

The Relationship between Travel UGC Platform Quality and User's Continuance Intention: Based on Information System Successful Model

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Abstract

Original Research Article

Through a questionnaire survey of 327 tourists in four popular attractions in Guangzhou, this study examines the relationship between the quality of travel UGC platform and the user's continuance intention and the mediating effect of electronic trust, as well as the interaction effect of three-dimensional quality of the platform (information, system, and service quality). The results show that: (1) Platform quality has a positive impact on users' continuance intention. (2) Service quality has a positive direct impact on users' continuance intention, and electronic trust is a partial mediator between service quality and users' continuance intention. System quality and information quality positively affect electronic trust, but they do not directly affect users' continuance intention, and electronic trust plays a completely mediating role. (3) The interaction effect of information quality, system quality and service quality to continuance intention is significant, and it is partially mediated by electronic trust.

Keywords: Information System Successful Model; information quality; system quality; service quality; electronic trust; continuance intention.

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INTRODUCTION

UGC is user-generated content or user-created content, which usually refers to the content created by users according to their own wishes and published to other users through the Internet. User-generated content has three distinctive features, namely publicly available content on the Internet, innovative content, and emphasis on the creation of ordinary users. UGC was born in the 1990s and it was originally presented in the form of a personal website. UGC has undergone the evolution of forums, blogs, and independent SNS. It is now moving towards new mobile and popular directions such as Weibo and WeChat, and has become a social network platform, which is the most important source of information.

With the advancement of the national "Internet +" strategy and the popularization of Internet technologies, the sharing economy has become the new normal for China's macro economy. In recent years, the sharing economy has been widely used in the tourism industry, and a large number of companies have emerged, such as Uber and Airbnb. There are endless forms of shared consumption in tourism activities. In addition to the sharing of goods and services, the sharing of tourism information has increasingly attracted the attention of tourists and online tourism

companies. In the Web2.0 era, the tourism industry and the information industry are highly interactive and integrated. The Internet-based smart tourism has penetrated into all stages of tourist behavior, such as information search before the tour, live experience during the tour, and information sharing after the tour. [1]. In this context, the user-generated content model has received widespread attention in the online travel market and has become a new growth point for online travel market business.

User-generated content is of great value to both tourists and businesses. On the one hand, UGC provides information for travel decision-making of tourists. On the other hand, UGC provides a way for enterprises to grasp market information in a timely manner, and it is also an intermediate platform for dialogue between enterprises and users. Due to the special nature of the information product itself, the UGC platform exposes a series of problems during the operation, such as content plagiarism, the release of false and unfair information by the cyber navy, controversy and extreme evaluations [2], lack of authority and credibility compared with official information, which have led to insufficient user motivation and low satisfaction. How to improve the overall quality of the tourism UGC platform, thereby

increasing the frequency of use of the platform, and enhancing user loyalty has become an urgent problem.

At present, research in UGC-related fields has been relatively abundant, and different scholars have combed the related research in detail. The current research on the application of UGC in the tourism field is mainly reflected in the impact of UGC on the tourism industry, such as the impact of UGC in the form of online word of mouth on hotel consumer behavior [3-4], as well as the relationship between tourist-created content and attractions brands [5]. Research on the authenticity, subjectivity, and credibility of travel UGC information on the Internet has been a hot topic for international scholars, while domestic scholars have focused more on using UGC as a tool and relying on destination management [6]. From the perspective of tourism virtual community, the research mainly focuses on community user participation behavior and online tourism information credibility research, including attention to UGC actors and the value and impact of UGC [7]. There is a lack of domestic research on tourism virtual communities, especially with regard to user-generated content. The tourism UGC platform evolved from the traditional tourism community, and its distinctive feature is the massive user-originated content. At present, the research on the role and influence of members in the tourism virtual community and the role and impact of member-generated content has been comprehensively studied. However, the research concerning tourism community such as tourism UGC platform developed based on original content is obviously insufficient, especially based on the characteristics of tourism consumption and UGC platform quality evaluation to explore user behavior intentions.

LITERATURE REVIEW AND HYPOTHESIS PROPOSITION

Literature Review

Since the 1970s, researchers in the field of information systems have been paying attention to the research on the success of information systems, that is, to find the factors that affect the success of information systems. DeLone and McLean first proposed the D&M model in 1992 [8]. They divided the concept of information system success into six dimensions, namely system quality, information quality, utilization, user satisfaction, personal impact, and organizational impact. The dimensions together form the Information System Successful Model (ISSM). The model states that information quality and system quality are the key factors affecting user satisfaction. System quality and information quality alone or together have an impact on use and user satisfaction, and the number of uses and user satisfaction are mutually influences. Use and customer satisfaction have a personal impact, which is further passed to the organizational level to form an organizational impact.

After the initial information system success model was proposed, a large number of studies verified the causal relationship between the variables in the model. DeLone and McLean proposed a new D&M model in 2003 on the basis of revising the original model. The new model introduces a new dimension of service quality. Together with system quality and information quality, the information system successfully measures the dimension of the system's feature level, and it will individually or collectively affect subsequent "use" and "customer satisfaction" dimensions. The new model replaces the personal impact and organizational impact in the original model with net benefits. The work team, organization, industry, consumer, and social impact variables are all taken into account and evaluated uniformly through "Net Benefits". In addition, the "use" in the initial model was changed to "willingness to use". The new model comprehensively evaluates the platform quality and efficiency of information systems through three dimensions: information, system and service. Information quality measures the "information" of information system output, which reflects the semantic success of the information system. System quality measurement technology success is an evaluation of the overall performance of the information system. Service quality refers to the evaluation of all service support provided by the service provider [9]. Willingness to use refers to the actual evaluation of the user's use of the information system. User satisfaction refers to the evaluation of user feedback during the use of the information system. Pure benefit refers to the evaluation of the benefits obtained by the user when using the information system. According to the model, information quality, system quality, and service quality will affect users' willingness and satisfaction, while users' willingness and satisfaction will affect the net benefit of the entire information system. At the same time, the net benefit will also affect users' willingness and satisfaction.

The information system success model has been widely used to evaluate the success of various information systems and to study the continuous use behavior of information system users. Related application areas include virtual communities [10] and online learning [11] etc. In the context of the Internet, different scholars have explored related issues such as user satisfaction and continued use intentions of various online platform communities based on the model, but there is a lack of attention and research on platform communities in the field of online tourism. In addition, relevant empirical research on information system success models focuses on the independent impact of three-dimensional information, system, and service quality, and lacks a discussion of the interactive impact of the three. Therefore, based on the study of the three-dimensionality that affects the user's continued use of the tourism UGC platform, this article also considers whether the three-dimensionality has an interactive

influence and how the interactive influence relationship is combined with the characteristics of the tourism consumption situation.

RESEARCH HYPOTHESIS

Most tourists will have a strong desire to share experiences after travel activities. Tourists publish UGC through travel websites, which are mainly briefings on travel, transportation, accommodation, and destinations. Expressions are mostly text and pictures. There are a large number of user-generated contents on the tourism UGC platform, and these information contents constitute users' perception of the information quality of the tourism UGC platform. In addition, system performance and service levels such as the reliability, response speed, functional quality, interface friendliness, and service improvement efficiency of the platform system during the use of the user also affect whether the user can use the information efficiently. That is, the system quality and service quality of the tourism UGC platform will also affect users' perception of the overall quality of the platform.

The continuous intention refers to the desire of users of the tourism UGC platform to continuously obtain or publish various types of tourism information on the platform [12]. In the Web2.0 era, UGC has become an emerging network information resource creation and organization model. Consumers have also changed from the role of information receivers to both information receivers and disseminators of information. Tourism UGC platform user behavior includes UGC information acquisition and UGC information provision. Information acquisition refers to the user's access to travel information by browsing or searching. Information provision includes user-generated travel notes, strategies, reviews, etc. and publishing them on the platform, as well as participating in or initiating discussions on the platform.

According to the information system success model, platform quality is the primary factor that affects the success of information systems. System quality, service quality, and information quality constitute the operating efficiency and quality evaluation system of the UGC platform. The measure of information system success is whether users will continue to use. Empirical research in related fields also shows that the three-dimensionality of system quality, information quality, and service quality significantly affects the user's satisfaction with the information system and the intention to continue using [13, 14]. Therefore, the following hypothesis is proposed.

H1: Tourism UGC platform quality (information quality, system quality, service quality) has a positive impact on users' continuance intention.

When users use the tourism UGC platform, they will evaluate the quality of the platform in various

aspects. The impact of platform quality perception in different dimensions on users' continuous use intentions is not independent but interactive [15]. The use of the tourism UGC platform has both task characteristics, that is, to obtain information or decision-making for tourism activities, and also has an experience color, that is, to experience pleasant feelings during the use. Therefore, information quality constitutes the basic dimension of platform quality. At the same time, users will have a unique perception of the experience that meets their higher-level, personalized needs and expectations, such as excellent interface design, timely and comfortable services, etc. System quality and service quality have become deep-level factors affecting platform quality. The subjective experience and perception of information quality, system quality, and service quality have an interactive effect on the willingness to continue using it [16]. Therefore, the following hypothesis is proposed.

H2: The interaction of the tourism UGC platform information quality, system quality and service quality has a positive impact on users' continuance intention.

Electronic trust refers to a subjective belief that one subject believes that the other subject will act in accordance with common expectations in a network environment where uncertainty risks exist [17]. Trust contains expectations and perceptions as a subjective judgment. User trust in the network environment is crucial because trust is a product of website quality and determines consumers' attitudes towards online consumption [18]. Shanker proposed a conceptual framework of electronic trust based on stakeholders, which pointed out the basic elements, antecedents, results and their relationships of electronic trust [19]. The generation of electronic trust is affected by website-related factors, user personal factors, and other related factors. Among them, website-related factors include website quality, website security, privacy, and entertainment. Electronic trust includes trust in website reliability, emotion, quality and ability, and kindness. The impact of electronic trust includes users' willingness, satisfaction, loyalty, and actual behavior. The framework clearly shows the logical process of the generation, formation and influence of electronic trust.

In the context of the Internet, system quality, information quality, and service quality constitute the quality index system for evaluating the operation of websites and platforms. At the same time, as the performance of website features, they also constitute the influencing factors of electronic trust. Relevant empirical research has shown the relationship between platform quality and electronic trust [20-23]. With increasing transaction risks in the Internet context, electronic trust plays an increasingly important role in fostering user loyalty and maintaining long-term relationships [24]. And in response to the low frequency

of tourism demand and the complexity of tourism decision-making, electronic trust is more likely to reflect the subjective perception of tourism UGC users than satisfaction. Electronic trust indicates that users have a positive expectation of the future behavior of the platform, and the intention of continuous use is the user's willingness to continue to use an information system for a long period of time in the future. Therefore, electronic trust as a mediating variable constitutes the main influencing factor of tourism UGC's continued use intention. Therefore, the following hypothesis is proposed.

H3: Tourism UGC platform quality (information quality, system quality, service quality) has a positive impact on user electronic trust.

H4: The interaction of the information quality, system quality, and service quality of the tourism UGC platform has a positive impact on user electronic trust.

H5: Tourism UGC platform users electronic trust has a positive impact on users' continuance intention.

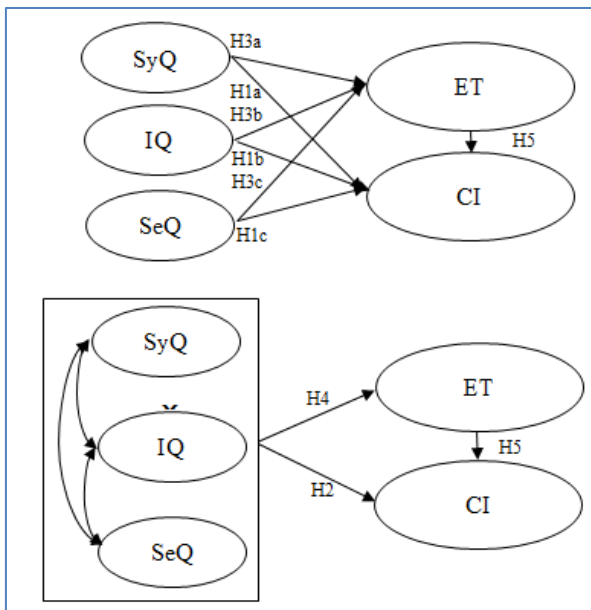


Fig-1: Research model

RESEARCH DESIGN

Sample and data collection

This study collected data using both paper questionnaires and online questionnaires. Based on the rankings of popular tourist attractions in Guangzhou provided by the tourism UGC platforms such as Mafengwo.com and Qyer.com, this paper selects four places in the city: Shamian, Red Brick Factory Creative Park, Chime-Long Paradise, and Huacheng Square. The design and release of the online questionnaire is mainly based on the website questionnaire (wjx.cn).

A total of 570 questionnaires were issued for the two types of questionnaires. 327 valid questionnaires were obtained after rejecting the unqualified questionnaires (no experience, missed answers), with an efficiency of 57%. Of the 327 tourists who completed the surveys, the sample may be characterized by gender as 245 women (75%), by education level as 54.1% holders of university degrees; and by age as 54.1% ages 18–23 and 39.8% ages 24–29. Most (76.6%) responding tourists were students and the most (41%) monthly consumption were between 1501~3000 yuan. From the overall situation of the sample distribution, the basic information such as gender, age, and academic qualifications of the participants are in line with the characteristics of users in China's online tourism market, and the samples are representative.

Measures

Due to the use of foreign scales, there are fewer applications in tourism-related areas. Therefore, in this study, a two-way translation of the selected English scale was performed by a tourism management expert before measurement. In order to ensure the validity of the scale translation, the study further revised and perfected the translated sentences, and evaluated and tested the scale entries to form a contextual Chinese translation entry. Finally, before the formal survey, the research conducted pre-investigations on relevant platform users to further ensure the contextualization of relevant entries. Through the above research controls, the reliability and validity of the questionnaire is guaranteed to form the final survey scale. A 5-item Likert scale was used to record responses, from (1) totally disagree to (5) totally agree. All scales used this 5-point Likert response format.

The quality of the platform includes three dimensions, of which the scale for measuring the quality of information and system quality comes from the research of Nelson [25]and Zhang [26]. Service quality adopts Gefen [27], Delone [9]and Zhou[28]. The scale for measuring electronic trust comes from the research of Liang [65] and Li [44]. The scale for measuring continuance intention comes from the research of Bhattacharjee [12].

RESULTS

Test of the common method variance

Common method variance refers to the deviation caused by systematic error, mainly due to the use of repeated measurement indicators, data sources and other human factors in the data collection process. This study took the following measures in process control: The non-homologous interval data collection method was used. The Internet-based and paper-based questionnaires were distributed at different times and in batches, of which the Internet-based questionnaire was collected from November to December 2017 and was

distributed 2 times, while the paper-based questionnaire was distributed from January to February 2018 and was distributed 3 times. At the same time, the anonymity of the questionnaire was guaranteed to reduce the common method error. In this study, the single-factor Harman test was used in statistical control, and the maximum variance interpretation rate of single factor was 22.36%, less than 30% of the standard value. Therefore, there is no obvious common method error in this study.

Confirmatory factor analysis of construct discriminant validity

In this study, reliability analysis was performed on all variables. Table-1 showed that

Cronbach's alpha and CR values of all variables are all greater than 0.7, and the reliability reaches the research standard. In order to explore the relationship between variables, before the formal hypothesis test, the relevant analysis of the variables shows that the continuance intention is significantly positively correlated with system quality ($r = 0.67$, $p < 0.01$), information quality ($r = 0.68$, $p < 0.01$), service quality ($r = 0.67$, $p < 0.01$), and is significantly positively related to electronic trust ($r = 0.75$, $p < 0.01$). The relevant analysis results provide preliminary support for the research hypothesis, and build the foundation for model construction and hypothesis testing to some extent.

Table-1: Mean, standard deviation, correlation coefficient, reliability and validity of variables

Variables	M	SD	SyQ	IQ	SeQ	ET	CI	α	CR
SyQ	3.88	0.62	(0.74)					0.93	0.93
IQ	3.85	0.64	0.81**	(0.75)					
SeQ	3.61	0.74	0.73**	0.77**	(0.77)				
ET	3.82	0.64	0.75**	0.78**	0.73**	(0.81)		0.91	0.92
CI	3.83	0.66	0.67**	0.68**	0.67**	0.75**	(0.82)	0.88	0.79

Notes: ** $p < 0.01$, * $p < 0.05$, Diagonal brackets are the square root of the AVE

The square root of AVE for the five measured variables (system quality, information quality, service quality, electronic trust, continuance intention) of the study model were all greater than 0.5, indicating that the study variables have good convergence validity. The confirmatory factor analysis (CFA) was used to investigate the discriminant validity of the model. Through the comparative competition of the model, the

data fitting result of the five-factor model was found to be the best, and the model fitting result was $\chi^2/df = 3.92$, RMSEA=0.07, CFI = 0.91, TLI = 0.94. All survey indicators are within acceptable limits. The above results indicate that the measurement model of this study has good structural validity and can be further analyzed on this basis.

Table-2: Confirmatory factor analysis results

Model	χ^2	df	χ^2/df	CFI	TLI	RMSEA
Five-factor	861.80	220	3.92	0.91	0.94	0.07
Four-factor	999.03	240	4.16	0.89	0.91	0.08
Three-factor	1181.11	247	4.78	0.85	0.70	0.09
Two-factor	1563.73	249	6.28	0.80	0.76	0.11
Single-factor	1891.66	260	7.28	0.75	0.72	0.13

Test of direct effect

In this study, platform quality (system quality, information quality, and service quality) was regarded as independent variables, electronic trust was regarded as mediated variable, and continuance intention was regarded as dependent variable. Control variables (age, gender, education, occupation, monthly consumption level, and UGC use experience) were added to the model of platform quality \rightarrow electronic trust \rightarrow continuance intention, and path analysis tests were performed on the basis. The results showed that (Table-3), System quality and continuance intention path

coefficients are not significant ($\beta = 0.11$, $p > 0.05$). Information quality and continuance intention path coefficients are not significant ($\beta = 0.14$, $p > 0.05$). Service quality and continuance intention path coefficients are significant ($\beta = 0.28$, $p < 0.001$). System quality ($\beta = 0.42$, $p < 0.001$), information quality ($\beta = 0.52$, $p < 0.001$), and service quality ($\beta = 0.39$, $p < 0.001$) has a significant effect on electronic trust. While the influence of electronic trust on continuance intention has a significant path coefficient ($\beta = 0.47$, $p < 0.001$).

Table-3: Path analysis results

Hypothesis	Path	Path coefficient	P values
H1a	SyQ → CI	0.11	0.10
H1b	IQ → CI	0.14	0.08
H1c	SeQ → CI	0.28	***
H3a	SyQ → ET	0.42	***
H3b	SyQ → ET	0.52	***
H3c	SyQ → ET	0.39	***
H5	ET → CI	0.47	***

***p < 0.001

Test of mediation effect

This study used the Bootstrap method to test the significance of the mediation effect. The bootstrap self-sampling number is set to 2000, and three indirect effects are tested at the same time. The results showed that (Table-4), the system quality has an indirect effect on continuance intention through electronic trust, the indirect effect coefficient is 0.199 ($p < 0.05$), and the confidence interval is [0.084, 0.382], which does not include 0, so the mediation effect is significant. Because the path coefficient of system quality on the continuance intention is not significant ($\beta = 0.11$, $p > 0.05$), so electronic trust plays a full mediating role between system quality and continuance intention. Similarly, the indirect effect of information quality on

continuance intention through the electronic trust is 0.248 ($p < 0.05$), the confidence interval is [0.102, 0.467], which does not include 0, the mediating effect is significant. The direct effect of information quality on continuance intention is 0.136 ($p > 0.05$). Therefore, electronic trust plays a full mediating role in the information quality and continuance intention. Service quality has an indirect effect on continuance intention through electronic trust, the indirect effect coefficient is 0.185 ($p < 0.05$) and the confidence interval is [0.080, 0.364]. Because the direct effect of service quality on continuance intention is significant ($\beta = 0.28$, $p < 0.05$), electronic trust plays a partial mediating role between service quality and continuance intention.

Table-4: Mediation effect analysis results

Indirect effect	Estimate	S.E.	Est/S.E.	P	95% Confidence	
					Low	High
SyQ → ET → CI	0.199	.073	2.726	0.001	0.084	0.382
IQ → ET → CI	0.248	.092	2.696	0.002	0.102	0.467
SeQ → ET → CI	0.185	.068	2.721	0.001	0.080	0.364

Test of interaction effect

When the system quality, information quality, and service quality interact and then affect electronic trust and continuance intention, interaction effects occur. According to the analysis method of latent variable interaction effects, interaction terms are constructed through orthogonal product indicators. After considering the control variables, the four interaction terms of system quality*information quality, system quality*service quality, information quality*service quality, and system quality*information quality*service quality are put into the model to explore interaction effects and the causal relationship to electronic trust and continuance intention. The results showed that (Table-5), system quality*information quality ($\beta = -0.048$, $p > 0.05$), system quality*service quality ($\beta = -0.057$, $p > 0.05$), and information

quality*service quality ($\beta = 0.158$, $p > 0.05$) does not significantly affect continuance intention. System quality*information quality*service quality significantly affects continuance intention ($\beta = 0.164$, $p < 0.05$). Similarly, the third-order interaction term has a significant impact on electronic trust ($\beta = 0.715$, $p < 0.05$), and the remaining second-order interaction terms have no significant effect on continuance intention. The indirect effects of the three second-order interaction terms on continuance intention through network trust are not significant. However, the effect of system quality*information quality*service quality on continuance intention through network trust is significant ($\beta = 0.499$, $p < 0.05$). Therefore, Simple Slope Analysis is performed for the third-order interaction.

Table-5: Interaction effect bootstrap analysis results

Direct/indirect	Estimate	S.E.	Est/S.E	P	95% Confidence	
					Low	High
SyQ*IQ → CI	-0.048	0.117	-0.410	0.870	-0.229	0.291
IQ*SeQ → CI	-0.057	0.139	-0.410	0.609	-0.389	0.183
SyQ*SeQ → CI	0.158	0.152	1.039	0.191	-0.100	0.497
SyQ*IQ*SeQ → CI	0.164	0.081	2.024	0.022	0.028	0.351
SyQ*IQ → ET	0.179	0.135	1.326	0.263	-0.157	0.400
IQ*SeQ → ET	0.140	0.136	1.029	0.236	-0.097	0.486
SyQ*SeQ → ET	-0.164	0.163	-1.006	0.277	-0.499	0.116
SyQ*IQ*SeQ → ET	0.715	0.044	16.25	0.020	0.646	0.811
ET → CI	0.698	0.068	10.265	0.023	0.544	0.816
SyQ*IQ → ET → CI	0.125	0.099	1.263	0.263	-0.119	0.297
SyQ*SeQ → ET → CI	-0.114	0.118	-0.966	0.300	-0.371	0.082
IQ*SeQ → ET → CI	0.097	0.096	1.010	0.289	-0.088	0.319
SyQ*IQ*SeQ → ET → CI	0.499	0.067	7.448	0.020	0.386	0.643

The simple slope analysis results (Figure-2) showed that the higher the information quality and service quality, the higher the system quality, the more it can improve the user's electronic trust. Through (1) (2) comparison, it can be found that under the condition of low service quality, the impact of system quality on electronic trust is significantly greater than that of high service quality. Once the information quality shows a low level, the comparison of (3) (4) shows that, even if

the service quality is at a high level, the degree of influence of system quality on electronic trust (3) is still lower than (4), which indicates that information quality has a higher degree of interpretation. Once the information quality shows a low level, even if service quality and system quality are improving, the degree of intervention in electronic trust will not increase significantly.

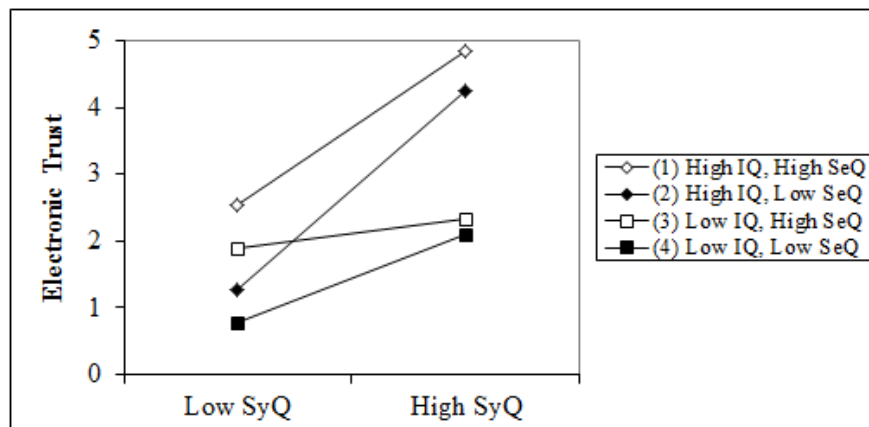


Fig-2: Simple slope analysis of third-order interaction on electronic trust

The simple slope analysis results (Figure-3) showed that, through the comparison of (1) and (2), it can be found that in the case of low service quality, even in the face of high information quality, the degree of interpretation of system quality for continuous use will be less than that of high service quality. As can be seen from the comparison of (3) and (4), compared with

a low service quality platform, a high service quality platform will have more continuous use behaviors as the system quality increases. Therefore, the higher the quality of information and the higher the quality of services, the higher the quality of the system, the platform will have more persistent and loyal users.

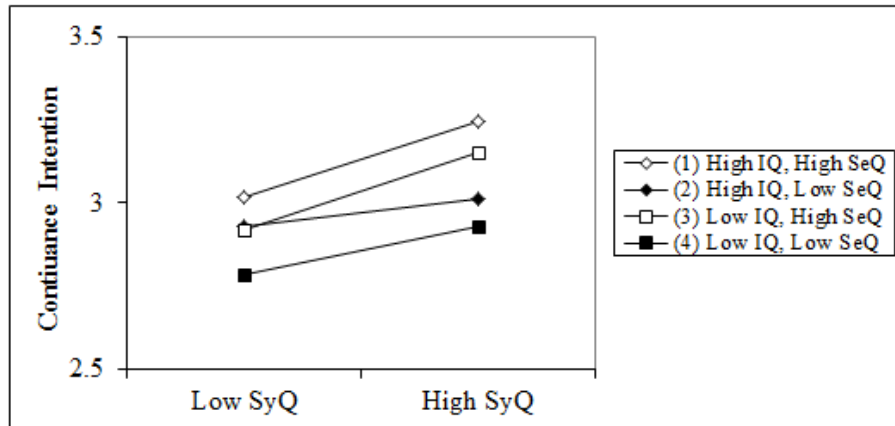


Fig-3: Simple slope analysis of third-order interaction on continuance intention

CONCLUSION AND DISCUSSION

This study confirms the relationship between the quality of the tourism UGC platform and the user's continuance intention, as well as the mediated mechanism of electronic trust. The research results show that, firstly, the quality of the tourism UGC platform positively affects the users' continuance intention. Specifically, Service quality has a positive direct impact on users' continuance intention, and electronic trust is a partial mediator between service quality and users' continuance intention. System quality and information quality positively affect electronic trust, but do not directly affect user's continuance intention, electronic trust plays a completely mediating role between the relationship of System/information quality and continuance intention. In view of the characteristics of tourism activities, users use the tourism UGC platform not only to search for relevant information for tourism decision-making, but also to obtain pleasant feelings for the purpose of experience. In the process of using the tourism UGC platform, users perceive the quality of the platform's travel notes, guides, and reviews. This quality perception affects the user's psychological evaluation of the platform. High-quality UGC information promotes users' trust and affects their intention to use continuously [29]. In addition, during the operation, users will judge the system quality such as interface design, stability, fluency etc. This system quality perception will also affect the user's psychological perception of the platform, and then affect continuance intention. The services provided by the platform not only indirectly affect users' continuance intention by enhancing users' subjective evaluation, but also the service quality itself can directly affect users' intention.

Secondly, the third-order interaction of the information quality, system quality, and service quality of the tourism UGC platform has a significant impact on the continuance intention, and electronic trust plays a part of the mediating role. The user's continuance intention will not be affected by the interaction of any two factors, but the interaction terms (system quality, information quality, and service quality) generated when the three factors work together will affect the

online trust perception of travel UGC users, thus affecting continuance intention. Because the use of the tourism UGC platform has both task characteristics, that is, to obtain information or decisions for tourism activities, it also has an experience color, that is, to experience a pleasant feeling during the use. This usage feature explains that users' perception of the quality of the tourism UGC platform is not a single dimension, but a common perception of system quality, information quality, and service quality.

Research Implication and Future Research Direction

Theoretical Implication

The contributions of this research are mainly in the following two aspects: Firstly, given the needs of tourism and the characteristics of tourism activities, the use of the tourism UGC platform is different from the use of general information systems and platform communities (different frequency of use, different purposes of use, information is related to different degrees). Based on the success model of the information system, this study explains the mechanism of platform quality on the intention of continuous use from the perspective of electronic trust. This perspective enriches the research on the mechanism of user behavior intentions in the field of online tourism. Secondly, in the process of applying the successful model of the information system, this study specifically explored the influence of the interaction of system quality, information quality, and service quality on the intention of continuous use in the model, in the context of the personalized trend of tourism consumption. The results indicate that third-order interaction terms have a significant impact on electronic trust and continuance intention. This is rarely considered in empirical research on information system success models.

Management Implication

This study provides an empirical basis for improving user stickiness of the tourism UGC platform. Firstly, the tourism UGC platform operation should take into account the synergy of information quality, system quality and service quality. The user's use of the tourism

UGC platform is an important part of tourism consumption. It not only affects the user's travel decisions, but also affects the user's satisfaction with the actual travel behavior. Therefore, the user's evaluation of the platform quality is based on system quality, information quality, The common perception of service quality also constitutes a significant difference between the construction of tourism UGC platform and other information systems and community platforms [30].

In view of the complexity of information system data, the tourism UGC platform needs to strictly screen and review the published UGC information to ensure the authenticity, reliability and accuracy of the information, and establish a comparative analysis and alert handling mechanism to prevent malicious, false and plagiaristic reviews. The information is classified and managed in a timely manner, and it is updated in a timely manner to better help users make tourism consumption decisions through high-quality UGC information. In addition, the travel UGC platform should strengthen the design of the website interface to meet the aesthetic appeal of travel consumers, such as beautiful picture display, neat and clear page layout, clear navigation, convenient search tools and flexible architecture. Besides, daily system maintenance should be done well, and system problems that occur should be dealt with in a timely manner to reduce the user's frustration in operation and use, and improve the immersive experience of online travel consumers[31]. For the problems in the process of user use, the platform should provide timely service response to help users solve problems. Increasingly personalized travel demands also require the platform to provide personalized and professional services, especially in the process of user actual travel, the platform should actively meet user needs in order to create a good travel experience. The implementation of service assurance is also an effective strategy to reduce consumer perceived risk and promote continuous use [32].

Secondly, enhancing the user's trust in the network is a key factor in improving the stickiness of travel UGC users, and the importance of trust management has become increasingly prominent. The platform first needs to manage user trust from a technical level, such as establishing a content review mechanism, control-feedback mechanism, and privacy protection mechanism, and improving the corresponding management mechanism of the platform through technical means to strengthen user trust. In addition, on the basis of improving the quality of platform information, systems, and services, it is even more necessary to further strengthen trust management from a psychological level. The platform should actively participate in the user's travel consumption process, provide users with supporting travel services, and strive to strengthen the user's sense of belonging. Adopting various measures to enhance the user's cohesion and identity, such as organizing various clubs

and hosting offline events to promote users to actively participate in the platform community and form long-term commitment and loyalty [33]. In addition, the tourism UGC platform can also actively use the network environment to carry out word-of-mouth marketing, build a good brand image, and improve user trust.

Research Limitation and Future Research Direction

This research has to some extent followed the standards of scientific research procedures, but there are still some limitations and deficiencies in the research process. Firstly, there is a limited choice of control variables. The research model in this paper only takes the subject's age, gender, education, occupation, monthly consumption level, and tourism UGC platform experience as control variables, but in the actual use scenario there may be other related factors. Secondly, the randomness of the research sample needs to be strengthened. In terms of research sampling, the survey objects were mainly concentrated in four popular attractions in Guangzhou. At the same time, more than 70% of the evaluations were aimed at mafengwo.com, and the sample size and representativeness were slightly insufficient. Future research can expand the scope and sample size of the questionnaire survey, and use interview methods to obtain user evaluations on different platforms to further strengthen the universality of the research. Thirdly, the cross-sectional data is slightly weaker in causal interpretation. Although the study used multiple sources to collect data during the data collection process, the cross-sectional data made the causal interpretation between variables not strong. Future research may take vertical data at different time points to test the relationship between variables. For example, before and after travel behaviors, the user's quality perception and use intention differences, and the dynamic change of behavior intentions. Finally, for the consideration of various factors, in the selection of research objects, this article focuses on the vertical companies in China's online tourism UGC market participants, such as mafengwo.com and Qyer.com. Future research can be used to analyze user behavior intentions of online travel agency, such as Ctrip and Qunar.

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