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THE INFLUENCE OF TRAVELER REVIEWS ON MOBILE APPLICATIONS ON TRAVEL DECISION-MAKING TO DUBAI

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ABSTRACT

Purpose: The purpose of this study is to examine the influence of traveler reviews on mobile applications on travel decision-making in Dubai. Therefore, this study is aimed to find and study the relationships between traveler reviews, intentions to visit, destination image, and destination choice. With the world in the midst of a communication revolution, it is more than obvious that mobile applications like TripAdvisor, Expedia, KAYAK, Trivago, and Tajawal, etc. are used extensively for travel and tourism.

Design: This study consisted of a sample of 1000 tourists visiting Dubai and using mobile applications. A questionnaire was used to get the data of this study. The questionnaire was responded by 892 respondents who use mobile applications to plan their travel and guided by other traveler reviews.

Findings: The results from the collected data indicate that traveler reviews on mobile applications have a positive influence on the choice of Dubai as a destination. Also, the results find the significant effect of traveler reviews on destination image and intentions to visit Dubai. For managerial implications, this study suggests that the Dubai government and national tourism industry board can play an active role to create mobile applications as a means of communication between them with the tourists, as well as a forum for the interaction and exchange of information among tourists themselves.

Originality: The most important advantages of the use of mobile applications are online reservations, reviews and the sharing of knowledge and information among the different groups of tourists.

Keywords: *Traveler Reviews, Mobile Application, Travel Decision Making, Destination Choice, Destination Image.*

1. INTRODUCTION

The development of commercial activities on the internet affects the business condition. Mobile applications, a type of electronic correspondence, allow internet users to connect with their customers. The expanded utilization of the internet has changed how individuals communicate with others. This permits enrolled customers to collaborate worldwide freely and access all data, with the likelihood to define search options and the right to react to all customer inquiries (Holzer and Ondrus, 2011). Mobile applications became the best improvement not only in communication but also for accessing the web using applications for many purposes. Mobile applications became an important communication tool that individuals use to associate with other individuals or associations. People utilize mobile applications to share their experiences, information, advice, reviews or surveys or any sort of issues that are captivating to their companions (Karl, 2018). The popularity of mobile applications has kept on rising as the number of worldwide mobile clients is significantly expanding. Mobile applications are very important as the interest of their market has been raised significantly.

In the tourism industry, consumers' behavior has always been influenced by the

development of technology (Altinay et al, 2017). With the fast improvement of data and communication systems, the tourism industry has turned out to be a potential field for the advancement and utilization of mobile technology (Law & Cobannglu, 2014). The ongoing rise of mobile applications has changed the innovative and correspondences scene of the travel industry. Previously, the decision to tourism whether for work or leisure requires a lot of steps that takes too much time and effort as an essential, despite the need to consult a specialist in tourism who encourages the decision procedure. Now with the advent of current devices and through information given by mobile applications, it is not difficult to settle on a choice to tourism and decide the goal of the trip (McKercher *et al*, 2003). The effect of mobile applications is evident in the tourism industry as it became a significant network for information, reviews and the sharing of knowledge for tourists (lnukollu *et al*, 2014). Moreover, mobile applications completely changed how consumers choose and consume tourism-related products (Buhalis & Law, 2008).

The mobile applications condition is effectively appropriate and reachable to the customers. The advantages offered by the mobile applications help individuals in accomplishing, in an extremely advantageous manner, what they are searching for (O'Connor, 2010). Mobile applications are used for information search about potential destinations, leisure activities, accommodation, and holiday plans. Mobile applications were seen more trusted than official tourism websites, tourism agents and mass media advertising. They are not only the data source available but they change tourism planning. The Mobile applications' interactivity, customization, and vast information resources provided personalized search and content to users being able to cover almost any individual preference (Gavalas *et al*, 2014).

Recently, mobile applications have developed as an important asset. Many tourism companies are currently utilizing mobile applications as electronic distribution systems. Several companies have launched applications to upgrade customers' tourism plans. Mobile applications are intended to help customers for arranging tourism, settlement and ticket appointments, taxi booking, route mapping, and more (Chang and Jang, 2014), which are the basic uses of the mobile applications in the tourism industry. Also, more tourist services can be conveyed like Navigation, Mobile Marketing, and E-commerce. TripAdvisor, Expedia, Tripit, Kayak, and Agoda are the most used tourism applications that enable individuals to share their style of life, successful stories and even their vacation mark and experiences (Caputo *et al*, 2016; Altinay et al, 2017). The data posted on these mobile applications can lead to their connections or for companions to pursue the same and subsequently can impact their choice of the tourism destination and what influences their tourism plans (Kim & Kim, 2017).

Mobile applications play an important role in travel making decisions and provide sources of information for travelers (Xiang & Gretzel 2010; Abubakar & Ilkan,2016). Consequently, mobile applications have become one of the most effective means for potential tourists to search for information (Tussyadiah & Wang, 2014). Nowadays, mobile applications started replacing traditional sources of information and travelers became so sophisticated that they require more specialized applications. According to Huang *et al* (2010) travel increasingly gets to the mobile applications which are very important because travel is an information-based industry. There are many stages where users can interact and share information with other users; starting from blogs, forums, wikis, videos, and photo sharing to social networks, virtual communities, chat rooms and pod-cast (Baruah, 2012). Recently, mobile applications have become an important tool that travelers use to reduce the risks in buying an intangible tourism product (Altinay et al, 2017). Most tourists generally use mobile applications for following travel blogs and social networking applications to search for information about the destination to enhance the experiences of visitors (Pike & Page, 2014). In other words, travelers have to collect a lot of information to reduce the high risk of traveling, which derives from the experimental characteristics of holiday travel-related purchases (Sirakaya & Woodside, 2005). To reduce the purchase which is associated with risk; and to cope with the information-intensive decision making, consumers search for information in a variety of sources (Kavoura & Stavrianea, 2015).

A sufficient number of studies attempt to reveal the role and effect of mobile applications in the tourism industry on aspects of

how customers conduct the process of decision making. Regardless of that, the general perception of how tourists utilize mobile applications and their effect through all of the stages of the decision-making process is still vague. The process of decision making has progressively changed with the improvement of modern technology. Mobile applications enable clients to facilitate practically all phases of tourism decision making (Keseru & Macharis, 2018). Mobile applications are related to encouraging individuals to express and share thoughts, considerations, and opinions with others (Rezdy, 2017). Nowadays it is more common to utilize mobile applications to scan for data on tourism destinations and recommendations from acquaintances which are influencing the decision- making process (Xiang & Gretzel, 2010). The purpose of this study is to examine the influence of the traveler reviews on mobile applications on travel decision-making to Dubai. Therefore, this study is aimed to find and study the relationships between traveler reviews, intentions to visit, destination image, and destination choice.

2. TRAVEL DECISION-MAKING PROCESS

The decision-making process can be viewed as an overall process that incorporates several different choices that all result from discrete decision-making processes (Sirakaya & Woodside, 2005). Decision-making does not depend only on one single choice, but also includes many sub choices of which some may be preceded by an extended decision-making process while other sub choices may be made without much forethought (Karl,2018). According to Park *et al* (2017) the decision-making approach, used by the individual in these separate sub choices, may be distinctive relying upon what sort of choices that is in focus and may also affect how the individual reacts to various marketing activities.

The travel decision-making approach has been considered in most studies as five stages, which are: recognizing the problem or identifying the needs, gathering or searching for information, getting an image for the destination, evaluating the options, and finally the process of choice and decision (Wall & Mathieson, 2006). In general, the process of decision making starts from the need or a craving to travel (Kotler & Keller, 2016). This is followed by various decisions that must be achieved concerning, for example, destination, time of traveling, transport, accommodation, and other services.

In the travel area, the decision-making approach concentrated on destination choice, where the travel decision conduct is equivalent to the decision of where to go on vacation (Wang & Pizam, 2011). Going on vacation does not include one single choice but comprises a few sub-choices that an individual needs to consider, like: where to go, when to go, what to do during the vacation, and how to get to the chosen destination (Kavoura & Stavrianea, 2015).According to Moore *et al* (2012), the complexity of travel decision making can be clarified by the fact that many travel decisions are family choices and are influenced by personality, motivation, family, reference groups, social class, and cultures and furthermore the nature of the holiday. Gretzel & Yoo (2008) suggest that at the same time, proper information about the selected destination can enhance travelers' confidence during the decision-making process and assist them to make their best decision, therefore increasing the quality of the trip. During the decision-making process, mobile applications have an important role because they give access to other travelers' experiences as an ultimate source for information (Xiang *et al*, 2015).

3. TRAVEVELERS' REVIEWS

Information search is necessary for travelers to be able to select a destination for their holiday and to plan their trip (Werthner & Klein 1999). According to Qiu et al, (2018) tourists gather information on potential destination and evaluates visit intentions among potential destination. The visit intentions are successively compared while information is updated in the process. During the process of searching for information, travelers increasingly rely on other travelers' experiences which decrease the uncertainty, therefore, searching for information is transferred to mobile applications where people interact freely and easily exchange information (Fotis *et al*, 2011). When traveling to unfamiliar destinations, travel blogs are created to provide better advice than friends and relatives (Lee & Gretzel, 2014). Wang & Pizam (2011) also suggested that travelers consider travelers' reviews more useful than other sources of information on choosing a destination. According to Razmerita & Colleoni (2014)

travelers tend to trust travelers' reviews more, which is regarded as e-word of mouth information, than information coming from other sources such as travel agents. However, despite the existence of numerous online sources, information from other travelers who already have experienced the travel and are willing to provide information is considered the most preferred source and the most influential in the context of travel decision making since information is provided by people they trust (Filieri & McLeay, 2016). Thus, making other travelers' reviews more accessible through mobile applications seems to be important (Gretzel & Yoo, 2008).

Travelers' reviews are a type of information most searched by people who have the intention to travel. Potential visitors consult reviews because tourism products are inaccessible until the time of consumption, thus the risks and uncertainties associated with it also increase (Abubakar & llkan, 2016). Many studies in tourism have advocated that reviews can influence tourism intentions (Buted *et al*, 2014). Intention to visit refers to the willingness of potential visitors to visit a tourist destination. This is a rational evaluation of the costs and benefits of a set of alternative goals derived from external information sources including reviews or tourist blogs (Chen *et al*, 2013). As revealed by Jalilvand & Samiei (2012) reviews also have an influence on brand image and purchase intentions. In addition, it proves that reviews have a positive influence on the image of destinations (Setiawan *et al*, 2014) and intentions to travel (Abubakar, 2016).

4. DESTINATION IMAGE

Destination image is the perception about a destination reflected as associations existing in the memory of the travelers (Crotts, 1999). It also represents travelers' expectations of a destination, which can motivate them to visit (Leisen, 2001). According to Mackay & Fesenmaier (1997), the destination image is a mental expression of a tourist's knowledge, feelings, thoughts, opinions and overall perception of a particular destination which results from the evaluation of destination elements and attributes. According to Crompton (1979), Image is the cumulative of the convictions, impressions, perspectives, and sentiments that individuals have about specific objects, actions or events. Destination image has a crucial role in an individual's travel purchase related to decision making which depends greatly on a comparison of his expectation about the destination, or a previously held destination image, and his perceived performance of the destination (Chon, 1990).

Destination image has critical factors in the process of travel decision making studies (Chen & Tsai, 2007). According to Gretal & Kayhan (2016), destination image influences tourists' choice destination processes, the evaluation of that destination, and future intentions. Pursuant to Qu et al, (2011) destination image influences tourists' intention to travel, destination choice, experience, and satisfaction levels, which could be used as a strategic management tool for a destination. San Martin & Del Bosque, (2008) also believed that destination image is a very crucial factor in the decision-making process especially for those who traveled for the first time. In context of tourism, the destination image positively affects tourists' intention to visit the destination. As reported by Bediova & Ryglova, (2015) the degree of customer's loyalty to a destination is reflected in their intentions to visit the destination and recommend it. According to Chu & Luckanavanich (2018) there are three factors that will influence a person's travel intention to visit a specific place which are information sources, travel motivations, and a mediating factor which is destination image.

5. DESTINATION CHOICE

Destination choice is conceptualized as a tourist's selection of a destination from a set of alternatives, usually considered as a decision-making process. Decision-making as outlined by Kotler & Armstrong (2017) as a sequential process which involves several steps from need recognition, information search, evaluation the alternatives, purchase decision, and then to final post purchase evaluation. In the context of tourism, Woodside and Lysonki (1989) developed a grand model of the destination choice decision process which recognized the central role of perceptions and preferences. Their model suggests that the destination chosen for a vacation is the outcome of a series of decisions which progress from an initial state of destination awareness conditions from which particular destination preferences arise and a travel intention is formed (Nuraeni et al, 2015). The major variables in these models relate to

socio psychological processes (perception, cognition, learning, attitudes), personal variables (motivation and involvement, personality and self-concept, lifestyles, emotions), and environmental variables (social and cultural influences, interpersonal variables, situational influences) (Smallman& Moore, 2010). According to Bediova & Ryglova (2015) destination choice process contains a series of steps, including obtaining passive information, initial choice considering situational constraints, evaluation of an evoked set, active information searching and the final destination selection. The other approach is called the "choice –set" it proposes that the tourist defines an initial set of options of destination and then eliminates some of them over time until making a final choice (Saito& Strehlau, 2018). In this approach, the focus is not on the decision-making process, but on the psycho behavioral variables and how consumers begin to have cognitive and affective judgments, intentions, and commitments before making a final decision.

Overall, destination choice process is driven by various influencing factors, and these factors were classified as internal (motivations, attitudes, needs, atc.) and external factors (information, price, spare time, etc.). Both affect destination choices, which are categorized into different sets (considered, inept, inert, and unavailable) that, along with affective associations related to the destination, influence preferences, intention, and destination choice (Saito& Strehlau, 2018). These external factors, along with internal factors – personal characteristics, motivation, values, and attitudes influence the cognitive development of a potential destination (evoked set) in the tourists' mind, from which they select and choose the destination (Saito& Strehlau, 2018).

Among the various factors that affect tourists' destination choice decision, reviews, comments, and information are important factors but remain understudied. Sharing experiences among tourists via blogs or other social media channels could be a motivation for them to visit certain tourist destination. The information shared among tourists who has been visited this destination will form a values, perception and destination image about this destination to other potential tourists, which might lead them to visit this destination. The effect of reviews on destination choice is reflected in two aspects: firstly, tourist from different backgrounds behaved differently in choosing destinations; secondly, similarities or differences tourism experience is an important preference criteria in selecting a destination, some prefer experience that are similar to other tourist, while others who are interested in different experience might be interested in other destination.

6. CONCEPTUAL FRAMEWORK AND HYPOTHESES

The researchers propose the conceptual framework guiding this study is presented in Figure1. Based on the literatures that investigated relationships between travelers' reviews, destination image, intentions to visit, and destination choice the model incorporated four constructs. In traveler reviews, respondents were asked about the use of mobile applications with five questions that were used by Filofteia (2016). For the destination image, nine questions were based on the research of Setiawan & Wibawa (2018); Marso & Sri Gunawan (2018). For the intentions to visit, three questions were based on the research of Abubakar (2016). In the next section, the questions were used to ask respondents about destination choice based on the research Lai et al. (2018). The authors have generated five hypotheses relationships through empirical research associated with the model. These hypotheses focus on the interrelationships among travelers' reviews, destination image, intentions to visit, and destination choice. Arrows in the model indicate causal directions. Based on these empirical and theoretical arguments, the following hypotheses can be proposed.Wang & Pizam (2011) also suggested that travelers consider travelers' reviews more useful than other sources of information on choosing a destination.

H 1: Traveler reviews have a positive effect on destination choice.

According to Buted *et al*, (2014) travelers' reviews influence tourism intentions

H2: Traveler reviews have a positive effect on intention to visit.

As revealed by Jalilvand & Samiei (2012) reviews also have an influence on destination image and intentions to visit. In addition, it proves that reviews have a positive influence on the image of destinations (Setiawan

et al, 2014) and intentions to travel (Abubakar, 2016).

H3: Traveler reviews have a positive effect on destination image.

According to Gretal & Kayhan (2016), destination image influences tourists' choice destination processes, the evaluation of that destination, and future intentions.

H4: Destination image has a positive effect on destination choice.

According to Qu et al, (2011) and Chu & Luckanavanich (2018) destination image influences tourists' intention to travel, destination choice, experience, and satisfaction levels, which could be used as a strategic management tool for a destination.

H5: Destination image has a positive effect on intention to visit.

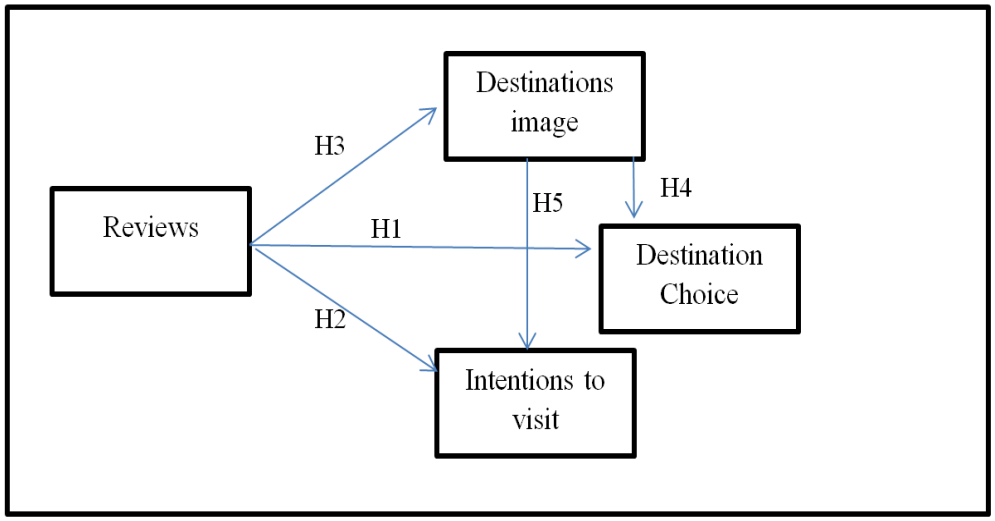

Figure1: Conceptual framework

7. RESEARCH METHODOLOGY

The above literature reveals that the relationships between intentions to visit, destination choice and destination image are well-established. Therefore, this study attempts to make a contribution by examining the influence of the traveler reviews on intentions to visit, destination choice, and destination image.

7.1 Data Collection

The research conducted was based on quantitative methods. The primary data of this research answers the hypotheses that are stated by questionnaires from tourists visiting Dubai that use mobile applications. The survey was targeted to tourists from different localities, cultures, and visiting Dubai and mainly to those who are active mobile application users in booking and planning a travel. Participation was supportive and the questions were formulated in English. The empirical section concentrates to find out how tourists use mobile applications and interpret the information provided by these applications when they intend to travel to study the influences of traveler reviews on intentions to visit, destination choice, and destination image. The theoretical framework consists of the decision-making process, destination image, and use of mobile applications in the context of tourism and traveling.

The survey included questions about mobile application usage and tourists travel planning behavior. The survey in this study was developed based on previous studies, after being checked and edited, and it consists of four parts: traveler reviews, destination image, intentions to visit, and destination choice. In traveler reviews, respondents were asked about the use of mobile applications with five questions that were used by Filofteia (2016). For the destination image, nine questions were based on the research of Setiawan & Wibawa (2018); Marso & Sri Gunawan (2018). For the intentions to visit, three questions were based on the research of Abubakar (2016). In the next section, the questions were used to ask respondents about destination choice, based on the research Lai et al. (2018). All of the questions related to each dimension traveler reviews, destination image, intentions to visit and destination choice were measured using the five-point Likert scale for each item, ranging from (1) strongly disagree and (5) strongly agree with (3) neutral (neither agree nor disagree) as the midpoint was used. The final part of the survey included a few open-ended questions that were added to get more personal information about the respondents such as age, gender, education, monthly income, type of mobile application used and the reason of use.

This study used a random sampling method to collect data in the city of Dubai. 1000 surveys were delivered to respondents and 892 questionnaires were obtained. There is 89.2 percent responses rate from those who agree to answer. The data collected was analyzed by using SPSS which is supposed to be obtained by the respondents. SPSS software is used to test reliability, descriptive statistic, exploratory factor analysis, and correlation. The current study applies Structural Equation Modeling (SEM-PIS) to investigate the relationship among the constructs in the proposed model.

8. RESULTS AND DISCUSSION

8.1Characteristics of Respondents

Of a total sample of 892 respondents, 57.9 percent (517) were female and 42.1 percent (375) were male. The majority age of the respondents were 20-29 years old, 243 (27.2 percent), 30-39 (26.3 percent) 235, 40-49 (20.4 percent) 182, 19 and less (14.2 percent) 127, and 50 and more (11.7 percent) 105. The monthly income classification was mostly distributed among the 1000-1999 (42% percent), followed by less than 999$ (26.4 percent), 2000-2999 (17.3 percent), 3000-3999 (7.7 percent), more than 4000$ (6.3 percent). The majority of respondents' education was bachelor's degree (54 percent), followed by diploma (28.4 percent), and master degree (17.4 percent). 84.2 percent of respondents used mobile applications for booking and 80.7 percent for travel plan. Based on the type of mobile applications used, it turns out Expedia has the highest percentage, which is equal to 23.8 percent followed by TripAdvisor 21.1 percent and Booking.com 10.4 percent. While the rest of agoda, wego and skyscanner is of very minimal use. Meanwhile, other mobile applications are considered as favorite to use for booking and travel plan. Descriptive statistics are shown in Table 1. Based on the characteristics of respondents in Table 1, we can know that most respondents used the mobile applications to plan the travel and for booking or to obtain information about various things, especially information on tourist destinations. This is natural, considering that users are aware of the importance of using mobile applications.

Table 1. Sample Distribution According To The Sample Characteristic

	Description	frequency	Percentage
Gender	Male	375	42.1%
	Female	517	57.1%
Age	19- lees	127	14.2%
	20-29	243	27.2%
	30-39	235	26.3%
	40-49	182	20.4%
	50 and moor	105	11.7%
Monthly income	Less than 999$	236	26.4%
	1000-1999	375	42%
	2000-2999	155	17.3%
	3000-3999	69	7.7%
	More than 4000$	57	6.3%

Education	Diploma	254	28.4%
	bachelor degree	482	54%
	master degree	156	17.4%
Use the app for	Booking	751	84.2%
	Travel plan	723	80.7%
The type of Mobile applications	Expedia	213	23.8%
	TripAdvisor	189	21.1%
	Booking.com	103	10.4%
	trvago	65	6.6%
	tajawal	45	4.5%
	agoda	54	5.4%
	Kayak	32	3.2%
	wego	69	10.2%
	skyscanner	51	5.2%
	other	161	16.3%

8.2 Reliability, Validity, and Correlation

Testing the validity as a measure of how powerful a tool performs its measuring function. Confirmatory Factor Analysis (CFA) was conducted to assess construct validity. Table 2 indicates the descriptive statistics and factor loadings of each measurable item. Based on Table 2, all items of question indicate factor loading > 0.3 at a significance level of 5 percent, it can be explained that all construct indicators in this study are valid so it can be used as a research instrument.

Table 2. Mean, Standard Deviation And Factor Loadings

	Measured Item	Mean	Std. Dev.	Factor Loading
TR	**Travelers Reviews - adapted from Filofteia (2016) and Lai et al. (2018)**			
TR 1	I encouraged by friends and relatives' reviews to visit Dubai on mobile applications.	4.63	0.985	0.885
TR 2	I encouraged by other travelers reviewsto visit Dubai on mobile applications.	4.72	0.977	0.896
TR 3	I encouraged visiting Dubai by the available information on mobile applications.	4.51	0.898	0.812
TR 4	I will recommend Dubai to everybody using Mobil applications	4.47	0.902	0.843
DI	**Destination Image -adapted from Setiawan and Wibawa (2018); Marso and Sri Gunawan (2018)**			
DI1	Dubai is attractive city	4.85	1.235	0.923
DI2	Dubai is modern city	4.91	1.124	0.944
DI3	The wither in Dubai is attractive	3.86	1.101	0.932
DI4	Dubai is easy to access	4.75	1.228	0.982
DI5	There is deferent tourism servicer in Dubai	4.82	1.237	0.954
DI6	There is deferent entertainment servicer in Dubai	4.58	1.324	0.963
DI7	There is a relax servicer in Dubai	4.21	1.234	0.954
DI8	The nature of Dubai is Attractive	4.02	1.421	0.971
DI9	The culture and history of Dubai is attractive	4.69	1.147	0.954
IV	**Intentions to Visit - adapted from Abubakar (2016)**			
IV1	I am keen with visiting Dubai	4.23	1.861	0.895
IV2	I prefer to visit Dubai	4.59	1.554	0.882
IV3	I will visit Dubai in the future	4.82	1.689	0.832

DC	**Destination Choice - adapted from Lai et al. (2018)**			
DC 1	I choice Dubai depending on travelers' reviews on mobile applications.	4.75	0.951	
DC 2	I choice Dubai depending on information on mobile applications.	4.21	0.963	

Notes: (1) TR= Travelers Reviews; DI= Destination Image; IV= Intentions to Visit; DC= Destination Choice. (2) Destination Choice is a formative measure, so there are no factor leadings.

Reliability test results can be seen in Table 3. Reliability test is used to measure the consistency of an instrument. The value of an instrument is said to be reliable when the value of Cronbach Alpha ≥ 0.7. Table 3 reports the values of the reliability, construct reliability (CR), and average variance extracted (AVE) for the study's constructs. All the values are above the minimum criterion (Cronbach's Alpha > 0.7, AVE > 0.5, and CR > 0.7), so the data has adequate reliability and a good convergent validity. Based on Table 3 it can be seen that the Cronbach Alpha of the whole instrument is greater than 0.7. This suggests that such measurements can provide consistent results when re-measurements are taken on the same subjects. Table 3 also shows the correlation matrix and that the square-root of each construct's AVE is greater than the correlations with other latent constructs. So, the model meets the discriminant validity criteria.

Table 3. Reliability, Validity and Latent Variable Correlations

	Cronbach's Alpha	**CR**	**AVE**	**DC**	**TR**	**DI**	**IV**
TR	*0.861*	0.910	0.785	0.576	0.881		
DI	*0.884*	0.923	0.815	0.498	0.674	0.908	
IV	*0.893*	0.906	0.753	0.469	0.712	0.863	0.706

Notes: AVE= average variance extracted; CR= construct reliability; TR= Travelers Reviews; 01= Destination Image; IV= Intentions to Visit; DC= Destination Choice; bold font = square-root of the AVE.

8.3 Results of Hypothesis Testing Direct Effect With Warp-pls

The decision of hypothesis testing is as follows, if obtained *p*-value <0.10 (alpha 10%) then it is said to be weakly significant, if *p*-value <0.05 (alpha 5%) then it is said to be significant and if *p*-value <0.01 (alpha 1%) then it is said to be highly significant. Testing the hypothesis about the role of Travelers reviews in Destination Choice and mediating the influence of destination image on the Intention to Visit and Destination Choice can be seen in Table 4 as follows:

Table 4. Path Coefficients

Path	Coefficient of Correlation	Std. Error	*p*-Values	t-Statistic	f-Square	Comments
Travelers reviews (X1) → Destination Image (Y1)	0.162	0.062	<0.001	8.856	0.205	Highly significant
Travelers reviews (X1) → Intention to Visit (Y2)	0.061	0.045	0.124	0.284	0.001	Weakly significant
Travelers reviews (X1) → Destination Choice (Y3)	0.517	0.067	<0.001	2.154	0.052	Highly significant
Destination Image (Y1)	0.571	0.066	<0.001	3.522	0.041	Highly

→ Intention to Visit (Y2)						significant
Destination Image (Y1) → Destination Choice (Y3)	0.551	0.068	0.002	4.683	0.079	Highly significant
Travelers reviews (X1) → Destination Image (Y1) → Intention to Visit (Y2)	0.345	0.051	<0.001	1.783	0.023	Highly significant
Travelers reviews (X1) → Destination Image (Y1) → Destination Choice (Y3)	0.018	0.002	0.112	2.236	0.001	Weakly significant
Destination Image (Y1) → Intention to Visit (Y2) → Destination Choice (Y3)	0.211	0.044	<0.001	0.845	0.011	Highly significant

Table 4 summarizes the results of PLS analysis that travelers' reviews have significant positive effects on destination image of Dubai which has a significant positive effect on the intention to visit Dubai and destination choice. The results also indicate that the Destination Image has a direct and positive effect on Destination Choice. It also shows the moderating effects on the relationships between Destination Choice and Destination Image and between Destination Image and Intention to Visit. For the significant direct effects of the Travelers reviews and Destination Image on the Intention to Visit and Destination Choice, the effect size f-Square values are ranged from 0.041 to 0.205. These results indicate that these effects are ranged from small to large. For the significant moderating effects, the effect size f-Square values are ranged from 0.011 to 0.023. These effects are counted as small effects.

Based on Table 4.6, it can be stated that:

H1: Travelers reviews have a positive direct effect on the Destination Choice and is acceptable with the path coefficient of 0.517 with *p*-value <0.001 at the significance level of one percent.

H2: Travelers reviews have a negative influence on the Intention to Visit with the path coefficient of 0.061 with *p*-value 0.0124 at the significance level of one percent.

H3: Travelers reviews have a positive direct effect on the Destination Image and is acceptable with the path coefficient of 0.162 with *p*-value <0.001 at the significance level of one percent.

H4: The Destination Image has a positive direct effect on the Destination Choice with the path coefficient of 0.551 with *p*-value <0.001 at the significance level of one percent.

H5: The Destination Image has a positive direct effect on the Intention to Visit with the path coefficient of 0.571 with *p*-value <0.001 at the significance level of one percent.

The role of mediation of a variable is said to be significant if the *p*-value of the indirect effect involving the corresponding variable is < the level of significance. Test results of the indirect effect of Travelers reviews- Destination Image- Intention to Visit- Destination Choice using Warp PLS are shown in Table 4. Based on the results of testing the indirect effect with segments it can be stated that the mediation role of the destination image and intention to visit are very significant. In this case, the role of destination image and intention to visit mediation is partial since travelers' reviews also have a significant direct effect on Destination Image.

9. DISCUSSION OF RESEARCH RESULTS

Based on the results of the research, especially the results of hypothesis testing can explain the influence of travelers' reviews to the destination image, intention to visit, and destination choice. The result of structural model estimation as presented in Table 4 shows that hypothesis testing on travelers' reviews influence on the destination image resulted in a coefficient value of 0.162 with *p*-value 0.001 at a

significance level of one percent. These results indicate that travelers' reviews have a positive and significant influence on the destination image. This result shows the high quantity and quality of information about Dubai. Quality perception is made up of accurate information sourced from travelers' reviews through mobile applications. The results of this study support the results of research conducted by Abubakar (2016).

The result of structural model estimation also shows that destination image has a positive direct and significant influence on intention to visit with a path coefficient of 0.571 with *p*-value <0.001 at one percent of the significance level. This means that the higher the quantity and quality of information about Dubai, the better the image of Dubai in the eyes of potential tourists. The results of this study provide support on the results of research conducted by Setiawan et al (2014).

The result of the structural model estimation as presented in Table 4 also shows that the intention to visit has a positive and significant direct impact on the destination choice with the path coefficient of 0.517 with *p*-value <0.001 at the significance level of one percent. This result means that the better the image of Dubai, the higher the intentions of tourists to choose Dubai. The results of this study also support the results of research conducted by Abubakar (2016).

The results of indirect effect testing with two segments as shown in Table 4 suggest that the objective destination image plays a role in mediating partially and very significantly the influence of traveler's reviews on the intention of visiting and choosing Dubai. This means that the intention to visit Dubai will increase if travelers' reviews can improve the image of Dubai. All of the information about Dubai should be aimed to improve the image of Dubai as much as possible because it will also automatically increase the intention of potential tourists to visit and choose Dubai.

10. CONCLUSIONS

This study has achieved its objective and successfully demonstrated the influence of the traveler's reviews and destination image on the intention to visit and destination choice. The results of the PLS analysis indicate that travelers' reviews have significant effects on both destination image and intention to visit and it positively moderates the relationship between destination image and intention to visit. This relationship affects destination choice but not the tourist reviews, it negatively moderates the relationship between intention to visit and destination choice and positively moderates the relationship between destination image and intention to visit. Therefore, the traveler's reviews relationship and destination image are important factors for the destination choice. Based on the results of the discussion of research, it can be concluded that travelers' reviews positively and significantly influence the destination image and intention to visit. This result means that the higher the quantity and quality of information about Dubai, the higher the intention to visit Dubai.

Also, travelers' reviews and destination image have a positive and significant direct impact on the intention to visit. This means that the higher the quantity and quality of information about Dubai, the better the image of Dubai in the eyes of potential tourists. The image of the destination has a positive and significant direct impact on the intention of visiting Dubai. This means that the better the image Dubai, the higher the intention to choose and visit Dubai. The image of destination plays a role in mediating partially and significantly the influence of traveler's reviews on the intention of visiting and choosing Dubai. This means that the intention to visit Dubai will increase if travelers' reviews can improve the image of Dubai.

11. THEORETICAL CONTRIBUTIONS

This study shows the roles played by the travelers' reviews which improved the destination image, intention to visit and choice of Dubai. This finding shows the importance of building and retaining travelers' reviews relationship to improve a destination image of Dubai. Most of the studies in the influence of reviews were based on residents' perspective and explained how the residents influence the tourist's attitude towards tourism in the destination. Given the limited number of studies on the influences of travelers' reviews from the tourist perspective in the destination, we have limited knowledge concerning the effect of the travelers' reviews on tourist behavior. This study shows the roles played by the travelers' reviews in enhancing the destination image and intention

to visit and choice of Dubai. This finding shows the importance of building and retaining a good relationship to improve the visit and choice of Dubai. What is indicated here is that positive and negative travelers' reviews exist simultaneously in Dubai. As discussed above, travelers' reviews is clearly a pressing concern for tourists and it is mentioned repeatedly in the literature; however, most of the previous studies only surveyed the samples regarding their perception of reviews from the media when planning a trip. Comparatively, little attention has been paid to the behavior of tourists for their perception of reviews experienced during a visit to the destination. Although a few studies found that reviews are a choice of a behavioral attribute which influences the tourists' repeated visits. The results of this study confirm that a tourist who has a better perception exhibits a higher level of satisfaction. It also indicates that a tourist who has a good experience would be more willing to provide a positive recommendation. This study also contributes to the use of survey questions and research design, as well as to the development of a research model for studying the moderating effects of the relationship between destination image and intention to visit and choice of destination. This study provides useful measurement scales for researchers to conduct future research.

This study only investigated the moderating effects of the travelers' reviews and intention to visit concerning the relationship between travelers' reviews and destination image. However, previous studies have identified other factors that also influence destination choice contexts such as perceived value. It would be worthwhile examining comprehensively how the tourist and perception moderate the effects of other tourist behaviors. A suggestion for future research is to try to compare the results of testing the travelers' reviews impact on destination imagery and the intention of visiting a tourist destination in the prospective of tourists' perception differences and the familiarity level of internet. Government and national tourism industry actors can play an active role to create mobile applications as a mean of communication between them with the tourists, as well as a forum for the interaction and exchange of information among tourists themselves. The mobile applications can be a portal or social networking that allows open and transparent communication to obtain objective and relevant information related to the condition of tourist destinations concerned.

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