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Abstract: Travel review websites have become important information source for travellers. Given the widespread use of travel review websites among travellers, little research has been conducted to investigate what motivate travellers to use travel review websites. This study investigates travellers' continuance intention to use travel review websites by integrating three social media related constructs into the IS success model, and empirically test the research model among the Chinese travellers. In this research we found that the perceived enjoyment and curiosity fulfillment determine travelers' intention to continue using travel review websites together with the two determinants (information quality and system quality) suggested in the IS success model. Finally the implications for research and practices are discussed.

Keywords: Social media, travel review website, continuance intention, IS success model, eWOM

1. INTRODUCTION

Social media have rapidly penetrated into the society, and have been used by individuals as well as in business. In the past years, we have witnessed how social media have transformed the travel industry. People are increasingly using social media and travel review websites to search travel information, to make travel plans, to share travel information, and to communicate with others. In travel industry, more and more travellers heavily rely on user-generated reviews from different social media channels to support their travel-related purchasing decisions [1].

In the literature plenty of studies have researched on travel reviews/eWOM on travel review websites, such as travel review generation behavior, travel review usefulness, travel review credibility, travel review valence, travel review use as well as the impact of travel reviews on marketing, sales and purchasing decisions. However, there is a lack of research on travel review websites, such as users' perceptions, trust, intentions, and behaviours related travel review websites. Such as little research has attempted to explore what determines travellers' continued use of travel review websites. As Bhattacherjee[2] suggested, the continued use of an IS is important for its long-term success. Thus, understanding the factors leading to travellers' continuance use of travel review websites will provide new insights to travel review service providers on its strategies on retaining customers and to achieve its sustainable success.

In this research we investigate travellers' continuance intention to use travel review websites by integrating three social media related constructs into the IS success model. The proposed research model was empirically tested among the Chinese travellers.

In the next section, a literature review on IS success model is provided. Then the proposed research model and hypotheses are presented. We then discuss the research methods and the research results based on data analysis followed by the discussion on the research findings. Finally, we conclude the paper by highlighting both the theoretical and practical implications as well as pointing out the research limitations and future research directions.

2. LITERATURE REVIEW

The IS success model was originally developed by DeLone and McLean [3]. The original IS success model identified six dimensions related to information systems (IS) success, including system quality, information quality, user satisfaction, system use, individual impact, and organizational impact. Later DeLone and McLean [4] proposed an updated IS success model based on a literature review work on the different factors leading to IS success. In the updated IS success model, service quality was added as a construct to reflect the importance of service in supporting IS success and to provide a comprehensive evaluation of the overall quality of an IS together with information quality and system quality. In addition, intention to use an IS was included as an alternative to system use in the updated IS success model, and net benefits was added as a construct to evaluate both individual and organizational impact. The updated IS success is shown in Figure 1.
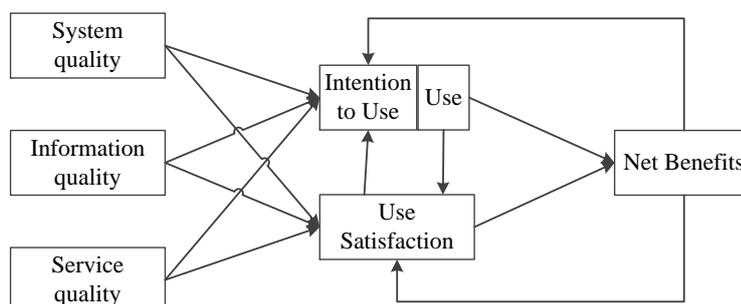

Figure 1. Updated IS success model[4]

Both the original and the updated IS success model have been widely used to examine individuals' IS adoption behaviour in different research contexts, such as online shopping websites [5], e-government services [5], knowledge management systems [6], and social media[7]. As Wang [9] and Wang et al.[5] argued that the original and the updated IS success models can serve as a basis for the selection of appropriate IS measures, and researchers still need to choose some other appropriate measures of IS success based on the research objectives as well as the research phenomena under investigation when constructing the research model. Such as Wang et al. [5] added perceived value into the updated IS success model to explore the stickiness intention to use online group purchasing websites together with the commitment-trust theory, and found that information quality, system quality and service quality determines user satisfaction together with perceived value, and customer satisfaction affects stickiness intention together with trust and relationship commitment. Dong et al. [8] proposed a research model to examine continuance intention to use Facebook by integrating privacy protection service and benefits of social interaction into the IS success model. The research results indicate that information quality, system quality, and privacy protection service affect continued usage of social network sites indirectly via user satisfaction and benefits of social interaction. Chen et al. [6] investigated e-government website usage in the context of online tax filing based on the trust theory and the updated IS success theory. They found that trust in e-government websites affect the three quality dimensions (information quality, system quality and service quality). Information quality is the most important factor influencing user perceptions of the usefulness of e-government websites and their satisfaction, followed by service quality and system quality, and user satisfaction, whereas perceived usefulness determine the perceived net benefits of using e-government websites.

3. RESEARCH MODEL AND HYPOTHESES

The current research employs the IS success model as its basic research framework, and incorporates social

interaction, curiosity fulfilment and perceived enjoyment in the research model in order to provide a comprehensive understanding of travel review website usage.

Travellers turn to travel review websites to search travel-related information to support their travel decisions, and eWOM information has become the main information they search for in travel decision process. Information quality is a dominant factor determining user satisfaction with an IS [5]. As travellers will use eWOM information from travel review websites to make travel plans and support their travel-related purchasing decisions, they must ensure the quality of the eWOM from the travel review websites. If the eWOM information provided at the travel review websites is relevant, complete and timely, travellers will feel satisfied with the travel review websites as the eWOM information helps them to make decisions on travel. Based on the above ground, we propose that:

H1: eWOM information quality positively affects user satisfaction with travel review websites.

System quality has been found to be an important antecedent of user satisfaction with a website. Good system quality means that the website is reliable, available and timely. As Lin [9] stated that system quality evaluates the technical feature of a website, and has positive impact on user satisfaction with a website. If a travel review website can help travellers navigate the site and find the right relevant information to support their travel decisions effectively and conveniently, the travellers will consider their use of the travel review website to be satisfactory, and vice versa. Based on the above ground, we propose the following hypothesis:

H2: System quality positively affects user satisfaction with travel review websites.

Social interaction is an important part in using travel review websites. Travel review websites provide an important channel for travellers to communicate with other travellers and the sellers. Interactive travel review websites make the information on the website to be more relevant and credible as most of the eWOM will be generated by other travellers. Travellers can also send request to other travellers and receive support for their travel decisions from others via social interaction. Yoo et al. [10] found that the interactivity of eWOM systems improves user satisfaction. Thus, it is assumed that if travellers achieve more social interaction in using a travel review website, they should be more satisfied with using the travel review website, and the following hypothesis is suggested:

H3: Social interaction positively affects user satisfaction with travel review websites.

The recent literature on social media research shows that perceived enjoyment is an important motivator driving an individual's use of social media as social media appear to be a multi-purpose-oriented system, such as both utilitarian and hedonic oriented systems [11,12]. It has been empirically validated in different IS contexts that individual users are more likely to be satisfied with an IS if they perceive more happiness and fun in using an IS. Based on the above discussion, we assume that perceived enjoyment is one of the antecedents determining a traveller's satisfaction with using a travel review website, and suggest the following hypothesis:

H4: Perceived enjoyment positively affects user satisfaction with travel review websites.

According to Agarwawl and Karahanna [13], curiosity fulfilment reflects the cognitive exploration in seeking out experiences in IS use. Curiosity plays an important role in the context of decision-making with uncertainty [14]. A website which can fulfil the curiosity of users seems to be more useful and more effective [14,15]. Travel is experience-based service, and there are a lot of uncertainties in travel decision-making process. Rich travel information from travel review websites can arouse and fulfil travellers' curiosity when they are using the travel review websites and address their uncertainties in making travel decisions, which will lead to travellers' satisfaction with the travel review websites. Thus, we propose that the perceived curiosity fulfilment in using travel review website will increase user satisfaction with travel review websites, and it is proposed that:

H5: Curiosity fulfilment positively affects user satisfaction with travel review websites.

Satisfaction have been suggested to be a dominant determinant of continuance intention to use an IS [1,2]. As

Bhattacherjee [2] suggested that user satisfaction with using an IS plays critical roles in shaping continuance intention to us an IS. The prior IS literature has empirically validated the positive impact of user satisfaction on continuance intention in different research contexts [1,16]. It is expected that user satisfaction with travel review websites is also associated with continuance intention to use travel review websites, and the following hypothesis is posited:

H6. User satisfaction positively affects continuance intention to use travel review websites.

The research model and the proposed research hypotheses are depicted in Figure 2.

Figure 2 Proposed research model and research hypotheses

4.   RESEARCH METHODOLOGY

Measurement

In this research, seven constructs are included, including information quality, system quality, social interaction, enjoyment, curiosity fulfilment, satisfaction, and continuance intention. The constructs included in the research model were measured with multiple items adopted from the existing IS literature, and were modified in order to make the items fit to the research context of travel review websites. This study employed a five-point Likert scale anchored from strongly disagree (1) to strongly agree (5) to measure all the measurement items included in the research instrument.

The constructs of satisfaction and continuance intention were measured using the items adapted from Bhattacherjee [20] and Bhattacherjee [2] respectively. The four items for the construct of eWOM information quality were modified from Wixom and Todd [16] and Cheung et al. [17], The system quality items were taken from Wixom and Todd [16]. The construct items of curiosity fulfilment were adapted from Agarwal and Karahanna [14], The items measuring perceived enjoyment were taken from Heijden [15] . Social interaction was taken from Ko et al. [18], and modified to fit to the research context of travel review websites.

Table 1. Constructs and items

Constructs	Items
eWOM information quality [16,17]	The eWOM on the travel review website provided the correct information for my travel plan. The eWOM on the travel review website provided me with a complete set of information for my travel. The eWOM on the travel review website is relevant to my travel plan. The eWOM on the travel review website provided me with the most up-to-date information for my travel-related decision.
System quality [16]	This travel review website is versatile in addressing needs as they arise. This travel review website pulls together information that used to come from different websites and information sources. The travel review website operates reliably. It takes short time for the travel review website system to respond to my requests.

Curiosity fulfilment [13]	Using this travel review website aroused my imagination about travel. Using this travel review website made me curious about new travel. Using this travel review website and reading other tourists' stories excited my curiosity for a new travel experience.
Enjoyment [15]	It was fun to use this travel review website. It was very enjoyable to use this travel review website.
Social interaction [18]	Using the travel review websites enabled me to see what other travellers said. Using the travel review websites enabled me to keep up with what's going on with regard to my travel. Using the travel review websites enabled me to express myself freely regarding my own travel.
Satisfaction [20]	Overall, I am satisfied with my website usage. My choice to use this travel review website was a wise one. My experience with using this travel review website was very satisfactory.
Continuance intention [2]	I intent to continue using the travel review website rather than discontinue its use. I will continue using the travel review websites rather than using alternative websites. I will frequently return to this website in the future.

Data collection

In this study a survey method was adopted to examine continuance intention to use travel review websites, and a questionnaire in Chinese was developed to collect data among Chinese travellers. The questionnaire was originally developed in English and was translated into Chinese. A back translation from Chinese to English was conducted in order to ensure the consistency of the survey instrument. A pilot study was conducted among 20 Chinese users of travel-related eWOM websites using the initial Chinese version to ensure the clarity of the texts before data collection.

An online travel service provider in China helped with data collection in this research. This online travel service provider offers online travel services to both domestic and international individual travellers in China, such as customized trip plan, local guided tours, ticket booking and so on. The online travel service provider distributed the link of the questionnaire to the customers and the followers at its official social media channel – WeChat - in 2016. Those who completed the online survey got a small gift provided by the research project. The online survey lasted for 2 weeks. The target respondents are the travellers who had the experience of using travel review websites, such as TripAdvisor. We received 351 responses. 31 responses were excluded from this study because the answers were not complete or not consistent. In addition, 8 respondents indicated in the survey that they had never used a travel review website, thus also excluded from this study. The 312 responses were used as valid database for this study. The demographic information and some travel-related characteristics are presented in Table 2.

Table 2. Demographic and travel-related characteristics of the respondents

Dimension	Items	Frequency	Percentage
Gender	Female	187	40.1
	Male	125	59.9
Age (years)	18-25	97	31.1
	26-30	109	34.9
	31-40	80	25.6
	41-50	23	7.4
	>51	3	1.0
Income (RMB/month)	<=5000	111	35.6
	5001-10,000	124	39.7
	10,001-15,000	42	13.5
	15,001-20,000	13	4.2
	>=20,001	22	7.1

	0	9	2.9
Leisure travel frequency last year	1	47	15.1
	2	113	36.2
	3	60	19.2
	4	25	8.0
	>=5	58	18.6
Preferred travel style	Self-organized	212	67.9
	Group travel	16	5.1
	Customized travel	81	26.0
	Others	3	1.0

Data validity and reliability

In this study Partial Least Squares (PLS) was employed to test the measurement and the structure models.

Convergent validity and discriminant validity were tested for the measurement model. Convergent validity was tested following the three criteria: (i) the factor loadings of the each measurement item on the respective constructs must be over 0.7; (ii) the composite reliability (CR) of each construct must be above the cut-off value of 0.8; and (iii) the average variance extracted (AVE) by each construct must exceed 0.5[20,21,22]. As shown in Table 3, the factor loadings of all items are above 0.70; and the values of the composite reliability (CR), and average variance extracted (AVE) of each construct all are above the cut-off value of 0.8, 0.7 and 0.5 respectively (See Table 3). The test results indicate that there is a good internal consistency and reliability of this research and support the convergent validity of the research data.

Table 3. The measurement model

Constructs	Items	Factor Loadings	Cronbach's Alpha	CR	AVE
eWOM information quality (IQ)	IQ1	0.841	0.853	0.901	0.695
	IQ2	0.877			
	IQ3	0.861			
	IQ4	0.749			
System quality (SQ)	SQ1	0.783	0.803	0.871	0.629
	SQ2	0.814			
	SQ3	0.759			
	SQ4	0.815			
Curiosity fulfilment (CF)	CF1	0.934	0.937	0.959	0.887
	CF2	0.951			
	CF3	0.942			
Enjoyment (ENJ)	ENJ1	0.918	0.885	0.929	0.813
	ENJ2	0.935			
	ENJ3	0.849			
Social interaction (INT)	INT1	0.852	0.819	0.892	0.734
	INT2	0.837			
	INT3	0.881			
Satisfaction (SAT)	SAT1	0.919	0.907	0.942	0.843
	SAT2	0.917			
	SAT3	0.918			
Continuous intention (CI)	CON1	0.866	0.808	0.884	0.719
	CON2	0.775			
	CON3	0.897			

Discriminant validity indicates whether measurements reflect the construct in question or whether they reflect another related construct included in the research. Discriminant validity can be measured by testing whether the variance of the square root of the AVE for each construct is larger than any correlation between the tested construct and any other construct [23]. The test results in this study show that the square root of the AVE for each construct is greater than the correlation estimates with other constructs (see Table 4), suggesting adequate discriminant validity for all the measurements.

Table 4 Correlation matrix and discriminant assessment

	IQ	SQ	CF	ENJ	INT	SAT	CI
IQ	**0.834**						
SQ	0.639	**0.793**					
CF	0.432	0.320	**0.942**				
ENJ	0.546	0.429	0.739	**0.902**			
INT	0.551	0.498	0.518	0.552	**0.857**		
SAT	0.598	0.536	0.588	0.668	0.509	**0.918**	
CI	0.481	0.479	0.392	0.501	0.374	0.613	**0.848**

Note: Diagonals represent the squared root of average variance extracted for each construct. Off-diagonals are the correlations between latent variables.

Test of the structural model

The structural model was tested using a bootstrapping procedure in PLS. As shown in Figure 3, almost all the proposed hypotheses are supported, except H3 (Social interaction to satisfaction). User satisfaction was found tobe positively related to eWOM information quality ($\beta=0.202$, $p<0.01$), system quality ($\beta=0.197$, $p<0.001$), enjoyment ($\beta=0.322$, $p<0.001$) and curiosity fulfilment ($\beta=0.187$, $p<0.01$), and continuance intention was found to be related with user satisfaction ($\beta=0.613$, $p<0.001$). The proposed research model explains 56.4 percent of the variation of user satisfaction with travel review websites and 37.1 percent of continuance intention to use travel review websites respectively.
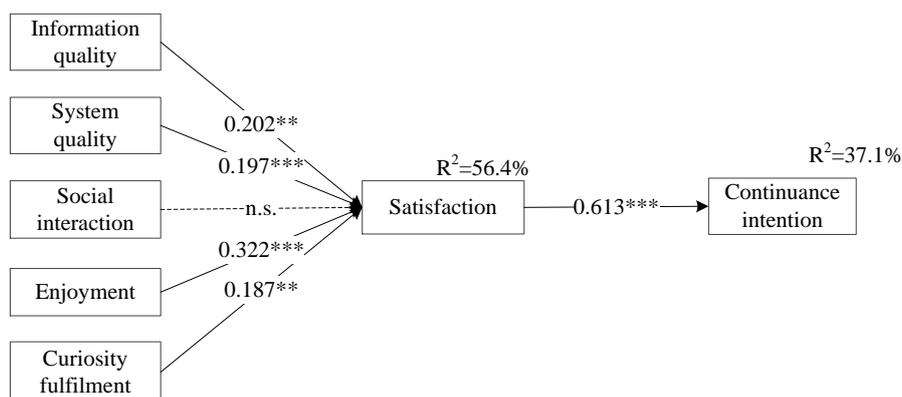
* $p < 0.05$, t > 1.96;   ** $p < 0.01$, t > 2.58;   *** $p < 0.001$, t > 3.29

Figure 3 Structural analysis of the proposed research model

5. DISCUSSION

In this research, we found that eWOM information quality and system quality affect user satisfaction with travel review websites significantly, and user satisfaction exerts a positive effect on continuance intention to user travel review websites. The findings are consistent with the findings in prior research [6,7], which support the use of IS success model as a basic research framework in understanding travel review website usage. Enjoyment and curiosity fulfilment were also found to have significant positive influence on user satisfaction with travel review website together with eWOM information quality and system quality. Interestingly, enjoyment was found to the most important factor determining user satisfaction with travel review websites, followed by eWOM information quality, system quality and curiosity fulfilment.

The strong impact of perceived enjoyment on user satisfaction with travel review websites might be due to the following reason. When travellers use a travel review website, they not only achieve the goal of searching travel information to support their travel decisions, but also obtain happiness and fun during their use of travel review websites, such as getting a perception of happiness and fun when they are reading some interesting travel stories from travellers and some beautiful pictures and videos shared by other travelers. Travellers pay more

attention to the fun and happiness in using travel review websites, and take the perceived enjoyment in travel review website usage as the most important factor leading to their satisfaction with travel review websites.

Curiosity fulfilment also affects user satisfaction with travel review websites. Curiosity is always accompanied with information searching behaviour. Travellers search for travel information from travel review websites to address their knowledge gap or uncertainties in their travel decision-making process, and fulfil the curiosity raised in the process. When travellers feel that their curiosity are fulfiled when they use a travel review website to support their travel decisions, they will feel satisfied with the travel review website use experience.

Surprisingly, social interaction was not found to be a significant antecedent of user satisfaction with travel review websites. This finding is different from prior research findings on the role of social interaction in the context of social networking websites. This might be due to the difference of travel review websites and other social media. On travel review websites, users are not always online to do social interaction with other travellers, which makes social interaction to be much more difficult compared to Facebook and Twitter, etc. Thus, travellers have less concern on social interaction in their use of travel review websites. Thus, social interaction exerts no impact on their satisfaction with travel review websites.

6. CONCLUSION

This research attempted to advance the understanding of individual travellers' intention to continue using travel review websites from the IS success and the social media function perspectives. The study findings in this research contribute to the current understanding of travel review websites by examining the hedonic, the social and the utilitarian function of travel review websites. It also contributes to the literature on social media research by examining the role of social interaction in the travel review websites, and offers some new insights to social media research in understanding social interaction in different social media contexts. Meanwhile this research provides some practical guideline to travel review website service providers. Travel review website should be designed as a multi-purpose oriented system as enjoyment and curiosity are both found to be the determinants of user satisfaction with travel review websites. In addition, travel review websites should take different strategies to motivate travellers to provide quality eWOM for others to use as information quality affects user satisfaction. Furthermore, travel review system should keep good quality on system accessibility, reliability and timely response in order to keep travellers satisfied.

Like other researches, this study has several limitations. First, the sample only includes the data collected among Chinese travellers. Second, the research was empirically tested in the scenario of travel industry. Thus, the research findings might not be possible to be generalized to other industries. Third, other factors, such as trust, privacy, have not been considered in the current research as determinants of user satisfaction. Thus, future research should test the research model in a different context, or incorporate other factors into the IS success model to test different social media contexts.

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