

THE IMPACT OF AIRPORT SERVICE QUALITY AND PERCEIVED VALUE ON BEHAVIORAL INTENTIONS, THROUGH CUSTOMER SATISFACTION MEDIATION AT SOEKARNO HATTA AIRPORT TERMINAL 3

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Abstract

This study examines the Effect of Airport Service Quality and Perceived Value on Behavioral Intentions, Through Customer Satisfaction Mediation at Terminal 3 of Soekarno Hatta Airport. This research is included in the type of quantitative research. The population in this study were all consumers or passengers who wanted to leave and return to their destination which was done through Soekarno Hatta Airport, at Terminal 3. 165 respondents made up the study's sample. The outcomes of this research show indication that Airport Service Quality has a positive and favorable outcome on Behavioral Intentions, Customer satisfaction has a positive and substantial impact on perceived value, perceived value has a positive and significant impact on perceived quality, and perceived quality has a positive and significant impact on behavioral intentions through customer satisfaction, and perceived value has a positive and significant impact on behavioral intentions through customer satisfaction. Suggestions for airports are to increase the level of customer satisfaction by paying more attention to airport facilities, so that the quality and costs that passengers get are balanced.

Keywords: Airport Service Quality, Perceived Value, Behavioral Intentions, and Customer Satisfaction

PRELIMINARY

Jakarta is the capital and center of the business industry which is one of the destinations in the international and domestic economic chain. This business process is inseparable from the arrival and departure of people to and from Indonesia for international and domestic purposes. This requires transportation facilities and infrastructure that are very adequate for long distances and time, namely air transportation. Air transportation is closely related to airports (airports), namely a place for passengers to get off and on for certain purposes, both domestic and international.

On the east-north side of the airport, Terminal 3 Ultimate is a terminal of Soekarno-Hatta International Airport that serves Jabodetabek. This terminal was previously called Terminal 3 Ultimate but then it was decided to integrate with the old terminal 3. Unlike Terminals 1 and 2 which were built by incorporating local architecture in its design, Terminal 3 is built in a contemporary modern design with an eco-friendly and traditional feel. In 2012, PT Angkasa Pura II made a master plan to upgrade Soetta Airport to an international class airport and build

an aerotropolis. However, the phenomenon that occurs is the behavior of passengers who are still lacking to spend money and time lingering at Soekarno-Hatta airport.

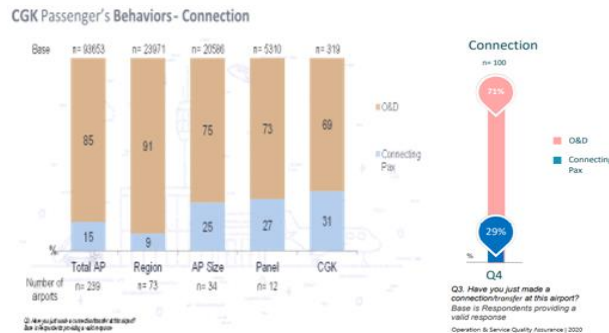


Figure 1: Bandara Soetta Behaviors-Connection

(Source: PT. Angkasa Pura II (2022))

Airplane passengers who use the airport as a link or hub in 2020 are 29% and in 2021 the highest is 31%, this shows that it is still below 40%, most of which are above 60% making the airport only a place to get on and off planes or destinations and departure only. Not make Soekarno Hatta airport a transit or shopping or spending time lingering

Specifically, Soekarno-Hatta (Soetta) airport is under the management of Angkasa Pura II. The phenomenon that is happening right now is that Soetta airport, starting in the last 2 years, the number of passengers around 19 million is not included as the best airport in the world. Indonesia is still under the position of Changi Airport (Singapore), Incheon Airport (Seoul) and Hong Kong International Airport. Even a survey conducted by Global Airport Ranking, Soetta airport was not included in the 50 best airports, then a survey conducted by Skytrax also revealed the same thing. However, this is not in accordance with the results of customer satisfaction carried out by airport management companies, namely as follows.

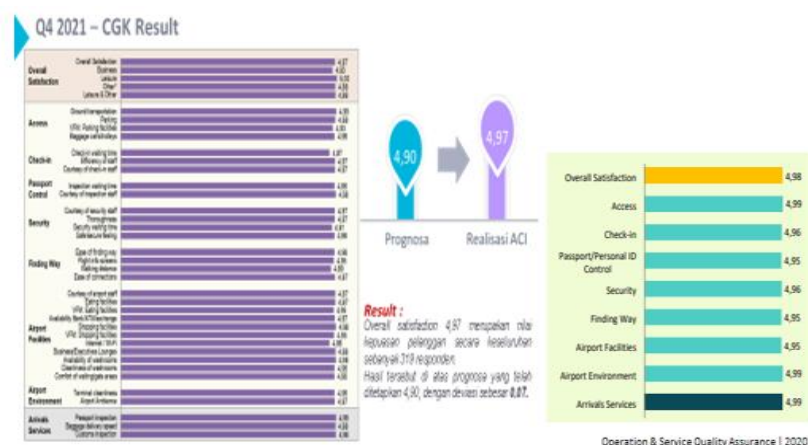


Figure 2: Bandara Soekarno Hatta Result

(Source: PT. Angkasa Pura II (2022))

The figure above shows the overall result of customer satisfaction with a standard prognosis set at 4.90. The overall result of customer satisfaction has reached a value above the prognosis, namely in 2020 it was 4.8 and in 2021 it was 4.97, down from the previous year of 1%. The lowest customer satisfaction score in 2021 is Wi-Fi internet access and the second lowest score is waiting time in check in queue/line with a value of 4.89.

Other supporting data which states the achievement of customer satisfaction at Soekarno Hatta airport is as follows:

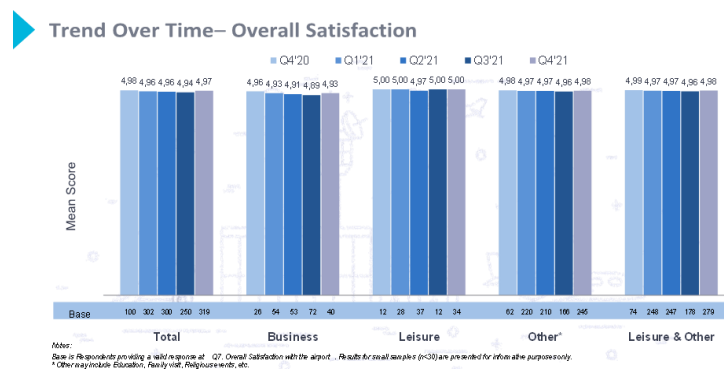


Figure 3: Trend over Time-Overall Satisfaction

(Source: PT. Angkasa Pura II (2022))

The graphic image above shows that customer satisfaction in terms of passengers for business purposes, vacations, and others. In both figures 1.2 and 1.3, overall customer satisfaction for the 2020 and 2021 results has reached a value above the standard prognosis, the arrival of customers to the airport to make the airport a connected or connecting place and a place to spend time lingering is still low.

This study attempts to identify the key factors that influence customer pleasure or dissatisfaction at airports and investigate the most often reported characteristics of high-quality airport service. Numerous key elements for airport consumers or passengers' happiness have been established through research on airport services, including flight on time ness, information ease, effective security and check-in procedures, signage and orientation, and terminal amenities. Several things related to the factors that influence passenger satisfaction with the airport can be seen from the quality of services provided, the aesthetics of facilities, equipment, and electronic displays (digitalization). The operator of Soekarno Hatta International Airport, Jakarta (CGK) is trying to modernize the concept of airport services and improve the passenger experience of all terminals 3. The airport manager is trying to implement a service concept called 'Digital Journey Experience (DJE)' which will promote the use of independent and automated processing facilities.

Furthermore, from the description described above, it is suspected that the cause of the behavioral intentions (behavioral intentions) of passengers to return to flying, spending time and money for a long time is the quality of airport services, (perceived value), and passenger

satisfaction (customer satisfaction). Variables or factors used for pre-survey based on previous researchers include Location, Airport Facilities, Airport Service Quality, Perceived Value, Perceived Enjoyment, and Customer Satisfaction. From the results of a pre-survey carried out on 32 respondents who had traveled through Soetta Airport terminal 3 and it was found that the cause of behavioral intentions (behavioral intentions) of passengers made flights again, spent a long time and money was the quality of airport services, (perceived value), and passenger satisfaction (customer satisfaction).

LITERATURE REVIEW AND HYPOTHESIS

Marketing Management

The art and science of marketing management involves identifying target markets and attracting, retaining, and developing a client base through the creation, provision, and communication of superior customer value. (Kotler & Keller, 2016). (Assauri, 2018) suggests that the goal of marketing management is to be able to satisfy customers while also being able to achieve long-term organizational goals. This is done by analyzing, planning, coordinating, and controlling all activities related to designing and launching products, communicating, promoting, and distributing these products, setting prices, and transacting them.

Consumer Behavior

Can be described as the actions taken by people who are directly involved in obtaining and consuming products and services, including the choices made while planning and selecting activities, (Dharmmesta & Handoko, 2017). Consumer behavior is the course of action that a person takes when looking for, purchasing, utilizing, assessing, and acting on ideas, products, or services that are supposed to suit their requirements. (Rohmah, 2020).

Behavioral Intentions

Behavioral intention is defined as an intention. Intention is the intention (intention) is the desire to perform the behavior. Intentions are not yet in the form of behavior, (Setiadi, 2019). The intention to visit again is an evaluation of the results of the assessment felt by visitors to provide satisfaction. The intention to return to a tourist destination is influenced by the attractiveness of the destination, promotion, and delivery of information about destination attractions at tourist sites (Zhang et al., 2018).

Customer Satisfaction

Customer satisfaction is an emotional evaluation of customers after they utilize products and determine that their wants and expectations have been met, (Daryanto & Setiabudi, 2014). Customer satisfaction is the degree to which one feels that (performance or results) met or exceeded expectations. (Kotler & Keller, 2016).

Airport Service Quality

The company's attempts to deliver the finest service possible as an activity in meeting customer expectations and meeting customer needs can also be interpreted as service quality. (Setiadi,

2019). Fandy Tjiptono (2014) argues that to achieve or surpass consumer expectations for products, services, people, processes, and surroundings, it is important to focus on efforts to satisfy customers' requirements and aspirations as well as the accuracy of their delivery.

Framework

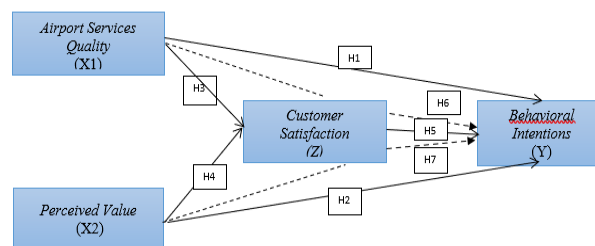


Figure 4 : Conceptual Framework

Research Hypothesis

H₁: Airport Services Quality affects Behavioral Intentions.

H₂: Perceived Value affects Behavioral Intention.

H₃: Airport Services Quality affects Customer Satisfaction.

H₄: Perceived Value affects Customer Satisfaction.

H₅: Customer Satisfaction affects Behavioral Intentions.

H₆: Airport Services Quality affects Behavioral Intentions through Passenger Satisfaction as a mediating variable.

H₇: Perceived Value affects Behavioral Intentions through Customer Satisfaction

METHODOLOGY

This study is a type of quantitative study which is study that emphasizes the existence of variables as research objects. The research design is to use a causal relationship research, or a causal relationship. The population in this study are all consumers or passengers who want to depart and return to their destination which is done through Soekarno Hatta Airport, at Terminal 3. According to Hair et al., (2014) Guidelines for sample size depend on the number of indicators and can be multiplied by 5 to 10. In this study there were 33 question items. Then the required sample size is $33 \times 5 = 165$ samples. So that the sample used in this study was 165 respondents.

RESULTS AND RESEARCH

Data Quality Test Results

Outer Model Measurement Evaluation

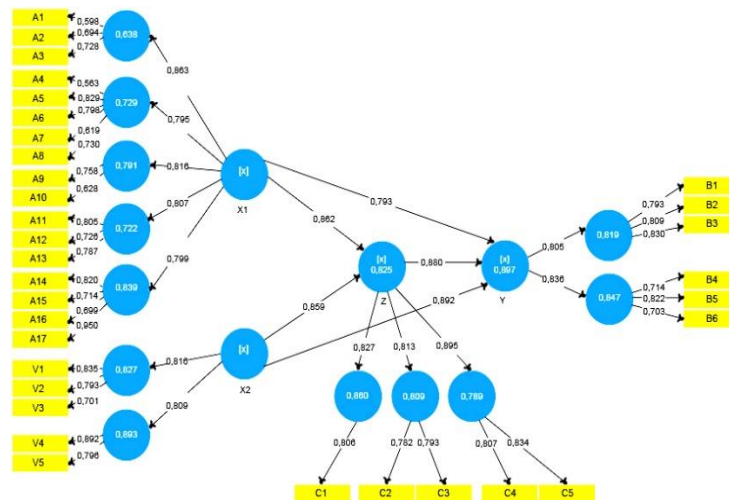


Figure 5: Interco struct Value Model and Dimensional Research Model using Smart PLS 3.0

Discriminant Validity Test Results

The Discriminant Validity test yields positive findings when the correlation value of the construct with the indicator is higher than the correlation value with the other constructs.

Table 1: Testing Result Discriminant Validity (Cross loadings)

	Airport Service Quality	Perception Value	Customer Satisfaction	Behavioral Intention
A1	0,823	0,697	-0,508	0,228
A2	0,712	0,414	0,139	0,033
A3	0,609	0,342	0,198	0,053
A4	0,563	0,427	0,444	0,143
A5	0,711	0,518	0,678	0,280
A6	0,803	0,784	0,513	0,273
A7	0,679	0,514	0,427	0,016
A8	0,587	0,249	0,493	0,228
A9	0,737	0,172	0,265	0,426
A10	0,609	0,227	0,493	0,442
A11	0,780	0,325	0,516	0,337
A12	0,620	0,519	0,310	0,206
A13	0,631	0,327	0,319	0,458
A14	0,729	0,296	0,551	0,339
A15	0,843	0,664	0,378	0,169

A16	0,739	0,643	0,592	0,375
A17	0,948	0,646	0,568	0,210
V1	0,223	0,621	0,182	0,286
V2	0,280	0,726	0,514	0,505
V3	0,492	0,811	0,349	0,290
V4	0,295	0,750	0,473	0,381
V5	0,601	0,838	0,418	0,588
C1	0,557	0,280	0,708	0,284
C2	0,611	0,273	0,683	0,594
C3	0,481	0,016	0,725	0,650
C4	0,346	0,228	0,839	0,368
C5	0,224	0,426	0,733	0,581
B1	0,132	0,263	0,284	0,837
B2	0,143	0,283	0,627	0,727
B3	0,259	0,299	0,511	0,635
B4	0,241	0,151	0,573	0,598
B5	0,458	0,506	0,246	0,619
B6	0,656	0,391	0,443	0,703

Source: Outcomes and Processing of Smart PLS 3,0

Test Results Ave

Additional methods for confirming discriminant validity include looking at the relationship between each arrangement's square root of the averages extracted variances (AVE) values and the other configurations in the model. The discriminant validity value is thought to be high (> 0.5).

Table 2: Testing AVE Results

Variable	AVE
Airport Service Quality	0,895
Perception Value	0,827
Customer Satisfaction	0,805
Behavioral Intention	0,861

Source: Outcomes and Processing of Smart PLS 3,0

Table 3: Discriminant Validity Testing Results (Fornell Lacker Criterium)

	Airport Service Quality	Perception Value	Customer Satisfaction	Behavioral Intention
Airport Service Quality	0,877			
Perception Value	0,864	0,882		
Customer Satisfaction	0,849	0,813	0,863	
Behavioral Intention	0,851	0,726	0,818	0,891

Source: Outcomes and Processing of Smart PLS 3, 0

Composite Reliability & Cronbach's Alpha Results

The reliability test with a composite reliability worth and Cronbach's alpha $\geq 0,7$ can be said to be fulfilling or reliable.

Table 4: Hasil Testing Composite's Reliability & Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Information
Airport Service Quality	0,853	0,798	Reliable
Perception Value	0,796	0,759	Reliable
Customer Satisfaction	0,799	0,861	Reliable
Behavioral Intention	0,825	0,814	Reliable

Source: Outcomes and Processing of Smart PLS 3, 0

Hypothesis Examinations (Inner Model) or Structural Model Examinations

R-square Values Examination Outcomes

Table 5: Variable Endogen (R2 values)

Variable Endogen	R-square
Customer Satisfaction	0,816
Behavioral Intention	0,874

Source: Outcomes and Processing of Smart PLS 3, 0

Results of Examining the Goodness of Fit Model

The structural Goodness of Fit Model is tested on the inner model using the projected value of relevance (Q2). If Q2 is greater than zero, the model has predictive importance. The following computation, where the number associated to the forecast stated by Eq, shows the R-squared estimate for each inside variable.

$$Q^2 = 1 - (1 - R1)(1 - R_p)$$

$$Q^2 = 1 - (1 - 0,816)(1 - 0,874)$$

$$Q^2 = 1 - (0,184)(0,126)$$

$$Q^2 = 0,976$$

Hypothesis Examination Outcomes (Estimated Path Coefficient)

Table 6: Hypothesis Testing Outcomes

	Original Sample	Standard Deviation	T Statistics	P Values	Information
Airport Service Quality > Behavioral Intentions	0,301	0,189	2,708	0,004	Positive-Significant
Perceived Value > Behavioral Intentions	0,229	0,327	2,501	0,002	Positive-Significant
Airport Service Quality > Customer Satisfaction	0,418	0,285	2,328	0,002	Positive-Significant
Perceived Value > Customer Satisfaction	0,235	0,394	2,292	0,000	Positive-Significant
Customer Satisfaction > Behavioral Intentions	0,473	0,375	2,772	0,001	Positive-Significant

Source: Outcomes and Processing of Smart PLS 3, 0

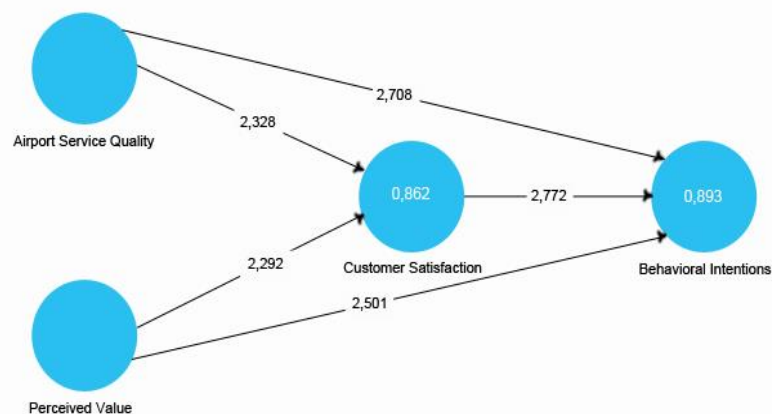


Figure 6: Model for the path coefficient in t statistics for structural research

Table 7: Indirect Effect Value

	Original Sample	Standard Deviation	T Statistics	P Values	Information
Indirect influence					
Airport Services Quality > Customer Satisfaction > Behavioral Intentions	0,477	0,328	2,208	0,003	Positive - Significant
Perceived Value > Customer Satisfaction > Behavioral Intentions	0,308	0,379	2,335	0,001	Positive - Significant

Source: Outcomes and Processing of Smart PLS 3, 0

Results Discussion

1. Airport Service Quality Influences Behavioral Intentions. From the results of the computation of the T-statistic = $2.708 > 1.96$ and the sig. $0.004 < 0.05$. Then H1 is accepted. The path coefficient value = 0.301, which means that Airport Service Quality has a positive and significant effect on Behavioral Intentions at Soekarno Hatta Airport Terminal 3. This result is in line with the research results of George C.L. Bezerra & Gomes (2020) and research conducted by Iqbal et al., (2018), where there is a favorable and strong impact of Airport Service Quality on Behavioral Intentions.
2. Perceived Value has an influence on Behavioral Intentions. From the results of the computation of the T-statistic = $2.501 > 1.96$ and the sig. $0.002 < 0.05$. Therefore, H2 is accepted. The path coefficient value = 0.229, which means that Perceived Valuation has a positive and favorable impact on Behavior Intentions at Soekarno Hatta Airport Terminal 3. This result is in line with the results of research conducted by George C.L. Bezerra & Gomes (2020) and Research conducted by Tavitiyaman et al., (2021)
3. Airport Services Quality has an influence on Customer Satisfaction. From the results of the computation of the T-statistic = $2.328 > 1.96$ and the sig. $0.002 < 0.05$. Then H3 is accepted. Path coefficient value = 0.418. Which shows that there is a significant positive relationship between Airport Services Quality and Customer Satisfaction at Soekarno Hatta Airport Terminal 3. This result is in line with the results of research by An et al., (2019) and Prentice & Kadan, (2019), where Airport Services Quality has an effect positive and significant to Customer Satisfaction.
4. Perceived Value has an influence on Customer Satisfaction. From the results of the computation of the T-statistic = $2.292 > 1.96$ and the sig. $0.000 < 0.05$. Path coefficient value = 0.235, which means that this result shows that Perceived Value has a positive and significant effect on Customer Satisfaction at Soekarno Hatta Airport Terminal 3. as supported by the statement of Setiawan et al., (2021) and (Bezerra & Gomes, 2020) where Perceived Value positive and significant effect on Customer Satisfaction.
5. Customer Satisfaction has an impact on Behavioral Intentions. From the results of the calculation of the T-statistic = $2.772 > 1.96$ and the sig. $0.001 < 0.05$. so that H5 is received, with a path coefficient value = 0.473 which means that Customer Satisfaction has a positive and significant effect on Behavioral Intentions at Soekarno Hatta Airport Terminal 3. This result is in line with the results of Muthia's research (2019) and research conducted by Roz, (2021), where Customer Satisfaction has a positive and significant effect on Behavioral Intentions.
6. Airport Services Quality affects Attitude Intentions through Customer Satisfaction as a Mediation Shifting. The research results obtained T-statistic = $2.208 > 1.96$ and the sig. $0.003 < 0.05$. so that H6 is received with a path coefficient value = 0.477, It indicates that at Soekarno Hatta Airport Terminal 3, Customer Satisfaction serves as a mediator for Airport Services Quality's positive and considerable impact on Behavioral Intentions, as supported by the statement of Moon et al., (2017) and research conducted by

Kusumawardani & Aruan, (2019) that Airport Services Quality has a positive and significant effect on Behavioral Intentions through Customer Satisfaction as a Mediation variable.

7. The effect of Perceived Value on Behavioral Intentions through Customer Satisfaction as a Mediation variable. From this research, the results of the T-statistic = $2.335 > 1.96$ and the sig. $0.001 < 0.05$. it can be stated that H7 is received. These results prove that Perceived Value has a positive and significant effect on Behavioral Intentions through Customer Satisfaction as a Mediation variable at Soekarno Hatta Airport Terminal 3, as supported by Pang's statement, (2021) and research conducted by Tavitiyaman et al., (2021) whose results his research states that Perceived Value has a positive and significant effect on Behavioral Intentions through Customer Satisfaction as a Mediation variable.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Airport Service Quality has a positive and significant effect on Behavioral Intentions for consumers and passengers who go through Soekarno Hatta Airport. This means that the better the quality of airport services, the higher the behavioral intention of consumers and passengers to visit again and is valued both in the eyes of consumers or customers.
2. Perceived Value has a positive and significant effect on Behavioral Intentions for consumers and passengers who go through Soekarno Hatta Airport. This means that the better the perception of consumer and passenger value towards something, the better the behavioral intention of consumers and passengers to return to visit.
3. Airport Service Quality has a positive and significant effect on Customer Satisfaction for consumers and passengers who go through Soekarno Hatta Airport. This means that the better the quality of airport services, the higher the satisfaction felt by consumers and passengers.
4. For consumers and travelers, perceived value has a favorable and considerable impact on customer satisfaction. Who go through Soekarno Hatta Airport? This means that the better the perceived value of consumers and passengers on something, the better the perceived satisfaction of consumers and passengers.
5. Customer Satisfaction has a positive and significant effect on Behavioral Intentions for consumers and passengers who go through Soekarno Hatta Airport. This means that the better the perceived satisfaction of passengers in using something, the better the behavioral intentions of consumers and passengers will be.
6. Airport Services Quality has a positive and significant effect on Behavioral Intentions through Customer Satisfaction for consumers and passengers who go through Soekarno Hatta Airport. This means that the better the quality of airport services and the better the passenger satisfaction, the higher the intention of consumers and passengers to reuse.

7. Perceived Value has a positive and significant effect on Behavioral Intentions through Customer Satisfaction for consumers and passengers who go through Soekarno Hatta Airport. This means that the better the consumer's perceived value of the service and the better the passenger satisfaction, the higher the consumer and passenger intention to use it.

Suggestions

Suggestions for Companies

- 1) Management pays more attention to airport facilities by increasing the comfort of consumers or passengers, especially in the waiting room, by adding seats for passengers and supporting facilities for comfort while in the airport. Soekarno Hatta International Airport must continue to improve this to become an added value in upgrading the airport class to a higher level so that it has the ability to be competitive in the international market.
- 2) Management can consider the costs incurred by consumers or passengers so that the quality and costs that passengers get are balanced. by communicating to consumers or passengers that the services provided are in accordance with the price offered.
- 3) Management pays more attention to the services that consumers or passengers get to make it even better. With good service quality, loyal customers will be created who will usually recommend to others, so that it will have an impact on increasing Soekarno-Hatta Airport terminal 3 users.
- 4) Increasing the level of customer satisfaction because satisfaction is the goal of a service. Therefore, to increase customer satisfaction, Angkasa Pura II as the company that manages Soekarno-Hatta Airport can make optimal and comprehensive improvements to all aspects related to service quality by controlling the quality of existing services and providing them to air transportation customers.

Suggestions for Further Researchers

It is advised for those who will conduct research in the same field and use this thesis as a reference, so it needs to be reviewed again because it's possible that there are statements that are inappropriate, and I, as the author, believe that there are still many flaws and restrictions in finishing this thesis. In addition, factors and indicators that were not used in this study should be redeveloped by future researchers, such as the variables Customer expectation, customer faithfulness and Influence of self-service technology (SST) service quality on customer loyalty.

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