INDONESIAN'S TOURIST SHOPPING JOURNEY (TSJ) DURING AND AFTER THE COVID-19 PANDEMIC

Siti Rahayu*

Affiliation: Management Department Faculty Business and Economics, Universitas Surabaya, Surabaya, Indonesia
Email: s_rahayu@staff.ubaya.ac.id*[https://orcid.org/0009-0009-5753-6387]

ABSTRACT

This research aims to examine how performance expectancy, effort expectancy, social influence, facilitating conditions, pleasure, and arousal impact the intention to use smartphones during the Tourist Shopping Journey (TSJ) among domestic tourists in Indonesia. The study investigates two distinct periods: during the Covid-19 pandemic and post-pandemic. Data analysis was conducted using SPSS 24.0 and AMOS 24.0. The findings indicate that during the Covid-19 pandemic, facilitating conditions and pleasure influenced the intention to use smartphones for shopping on tourist trips. In contrast, after the pandemic, facilitating conditions and arousal were the key influencing factors.
Keywords: Covid-19 Pandemic, Facilitating Condition, Pleasure, Tourist Shopping Journey, Smartphone,
JEL: L83, M31, D12, O33, Z31

1. INTRODUCTION

Research on information-seeking behavior in tourism has seen significant attention over recent decades (Coromina & Camprubí, 2016). One of the most critical factors in the decision-making process is the source of information (Dey & Sarma, 2010). Similar to consumer behavior for various products and services, consumer behavior in tourism begins with gathering and selecting information to make appropriate decisions based on individual needs (Coromina & Camprubí, 2016). Tourists typically engage more in information seeking when purchasing tourism services than when buying other products or services, due to the high perceived risk (Coromina & Camprubí, 2016).

The search for information in tourism is a dynamic process (Bieger & Laesser, 2004). Travelers use various sources of information to fulfill both internal and external information needs related to trip planning. Internal information comes from previous experiences and past information searches, as well as marketing activities (Money & Crotts, 2003). On the other hand, external information is sourced from the environment (Gitelson & Crompton, 1983). When internal information is insufficient, travelers seek external information (Coromina & Camprubí, 2016). Gitelson & Crompton (1983) identified three main reasons travelers conduct external searches: the high perceived risk of vacations, the intangible nature of tourism products, and unfamiliarity with new destinations.

The rapid advancement of technology has transformed how new technology-based business models are developed (Simamora, 2023). E-business offers a global platform for interaction, communication, collaboration, and information acquisition (Mindarti et al., 2020). The Internet has significantly increased the number of external information sources (Llodrà-Riera et al., 2015). Smartphones, as technological devices, support tourist activities (Rodríguez-Torrico et al., 2020). When shopping,

travelers rely heavily on mobile phones for information (Coromina & Camprubí, 2016) because tourism purchases involve greater uncertainty, as they occur outside the tourists' usual environment and knowledge base (García-Milon et al., 2019). Smartphones aid travelers in the decision-making process during shopping by providing information, comparing prices and products, checking product availability, and locating stores (Fuentes & Svingstedt, 2017).

Smartphones, equipped with data access and numerous software applications, have become integral to users' daily routines. With the rise in international tourist numbers, the importance of smartphones for travelers has grown significantly (Mang et al., 2016). Smartphones enable travelers to access travel-related websites for information on weather, accommodations, attractions, and transportation from any location (Kim & Law, 2015). The capability of mobile technology as a communication and information-sharing tool has led to increased adoption of smartphones in the tourism industry, serving as both a locator for services and a mobile guide (Tussyadiah, 2013). Key factors influencing tourists' decisions to adopt smartphones include access to travel information, ease of use, social influence, and satisfaction with travel websites. Smartphones also impact various aspects of the tourist experience, such as information retrieval, use of idle time (e.g., waiting for a bus), on-site decision-making, documentation of experiences, and sharing of experiences (Wang et al., 2016).

In 2020, the emergence of COVID-19 significantly impacted the tourism and retail sectors (García-Milon et al., 2021). Due to the highly contagious nature of COVID-19, activities involving extensive human interaction, like tourism, were severely restricted (Wen et al., 2021). This scenario accelerated the adoption of technology across various fields, including tourism. Smartphones became the most widely used devices. Choi (2018) highlighted the crucial role of smartphones in tourist activities. Understanding how smartphone usage trends evolved during and after the pandemic is essential and warrants investigation (Zenker & Kock, 2020).

This study aimed to explore the changes in travelers' interest in using smartphones for their Tourist Shopping Journey (TSJ) due to COVID-19, focusing on tourists in Indonesia. Indonesia presented interesting conditions for this study. Between 2019 and 2021, the average daily use of Android smartphones increased from 3.9 hours (2019) to 5 hours (2020) and 5.4 hours (2021) (Dewi, 2022). Rosyadi (2019) found that the most common situations for smartphone use in Indonesia were during holidays (81%), family gatherings (77%), social outings with friends (66%), selfies (60%), and special events like weddings and birthdays (47%). With 81% of smartphone users engaging with their devices during holidays, it is crucial to understand how these users utilized smartphones for TSJ activities during and after the COVID-19 pandemic.

Research on smartphone use in the business world often begins with the Technology Acceptance Model (TAM), introduced by Fred D. Davis in 1986. TAM is an adaptation of the Theory of Reasoned Action (TRA), specifically designed to model the acceptance of information systems (Davis, 1985). The TAM model was later expanded into TAM2 by Vekantesh and Davis, incorporating additional theoretical constructs that include social influence processes and cognitive instrumental processes (Alwahaishi & Snášel, 2013). TAM2 considers the impact of three social forces—subjective norms, voluntariness, and image—on individuals' decisions to adopt or reject new systems. TAM and TAM2 have become widely used frameworks in subsequent studies on information technology acceptance.

Drawing on the TAM and TAM2 research frameworks, various theoretical models have been developed to predict technology adoption and usage. The Unified Theory of Acceptance and Use of Technology (UTAUT), created by Venkatesh et al. (2003), aims to predict technology acceptance within organizational contexts. UTAUT serves as a valuable foundation for studying behavioral intentions and social media usage scientifically. According to Venkatesh et al. (2003), UTAUT identifies four primary factors influencing the intention to use information technology: performance expectancy, effort expectancy, facilitating conditions, and social influence. Although widely accepted, the UTAUT model was refined by Venkatesh et al. (2012) into UTAUT2, which includes

additional constructs such as hedonic motivation, price value, and habit. It is hypothesized that individual differences in age, gender, and experience moderate the effects of these constructs on behavioral intentions and technology usage.

The shift from PCs to smartphones in supporting daily activities is driven by the need for practicality, convenience, and time efficiency. The increasing importance of smartphones has spurred extensive research into smartphone technology acceptance. For example, Okumus & Bilgihan (2014) studied the adoption of smartphone diet applications by restaurant customers and the psychological factors influencing their intention to use these apps for ordering food. Their findings indicated that customers' intention to use a smartphone diet app is predicted by the app's expected performance, anticipated effort of use, social influence, and the rate of user innovation. This study aligns with previous research, notably the UTAUT model.

Prior to the COVID-19 pandemic, research on smartphone use in the business sector was already underway, with many companies offering products through smartphone applications. The pandemic, however, significantly impacted various business sectors, including tourism. Zenker & Kock (2020) highlighted the profound effect of the COVID-19 pandemic on tourism, describing it as one of the most impactful events of the 21st century. Consequently, many tourism researchers are now focusing on COVID-19 as a critical context. During the pandemic, the restricted mobility prompted the tourism industry to adapt, with smartphones becoming essential tools for tourists to purchase travel products.

Mang et al. (2016) conducted a study before the COVID-19 pandemic to explore smartphone usage among tourists from 24 countries visiting Rome, Italy, or Athens, Greece. Using an extended TAM model, they identified various uses of smartphones during travel, including photography, social networking, map viewing, transportation finding, and locating shops and restaurants. Their results showed that younger travelers used smartphones more than older travelers, although there was no significant difference between men and women.

This study adopts the research model of García-Milon et al. (2021) and aims to demonstrate that smartphone use can enhance the Tourist Shopping Journey (TSJ) for tourists.

Figure 1 Research Model
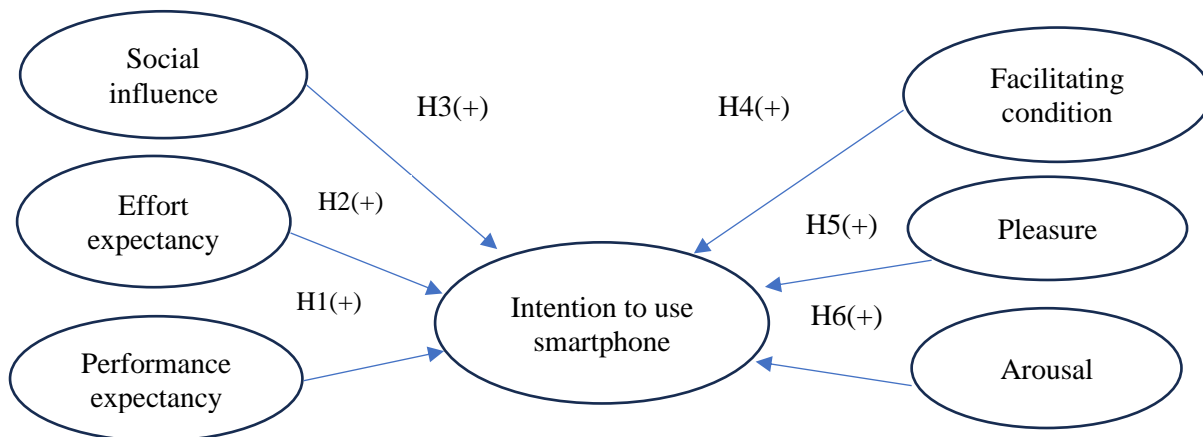Source: Garcia-Milon *et al.* (2021), processed in 2024

2. RESEARCH METHOD

2.1. Population and Sample

The target population of this study is Indonesians who have traveled during the pandemic and after the COVID-19 pandemic. The characteristics of respondents in this study are male and female tourists, have traveled in the conditions of the Covid-19 pandemic and after the Covid-19 pandemic

conditions, are at least 18 years old, have a minimum high school education, smartphone users, shop for products and services during the trip. The sample used in this study was 165 domestic tourists who had traveled domestically during and after the COVID-19 pandemic and purchased various products or services using smartphones during their trip. The number of respondents has met the requirements, namely a minimum number of indicators in the research 5 times (Memon et al., 2020). Table 1 shows respondents' profiles by gender and age.

Table 1. Respondent Profile

Respondent Characteristic	Frequency	Percentage (%)
Gender		
Male	60	36%
Female	105	64%
Age (years)		
18 – 25	151	92%
26 – 35	9	5%
36 – 45	4	2%
46 – 55	1	1%

2.2. Questionnaire

This study is fundamental research, categorized as causal research (Firdaus et al., 2021). The objective of this study was to investigate the causal relationships among performance expectations, effort expectations, social influences, facilitating conditions, pleasure, arousal, and the intention to use smartphones by travelers during shopping in Indonesia. Data for the research were collected through questionnaires distributed via Google Forms. A 10-point Likert scale was utilized, ranging from 1 (strongly disagree) to 10 (strongly agree), based on the research model by García-Milon et al. (2021).

2.2. Data Processing

The initial phase of data processing in this study involved testing for validity and reliability using the SPSS 24.0 software. Subsequently, data analysis was conducted using the AMOS 24.0 software to perform Structural Equation Modeling (SEM), which included testing both structural and measurement models as well as hypothesis testing.

3. RESEARCH RESULT AND DISCUSSION
3.1. Validity and Reliability Test

The validity test conducted in this study indicates that all indicators for the research variables—performance expectancy, effort expectancy, social influence, facilitating conditions, pleasure, arousal, and intention to use smartphones—have a significance value of ≤ 0.05 and a Pearson correlation value above 0.5, confirming their validity. Additionally, all variables exhibit a Cronbach's alpha value of ≥ 0.6. Consequently, it can be concluded that all indicators used to measure the variables in this questionnaire are consistent and reliable, making them suitable for research purposes (Sürücü & Maslakçi, 2020).

Table 2 presents the validity test results for the indicators of each research variable under conditions during and after the COVID-19 pandemic. All indicators for all variables used in this study are valid, as they have a Pearson correlation value of ≥ 0.5 and a significance value of ≤ 0.05 ($\alpha = 5\%$).

Reliability tests are conducted to evaluate and confirm the consistency of indicators used to measure a variable. An indicator is considered reliable if the Cronbach's alpha coefficient (α) is ≥ 0.6 (Sürücü & Maslakçi, 2020). The results of the reliability tests for conditions during and after the COVID-19 pandemic are presented in Table 3. All variables in this study exhibit a Cronbach's alpha value of (α) ≥ 0.6, thus confirming their reliability.

Table 2. Validity test results

Variable Indicator	Pearson Correlation		Sig.		Information
	Cov	Non Cov	Cov	Non Cov	
Performance Expectancy					
PE1	.787**	.885**	0,000	0,000	Valid
PE2	.827**	.884**	0,000	0,000	Valid
PE3	.856**	.879**	0,000	0,000	Valid
PE4	.850**	.845**	0,000	0,000	Valid
Effort Expectancy					
EE1	.928**	.931**	0,000	0,000	Valid
EE2	.870**	.860**	0,000	0,000	Valid
EE3	.852**	.882**	0,000	0,000	Valid
EE4	.807**	.935**	0,000	0,000	Valid
Social Influence					
SI1	.825**	.915**	0,000	0,000	Valid
SI2	.907**	.898**	0,000	0,000	Valid
SI3	.875**	.918**	0,000	0,000	Valid
Facilitating Conditions					
FC1	.827**	.834**	0,000	0,000	Valid
FC2	.937**	.914**	0,000	0,000	Valid
FC3	.911**	.907**	0,000	0,000	Valid
FC4	.799**	.863**	0,000	0,000	Valid
Pleasure					
P1	.924**	.906**	0,000	0,000	Valid
P2	.911**	.927**	0,000	0,000	Valid
Arousal					
A1	.909**	.943**	0,000	0,000	Valid
A2	.896**	.940**	0,000	0,000	Valid
Intention to Use Smartphone					
IUS1	.896**	.953**	0,000	0,000	Valid
IUS2	.905**	.953**	0,000	0,000	Valid
IUS3	.909**	.945**	0,000	0,000	Valid
Smartphone Uses					
SU1	.712**	.883**	0,000	0,000	Valid
SU2	.879**	.822**	0,000	0,000	Valid
SU3	.850**	.906**	0,000	0,000	Valid
SU4	.717**	.737**	0,000	0,000	Valid
SU5	.657**	.718**	0,000	0,000	Valid
SU6	.738**	.615**	0,000	0,000	Valid

Table 3. Reliability Test Result

No.	Variable	Cronbach's Alpha Value		Information
		Covid	Non Covid	
1	Performance expectancy	0.850	0.896	Reliable
2	Effort expectancy	0.887	0.924	Reliable
3	Social influence	0.839	0.897	Reliable
4	Facilitating conditions	0.892	0.902	Reliable
5	Pleasure	0.813	0.810	Reliable
6	Arousal	0.773	0.872	Reliable
7	Intention to use smartphone	0.887	0.946	Reliable
8	Smartphone Uses	0.854	0.871	Reliable

3.2. Descriptive Statistics

The respondents in this study were domestic tourists who traveled within the country during and after the COVID-19 pandemic. Therefore, the descriptive statistics of the respondents were categorized into two groups: data collected during the COVID-19 pandemic (Covid) and data collected after the pandemic (Non-Covid).

Analysis of the respondents' statistical data revealed that the mean values for all variables increased post-pandemic, with the exception of effort expectancy. This shows that after the COVID-19 pandemic, in terms of variable performance expectancy, tourists feel that their performance when traveling has increased because smartphones facilitate and accelerate decision making in purchasing tourist products. The mean variable effort expectancy value has decreased, indicating that the use of smartphones for tourists to make purchases is easy to learn and easy to become proficient in using smartphones to make purchases. During the COVID-19 pandemic, tourists have used smartphones while traveling, so they have become accustomed to using smartphones after the COVID-19 pandemic. In the social influence variable, close people around tourists also influence tourists in using smartphones to make purchases during travel. This is shown by the increasing use of smartphones after the pandemic, including for tourist activities. The pleasure variable has a mean value that has increased after the pandemic, which means tourists feel happy using smartphones during travel. The arousal variable is shown by tourists feeling that using a smartphone during a trip makes tourists feel relaxed and calm during the trip. After the pandemic period, smartphones are very helpful for tourist activities with the increasingly open access to domestic tourism. This also makes the level of tourist intention towards smartphone use while traveling after the pandemic period is also increasing. The use of smartphones during and after the COVID-19 pandemic is very useful for tourists in choosing products, comparing prices, photographing products, and making payments.

Table 4. Comparison of Mean Values of Descriptive Statistics of Respondents

Variable	Mean Value (Covid)	Mean Value (Non Covid)
Performance expectancy	8,67	8,81
Effort expectancy	8,85	8,71
Social influence	7,78	8,24
Facilitating condition	8,32	8,48
Pleasure	8,44	8,51
Arousal	8,26	8,39
Intention to Use Smartphone	8,03	8,28

3.3. Hypothesis Test and Discussion

Hypothesis testing is processed using AMOS software. The stages in hypothesis testing are measurement model test, structural model test, and hypothesis test. Hypothesis testing is divided into 2 parts, namely in conditions before and during the COVID-19 pandemic.

3.3.1. Measurement Model

The measurement model in this study was derived from data processed using AMOS 24.0 software. Confirmatory Factor Analysis (CFA) was utilized to analyze the measurement model, which encompassed all research variables and indicators. If the measurement model exhibits a goodness of fit (GOF) index value that meets the criteria across five indices—CMIN/DF, RMSEA, GFI, TLI, and CFI—it can be subjected to further analysis. Table 5 presents the results of the goodness of fit (GF) measurements. All values for CMIN/DF, RMSEA, GFI, TLI, and CFI meet the specified criteria, indicating that the measurement model is suitable for further analysis.

Table 6 shows that all loading standards of each indicator have met the criteria of ≥ 0.5, thus each indicator has passed and can be continued for validity and reliability tests. After confirming that all goodness of fit values and standardized loading values meet the criteria, the subsequent step involves testing for validity and reliability. Validity is assessed through standardized loading (λ) values and Average Variance Extracted (AVE). A standardized loading (λ) value of at least 0.5, and ideally 0.7 or higher, indicates good validity. The AVE value should be a minimum of 0.5 to demonstrate adequate validity. Reliability is evaluated using the Construct Reliability (CR) value, which should fall between 0.6 and 0.7, or ideally be ≥ 0.7. As shown in Table 7, all research variables in this study are both valid and reliable (V&R).

Table 5. Test results *goodness of fit measurement model*

No.	Index	Criteria	Results		Information
			COVID	**Non COVID**	
1.	CMIN/DF	CMIN/DF ≤3,0	1,602	1,732	*GF*
2.	RMSEA	RMSEA ≤ 0,08	0,061	0,069	*GF*
3.	GFI	GFI 0,8 – 0,9	0,861	0,867	*Marginal fit*
4.	TLI	TLI ≥0,9	0,958	1,002	*GF*
5.	CFI	CFI ≥0,9	0,948	0,960	*GF*

Table 6. Standardized Loading Measurement Model Value Covid and Non Covid

Variable	Indicator	Std. Loadings	
		Covid	**Non Covid**
Performance expectancy	PE1	0,710	0,841
	PE2	0,798	0,886
	PE3	0,780	0,825
	PE4	0,673	0,873
Effort expectancy	EE1	0,739	0,889
	EE2	0,839	0,847
	EE3	0,865	0,865
	EE4	0,708	0,769
Social influence	SI1	0,804	0,907
	SI2	0,831	0,920
	SI3	0,879	0,851
Facilitating conditions	FC1	0,799	0,855
	FC2	0,900	0,876
	FC3	0,830	0,869
	FC4	0,727	0,788
Pleasure	P1	0,867	0,910
	P2	0,933	0,941
Arousal	A1	0,843	0,873
	A1	0,831	0,914
Intention to use smartphone	IUS1	0,875	0,920
	IUS2	0,906	0,915
	IUS3	0,872	0,871

Table 7. AVE and CR Calculation Result

Variable	AVE	CR	AVE	CR	Information
	Covid		**Non Covid**		
Performance expectancy	0,550	0,829	0,856	0,836	V&R
Effort expectancy	0,787	0,921	0,842	0,818	V&R
Social influence	0,838	0,812	0,892	0,881	V&R
Facilitating condition	0,814	0,781	0,847	0,824	V&R
Pleasure	0,900	0,890	0,925	0,920	V&R
Arousal	0,837	0,811	0,893	0,906	V&R
Intention to use smartphone	0,884	0,871	0,902	0,892	V&R

3.3.2. Structural Model

In this study, structural tests were performed using AMOS 24.0 software. The initial step involved assessing the fit between the empirical data and the structural models, which was measured using

Goodness of Fit criteria. Evaluating the Goodness of Fit is a method used to determine the model's suitability in research. A good Goodness of Fit value indicates that the model is acceptable, whereas a poor Goodness of Fit result implies that the model requires modification or rejection. Table 8 presents the Goodness of Fit results.

Tabel 8. Test results *goodness of fit structural model*

No	Index	Criteria	Result		Information
			Covid	Non Covid	
1	CMIN/DF	CMIN/DF ≤ 3,0	1,602	1,723	*GF*
2	RMSEA	RMSEA ≤ 0,08	0,061	0,066	*GF*
3	GFI	Marginal Fit (0,8-0,9) Good Fit (≤ 0,9)	0,861	0,855	*Marginal fit*
4	TLI	TLI ≥ 0.9	0,948	0,963	*GF*
5	CFI	CFI ≥ 0.9	0,958	0,954	*GF*

Table 8 displays the results of the structural model fit test. The values for CMIN/DF, RMSEA, GFI, TLI, and CFI all meet the established criteria. This indicates that the structural model exhibits an acceptable level of goodness of fit, allowing the study to progress to the next stage, which is hypothesis testing.

3.3.3. Hypothesis Test

Hypothesis testing is conducted by examining the relationships between variables. This phase follows the validation of measurement and structural models that meet the established criteria. Standard benchmarks are used for hypothesis testing, particularly focusing on probability values, with P values required to be ≤ 0.05. Additionally, the significance of a hypothesis can be determined by the value of |C.R.|, which should be ≥ 1.96. Hypotheses that satisfy these criteria are considered supported or accepted.

Table 9. Hypothesis Test Results (Covid)

Hypothesis	Path	S.E.	C.R.	P	Information
H1 (+)	PE → IUS	0,089	0,564	0,573	Not supported
H2 (+)	EE → IUS	-0,019	-0,123	0,902	Not supported
H3 (+)	SI → IUS	0,139	1,537	0,124	Not supported
H4 (+)	FC → IUS	0,283	2,171	0,030	Supported
H5 (-)	P → IUS	0,473	2,802	0,005	Supported
H6 (-)	A → IUS	-0,034	-0,165	0,869	Not supported

Table 9 demonstrates that the intention to use smartphones for shopping during travel amid the COVID-19 pandemic is influenced by facilitating conditions and pleasure. These findings differ from those of previous research by Garcia-Milon et al. (2021), which indicated that the intention to use smartphones for shopping is influenced by performance expectancy, effort expectancy, social influence, and pleasure, with facilitating conditions and arousal showing no significant effect. The commonality with this study lies in hypothesis 5, where pleasure is shown to impact the intention to use smartphones.

During the COVID-19 pandemic, the use of smartphones for purchasing tourist products has become more prevalent, although it remains largely limited to specific products such as ticketing and transportation. For other tourism products, tourists usually make purchases directly, so although smartphones are useful and make it easier for tourists, they do not significantly affect tourists in using smartphones to purchase tourist products when traveling. People around do not significantly affect

the use of smartphones for tourist trips. Arousal also has no significant effect. Tourists prefer to buy tourist products directly, because shopping for tourist products is one of the most preferred activities.

Although the Covid-19 pandemic has limited people to do activities outside the home, in some people who travel, smartphones are very helpful devices for shopping. The use of smartphones has also previously been widely used for various activities, and during the Covid-19 pandemic its use has increased for shopping during travel. This makes tourists who travel feel helped.

Table 10. Hypothesis Test Results (Non Covid)

Hipotesis	Path	S.E.	C.R.	P	Information
H1 (+)	PE → IUS	,352	1,224	,221	Not supported
H2 (+)	EE → IUS	-,420	-1,386	,166	Not supported
H3 (+)	SI → IUS	,111	,973	,331	Not supported
H4 (+)	FC → IUS	,448	2,581	,010	Supported
H5 (-)	P → IUS	-,405	-,978	,328	Not supported
H6 (-)	A → IUS	,826	2,576	,010	Supported

The hypothesis testing results post-COVID-19 pandemic, presented in Table 10, differ from those of previous studies. In this study, performance expectancy, effort expectancy, social influence, and pleasure did not have significant effects, whereas in Garcia-Simon et al. (2021), effort expectancy was significant. Following the COVID-19 pandemic, tourists are expected to be more adept at using smartphones due to the numerous new products and services facilitated by advancing technology, including transaction methods, payment systems, and various other online shopping developments. The use of smartphones is also anticipated to help tourists feel relaxed and at ease during their travels, as these devices greatly assist with purchasing tourist products on the go. Conversely, during the COVID-19 pandemic, tourists were already familiar with performance expectancy, effort expectancy, social influence, and pleasure, as they were accustomed to using smartphones even before the pandemic.

4. CONCLUSION

During the COVID-19 pandemic, factors that influence domestic tourists in Indonesia in using smartphones to shop for tourist products during travel are influenced by variable facilitating conditions and pleasure which shows the ability to use, as well as pleasure and satisfaction in using smartphones to buy tourist products during travel.

Post-COVID-19 pandemic, the variable of facilitating conditions continues to have a significant effect, as tourists must proficiently use smartphones due to the increasing prevalence of technology-based services at shopping venues. Additionally, the arousal variable significantly influences tourists, as using smartphones for purchases post-pandemic helps them feel relaxed and comfortable while enjoying their trips.

In this study, respondents were domestic tourists who traveled and bought tourist products when traveling. The respondent's description should be clarified regarding the destinations visited and products purchased during the trip. This is to ensure that the data produced is in accordance with research needs, and is able to provide better recommendations, especially to entrepreneurs engaged in tourism.

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