurately. Third, this study did not account for external factors such as YouTube usage time and channel reputation (e.g., number of subscribers), which could influence user satisfaction. These factors should be considered in future studies to better understand consumer behavior. Fourth, as shown in the descriptive statistics in Table 1, we measured general SNS usage time rather than specific YouTube usage. Since this study

focuses on YouTube, it would have been more relevant to include YouTube-specific data for a more accurate analysis. Lastly, other factors such as demographics (e.g., age, gender) and personal preferences were not fully considered. Future research should address these variables for a more complete understanding of user behavior on YouTube.

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