



## INVESTIGATING THE RELATIONSHIP BETWEEN E-TOURISM ETHICS AND E-REVISIT INTENTIONS: THE MEDIATING ROLES OF E-SATISFACTION AND E-WEB TRUST

Shakeel Basheer<sup>a,\*</sup> , Sheezan Farooq<sup>b</sup> , Mudasir Ahmad Mir<sup>c</sup> , Viana Hassan<sup>d</sup>

<sup>a</sup> Lovely Professional University (Jalandhar, India), Department of Tourism Management; <https://orcid.org/0000-0001-7854-8285>; e-mail: Shakeelbasheer40@gmail.com

<sup>b</sup> Islamic University of Science and Technology (Srinagar, India), Department of Computer Science; <https://orcid.org/0009-0004-1060-071X>; e-mail: Sheezanfarooq40@gmail.com

<sup>c</sup> University of Kashmir (Srinagar, India), Department of Tourism, Hospitality and Leisure Studies; <https://orcid.org/0000-0002-3647-7551>; e-mail: mirmudasir@cukashmir.ac.in

<sup>d</sup> American University of Malta (Malta), STC Higher Education; <https://orcid.org/0000-0002-7372-5059>; e-mail: Viana24@hotmail.com

\* Corresponding author.

**How to cite (APA style):** Basheer, S., Farooq, S., Mudasir, A.M., & Hassan, V. (2025). Investigating the relationship between e-tourism ethics and e-revisit intentions: The mediating roles of e-satisfaction and e-web trust. *Turyzm/Tourism*, 35(1), 161–174. <https://doi.org/10.18778/0867-5856.2025.07>

### ABSTRACT

The emergence of e-tourism in the current digital era has completely changed how people plan their trips and enjoy their entire trip. The goal of the current study is to ascertain how e-tourism ethics and e-revisit intentions are related. Additionally, the current study examines how e-web trust and e-satisfaction mediate this association. Based on previous research, a pilot study was conducted to evaluate the validity and reliability of a questionnaire that was created from the body of existing literature and given to the respondents. Using a descriptive strategy, the study employed an approach that involved analysing a sample of 420 questionnaires. Convenience sampling was used to collect data from respondents, and SPSS version 20 was used for data analysis. AMOS software and the structural equation modelling (SEM) approach were used to assess the assumptions. The investigation's findings indicated that e-tourism ethics and e-revisit intentions were positively correlated. Additionally, the results of the study demonstrated the mediating impacts of e-web trust and e-satisfaction by demonstrating a strong indirect influence. For those involved in e-tourism enterprises looking to build long-lasting relationships with their online travel clientele, the insights provide valuable information.

### KEYWORDS

e-tourism ethics, e-satisfaction, e-revisit intention, e-web trust

### ARTICLE INFORMATION DETAILS

Received:  
12 December 2023  
Accepted:  
2 October 2024  
Published:  
12 June 2025

## 1. INTRODUCTION

While recent improvements have complicated the working environment of the tourist sector, it continues to grow and has become one of the world's major

industries. It may benefit destinations significantly, but it may also endanger local inhabitants and the environment. Due to the intrinsic diversity of the business, other industries have passed it by and already embraced the 'triple bottom line' of sustainability,



which consists of social, environmental and financial responsibilities. The tourist sector must address the issue of ethical travel as ethical tourism is beneficial for everyone. Assuring a destination's continued success provides tour operators with an advantage in competition and safeguards the future of the tourism sector as a whole. Vacations that take advantage of a destination's speciality provide visitors with a richer experience. This is in the best interests of the people who live there and of those who strive for growth since it may help in the battle against poverty and contribute to sustainable development. Integral to the current tourism scene, visitor satisfaction and the likelihood of a return visit are web trust and ethical practices in e-tourism (Ku & Chen, 2015).

E-tourism services and destination experiences have a noteworthy impact on visitors' overall gratification (Jeong & Shin, 2020). Belief between service providers and visitors is bolstered by the use of ethical principles in e-tourism with factors such as experiential value, perceived 'service quality' and 'destination' image being investigated in the expanding field of tourism studies (Buhalis, 2020; Chang et al., 2020; Wu et al., 2016). Travellers' decisions are greatly affected by their level of trust in online travel resources in terms of those that are safe, dependable and genuine (Buhalis et al., 2023). It has been shown that when visitors work with reputable businesses, they have better overall vacation experiences. A visitor's perception of a location may reflect their faith in it, which may influence their degree of satisfaction and willingness to return (Kim, 2018). The intersection of ethics, web trust and traveller satisfaction is best illustrated through smart tourism technologies (STTs) whose use improves trips and generates a virtuous cycle of increased trust and satisfaction. In addition, research shows that addressing visitors' worries increases their sense of security and satisfaction (Casillo et al., 2019).

There is a lot of rivalry in the 'tourism industry', therefore tour companies are under increasing pressure (Gretzel et al., 2020). After the basic holiday needs are addressed (location/facilities, affordability, availability), consumers will reportedly consider ethical considerations like working conditions, the environment and charitable giving before making a final decision (Chang et al., 2009). In addition, they have higher expectations for the quality and depth of their travel experiences. In this market, it is significant for online 'travel agencies' to set themselves apart from the competition by catering to certain needs (such as morality). In this context, and especially in the last few years, a new topic known as 'ethics in tourism' has emerged requiring that all those involved in the tourism business follow such guidelines and help ensure the sector's long-term success.

This study looks at the World Tourism Organization (UNWTO) to better understand the tourism industry's ethical difficulties.

## 2. LITERATURE REVIEW

The earliest conceptualisation of the factors influencing ethical decision-making in the field of ethical marketing research was in the late 1960s with Bartels' (1967) seminal work. Since then, the number of contributions has increased, which may be indicative of rising public consciousness of unethical marketing practices such as false pricing, misleading promotion and putting consumers at risk (Román, 2007). However, the importance of ethics in marketing was not widely accepted by business practitioners until the early 1980s, when many businesses and 'professional bodies' began to embrace particular 'codes of ethics' in how they conducted their operations. Academic interest in the topic has increased dramatically and, consequently, several investigations have been carried out (for examples, see reviews by Kim et al., 2010 and Schlegelmilch & Öberseder, 2010). Ethical considerations in online marketing were assessed by Bush et al. (2000) in a survey of 292 marketing experts. Since there was little prior literature from which to derive scaled items, the authors resorted to an open-ended questionnaire (Bush et al., 2000). The most commonly mentioned ethical concern with regards to online marketing was safety in financial transactions and concerns which have to do with illegal behaviour (in this order: fraud, hacking, privacy and the honesty/truthfulness of internet content). When the researchers Evanschitzky et al. (2004) started research on online privacy concerns they focused primarily on German consumers. According to their research, opinions on privacy generally and the duties of businesses and the government to protect it, play a part in shaping views on internet use and online behaviour.

According to Schlegelmilch and Öberseder (2010), the three key ethical concerns with the internet are 'privacy, identity theft and phishing. Kracher and Corritore (2004) highlighted the significance of access, intellectual property, privacy and informed consent, child protection, information security and trust, in their examination of a distinct e-commerce ethics. Concerns about making purchases online were evaluated by Miyazaki and Fernandez (2001). Three out of the four most common worries identified in a survey of 189 consumers were ethical in nature. In the first group, known as 'privacy', people voiced worries about things like the secret monitoring of their spending habits and the unauthorized distribution of their personal data. Worries of possibly malevolent

actors breaking technological data protection barriers to obtain consumers' financial and personal information fell under the second category, system security. Concerns regarding internet retailers' fraudulent behaviour, such as wilful deception or non-delivery of merchandise, were the subject of the third category, 'online retailer fraud'. Forsythe et al. (2006) additionally created a three-factor measure to assess the perceived hazards of online buying, one of which was the possibility of financial loss due to ethical concerns. The potential for a net loss of money was encompassed in the definition of financial risk, which may explain why some consumers are uneasy about using their credit cards online. Given this, it is clear that there is little connection between the ethics of online shopping and consumer satisfaction, in the present literature on e-ethics (Román & Cuestas, 2008). Finally, there is a lack of research into the connection between consumer ethical views and national culture (such as individualism, power distance and uncertainty avoidance), despite the importance of understanding this topic for predicting consumer satisfaction.

### 2.1. E-TOURISM

Because it shapes the consumer's mental picture of a place and simulates their visit, the information featured on e-tourism sites is crucial (Masri et al., 2020). Websites for public tourism have the ability to increase the effectiveness of public administration by improving user convenience, performance, and accessibility to government services and information (Putra & Aprilson, 2022). Tourists typically use internet connections to view public websites which serve as hubs for a variety of information and services from government agencies (Gholipour Soleimani et al., 2018) and in most cases, e-service transactions are started by the end users themselves. Public website functions are classified as either 'informational', 'transactional' or 'operational' (Polyak et al., 2010) and access to public sector information is facilitated by the informational functions via website portals, online publishing and broadcasting. Visitors to the site can transact business with the public tourism sector by making purchases and payments online (Oviedo-García et al., 2016). When we talk about 'operational functions', we are referring to those 'internal public sector' operations that place a high priority on the interoperability of different e-tourism methods as well as the effectiveness and efficiency of operations.

It is crucial that government websites be made with user-friendliness in mind, as many countries have realised the potential of the internet for e-tourism marketing and e-commerce. Recognising that information research and analysis is one of the

most crucial behavioural processes defining a travel decision, these countries have set up an online presence to advertise their e-tourism offerings and grow their market share in the cut-throat global e-tourism market. In other words, governments need to pay special attention to how they present data on the web.

### 2.2. WEB TRUST

Due to the concurrent nature of tourist product manufacturing and consumption, destination marketers must guarantee the provision of advertised and promoted services (Altınöz et al., 2013). Trust among vacationers is established when a location's service offerings are seen to be honest and open (Bae & Han, 2020), an important factor in determining whether or not a consumer will return (Basheer, Walia et al., 2023). Although research throughout the tourism industry acknowledges that destination image and trust function through WOM and e-WOM in terms of travel intentions, the subtleties of this argument with regard to revisit intentions are still being investigated (Chang, 2014). The tourism sector is becoming increasingly aware of how important ethical business practices are to improving visitor experiences and loyalty, and sustainable development now depends heavily on ethical tourism which adheres to the values of social, environmental and financial responsibility. According to research, ethical e-tourism practices have a major impact on 'tourist satisfaction' and confidence, and this in turn affects inclinations to return. Research by Basheer, Farooq et al. (2023) show that ethical travel improves visitor pleasure and loyalty. Additionally, it is becoming increasingly clear how smart tourism technologies (STTs) promote satisfaction and trust (Basheer, Hassan et al., 2023) as building visitor loyalty and enhancing their experiences requires visitors to have complete faith in online travel services. Ethical guidelines in e-tourism boost consumer confidence in service providers, which increases consumer satisfaction and encourage return business, while Farooq et al. (2024) emphasize how important it is for travellers to have access to trustworthy and dependable internet information while making decisions. According to recent studies, trust plays a crucial role in determining how visitors interact with websites and one of the most significant features of 'tourism' is consumer satisfaction, which may be described as their reaction to demands being met. This is impacted by emotional and cognitive elements associated with the trip (Basheer et al., 2024) demonstrate that return intentions are highly predictable as a result of satisfaction from initial visits. The significance of resolving ethical issues to improve consumer retention is highlighted by the influence of ethical practices on satisfaction and loyalty (Buhalis, 2020; Schoefer, 2008).



There is a significant study vacuum concerning the intermediating roles of e-satisfaction and e-web trust in the link between e-tourism ethics and return intentions, despite the fact that ethics, satisfaction and trust in e-tourism have been covered extensively. Furthermore, not much research has looked at how these associations may be used in marketing plans and the creation of online travel products. Closing this gap is crucial to giving the sector useful information (Ku & Chen, 2015).

### 2.3. TOURIST SATISFACTION

According to Bam and Kunwar (2020) and Loi et al. (2017) satisfaction is seen to be one of the most important elements of tourism and may have received the most attention. According to Nguyen Viet et al. (2020), tourist satisfaction is commonly defined as the entire amount of enjoyment one experiences when travelling, or as the consumer's reaction or evaluation of how well a product fulfils a need and the degree to which it results from taking a vacation (Hultman et al., 2015). The emotional reaction brought on by service-related cognitive reactions, encounters or the contrast between pre-trip expectations and post-trip impressions, will determine how tourists are evaluated (Torabi et al., 2022). In other words, when compared to initial expectations, after unpleasant sensations resulting from travel experiences, people may not feel satisfied (Köseoglu et al., 2010). Additionally, tourist satisfaction refers to how a consumer feels after engaging with or being disappointed by an experience with a service or product (Rehman et al., 2023). The 'buyer's cognitive state' is a term used to describe visitor satisfaction about the appropriateness or unsuitability received in exchange for the skilled service (Pai et al., 2020). To put it another way, the distinction in how people perceive pre- and post-benefit satisfaction the product or service. Tourist satisfaction is frequently assessed by emotional components in addition to cognitive factors (Shafiee et al., 2016).

Consumers' cognitive responses come from their mental faculties, whereas their emotional responses are reflected by emotional reactions. Evaluation considers cognitive and emotive factors in reviews of a good or service (Assaker & Hallak, 2013). When it comes to the tourism sector, the evaluation of a location by consumers, their degree of satisfaction is largely determined by both cognitive and emotive factors (Assaker & Hallak, 2013). When tourists compare the value they receive for their money to the consistency of food and service, the emotive elements serve as assessments of the satisfaction and delight they take away from the encounter as a sense of personal well-being (Alegre & Garau, 2010).

### 2.4. REVISIT INTENTIONS

There are typically two types of people who use tourist services: newcomers and regulars (Nguyen Viet & Nguyen Van, 2021). A first-time consumer's expectation of a positive experience with a tourism service provider is formed based on the research they have conducted (Sadat & Chang, 2016). The hospitality field has examined this anticipation as 'intention to visit' and prospective consumers are the focus of the literature which examines the impact of various predictors on their decision-making processes. However, those with a desire to return are likely to be tourists who have already experienced the service firsthand. Most research (Zhang et al., 2021) has concluded that first-visit satisfaction predicts a consumer's likelihood to return aiming to increase the prevailing body of knowledge by demonstrating the predictive power of 'e-tourism' ethics and trust on repeat visits (Soonsan & Somkai, 2022).

According to Buhalis (2020) and Buhalis and Karatay (2022), a first-time consumer's expectation of a satisfying encounter with a tourist service provider is shaped by the research they have done. This expectation has been studied by the hotel industry as 'intention to visit'. The literature focuses on potential consumers and looks at how different variables affect their decision-making, still travellers who have previously used the service are probably the ones who would wish to come back. Most studies have found that a consumer's chance of returning is predicted by their level of pleasure on their initial visit. By illustrating the predictive value of e-tourism ethics and trust on return visits, this study seeks to advance current information (Buhalis et al., 2023).

## 3. HYPOTHESES DEVELOPMENT

### 3.1. E-TOURISM ETHICS, E-SATISFACTION, E-REVISIT INTENTIONS

Businesses might choose to use aggressive marketing techniques to draw in new clients or defensive marketing techniques to keep their current clientele. Businesses like to concentrate on keeping repeat clients since they produce more income due to the high costs of replacing lost consumers. Consumers' past e-service experiences are a critical factor in determining whether they will return to a website and this is important for online service providers. Consumers are more inclined to use the internet due to the abundance of accessible opportunities, thus it is critical for businesses to offer excellent online services to boost retention rates.

Consequently, the current investigation suggests the following hypotheses:

H<sub>1</sub>: E-tourism ethics affects e-satisfaction.

H<sub>2</sub>: A significant relationship exists between e-tourism ethics and e-web trust.

### 3.2. E-TOURISM ETHICS AND E-REVISIT INTENTIONS

Academic interest in ethics in marketing has increased dramatically and, as a result, numerous studies have been conducted (for example, see reviews by Kim et al., 2010 and Schlegelmilch & Öberseder, 2010). Ethical considerations in online marketing were assessed by Bush et al. (2000) in a survey of 292 marketing experts. Since there was little prior literature from which to derive scaled items, the authors resorted to an open-ended questionnaire (Bush et al., 2000).

H<sub>3</sub>: E-tourism ethics positively affect e-revisit intentions.

### 3.3. E-WEB TRUST AND E-REVISIT INTENTIONS

E-tourism ethics play a more vital role in the success of online businesses than factors like low costs or a strong web presence, as they are rooted in consumer expectations of service performance (Grönroos, 1984). Al-Nasser and Hajilee (2016) investigated the impact of e-tourism ethics, culture, trust and perceived risk on e-web trust and consumers' intentions to revisit. Their hypothesis suggests that consumer trust in virtual environments is positively shaped by adherence to e-tourism ethics.

H<sub>4</sub>: E-tourism ethics has a direct positive impact on e-web trust.

### 3.4. E-SATISFACTION AND E-REVISIT INTENTIONS

Consumers with a positive perception of an online retailer are referred to as 'e-satisfied', a state that promotes repeat business (Anderson & Srinivasan, 2003). This concept encompasses two dimensions: attitudinal loyalty and behavioural loyalty. E-satisfaction reflects the likelihood of consumers returning for future purchases, sharing positive word-of-mouth, and maintaining a favourable attitude toward the retailer. However, due to the ease of accessing information and alternatives online, shoppers often switch between retailers seamlessly, as transitions in e-commerce can occur with just a single click (Keiningham et al., 2005). Consequently, online retailers need to cultivate a dedicated consumer following. Satisfaction is characterized as the reaction of consumers to their sense of fulfilment (Oliver, 2014). Anderson and Srinivasan (2003) define e-satisfaction as the level of satisfaction a consumer derives from their previous experiences with a particular e-commerce company.

Previous research suggests that satisfied consumers are more likely to engage in repeat purchase behaviour (e.g. Changet et al., 2009). Consequently, it is reasonable to conclude that content online consumers will demonstrate their allegiance to the e-retailer. This indicates:

H<sub>5</sub>: The influence of e-satisfaction on a consumer's intention to revisit online platforms is positive.

### 3.5. E-TOURISM ETHICS, E-SATISFACTION, E-TRUST AND E-REVISIT INTENTIONS

Wu et al. (2016) have explored the mediating roles of variables such as e-satisfaction and e-web trust in different contexts. The ongoing study has formulated the following hypothesis based on the results obtained:

H<sub>6</sub>: The relationship between e-tourism ethics and revisit intentions is mediated by e-web trust.

H<sub>7</sub>: The role of e-satisfaction is pivotal in mediating the connection between e-tourism ethics and intentions to revisit.

## 4. RESEARCH FRAMEWORK

This study seeks to evaluate the associations between e-tourism ethics, e-web trust, e-revisit intentions and e-satisfaction. A research paradigm was developed after a thorough literature assessment was conducted on these factors (Figure 1).

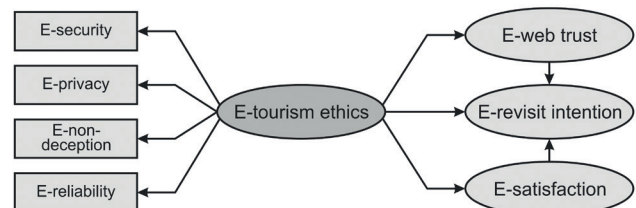


Figure 1. Conceptual framework  
Source: author

## 5. RESEARCH METHODOLOGY

### 5.1. DESIGN

This investigation employed a quantitative methodology, using a self-administered questionnaire crafted from insights gained in earlier studies. The questionnaire underwent rigorous testing prior to data collection with preliminary testing involving nine researchers, seven faculty members, and three industry experts to capture the core aspects of the study. After the pre-testing phase, the questionnaire was distributed to 35 respondents as part of a pilot study to assess its reliability. The reliability coefficients for each construct

exceeded the recommended threshold of 0.70, indicating acceptable internal consistency and supporting the robustness of the measurement scales used in this study.

## 5.2. INSTRUMENT DEVELOPMENT

This study involved the selection and adaptation of various constructs from previously validated scales, which were modified to suit the specific requirements of the investigation.

## 5.3. COMMON METHOD BIAS (CMB)

To address the potential impact of common method bias (CMB), researchers have developed various statistical techniques. In this study, the Harman single-factor test was employed to assess CMB. This test evaluates whether a single factor or general factor explains the majority of the covariance (over 50%) among the measured variables, which would indicate the presence of significant common method variance. The test results here revealed that the variance explained by a single factor was 26.57%, indicating the absence of CMB in the data.

## 5.4. POPULATION OF THE STUDY

The subjects of the investigation comprised tourists who had journeyed to different regions of North India.

## 5.5. DATA COLLECTION, SAMPLING TECHNIQUE AND SAMPLE SIZE

The study employed a combination of primary and secondary sources for data collection. Primary data was collected through a structured questionnaire featuring statements aimed at representing various constructs. Between June and August 2023, a total of 657 questionnaires were distributed using convenience sampling, a non-probability sampling method. Non-probability sampling techniques, often utilized in social science research (Rowley, 2014), are regarded as practical and well-suited for fieldwork studies (Bryman & Bell, 2015).

## 5.6. RESPONSE RATE

After removing improper questionnaires, a total of 420 legitimate ones remained for the final analysis, making up 63.92% of the total responses. Questionnaires were discarded: (a) when they contained numerous unanswered questions (missing data); (b) when participants provided identical scores across all items, suggesting a lack of serious engagement with the questions.

## 5.7. ETHICAL CONSIDERATIONS

During the data collection process, a strong dedication was maintained to follow ethical standards concerning the participants. To prioritize the rights and well-being of the participants, informed consent was sought from each individual, ensuring that they had a thorough understanding of the objective and potential consequences of the study. The commitment to maintaining anonymity and confidentiality was executed with utmost diligence, ensuring that personal information remained secure from any potential disclosure.

## 6. DATA ANALYSIS AND RESULTS

The socio-demographic profile of the respondents, including gender distribution, age groups, place of residence, education level, frequency of travel website use, and daily internet usage, is presented in Table 1. These demographic data provide a comprehensive overview of the sample population, aiding in understanding the characteristics of the participants involved in the study. The total sample consist of 420 respondents, with 52.85% males ( $n = 222$ ) and 47.15% females ( $n = 198$ ).

Table 1. Demographic results

Socio-demographic profile		Frequency	Percentage
Gender	Male	222	52.85
	Female	198	47.15
Age	Less than 20	45	10.72
	20–30	156	37.15
	30–40	145	34.53
	40–50	42	10.00
	Over 50	32	7.32
Residence	Kashmir	177	42.15
	Jammu	115	27.38
	Punjab	56	13.34
	Delhi	42	10.00
	Mumbai	25	5.96
	Other	5	1.19
Education	Junior high school	46	10.95
	Senior high school	85	20.23
	College	182	43.34
	University	104	24.76

Frequency of use of travel websites per week	Less than one time	96	22.85
	2–5 times	65	15.47
	6–10 times	92	21.90
	10–15 times	89	21.19
	Over 15 times	78	18.57
Average hours of use of the internet per day	Less than one hour	82	19.52
	1–3 hours	66	15.71
	3–6 hours	101	24.04
	6–9 hours	82	19.52
	9–12 hours	42	10.00
	Over 12 hours	47	11.19

Source: authors.

Initially, the data was screened for missing values and unengaged responses. After screening, the reliability of the instrument was checked through Cronbach's alpha and its results for each construct were found to be above the recommended threshold of 0.70 (Nunnally, 1978; Singh et al., 2022). The results of the reliability statistics are shown in Table 2.

Table 2. Results of the reliability test

Construct	No. of items	Cronbach's alpha
E-security	5	0.874
E-reliability	4	0.756
E-privacy	4	0.880
E-non-deception	4	0.893
E-tourism ethics	17	0.790
E-web trust	5	0.860
E-satisfaction	4	0.882
E-revisit intentions	3	0.780
Overall scale	29	0.870

Source: authors.

### 6.1. MEASUREMENT MODEL

E-tourism ethics was defined as a second-order construct, with e-security, e-reliability, e-privacy and e-non-deception privacy functioning as first-order constructs. Second-order confirmatory factor analysis (CFA) was utilised to validate the primary construct, specifically e-tourism (Hair et al., 2019) ethics, which comprises four sub-constructs. The four latent sub-constructs were assessed through their corresponding items (Byrne, 2013). The model fit criteria established by Hair et al. (2019) suggest that the results from the CFA in this study

demonstrate an appropriate fit of the model to the data (Najar & Rather, 2023). The evaluation of the model is based on several fit indices. The chi-square statistic is 172.776, with a degree of freedom (*df*) of 115, yielding a probability level of 0.000 ( $p < 0.05$ ). The CMIN/*df* ratio is 1.502. The goodness of fit indices are as follows: GFI = 0.953, AGFI = 0.938. The incremental fit indices include IFI = 0.989 and CFI = 0.989. The Tucker-Lewis index (TLI) is 0.987. Additionally, the root mean square residual (RMSR) is 0.035, and the root mean square error approximation (RMSEA) is 0.046.

The factor loadings for both first-order and second-order constructs exceeded the recommended minimum threshold of 0.70, as indicated. Specifically, the estimates were as follows: e-tourism ethics to e-security at 0.76; e-tourism ethics to e-reliability at 0.80; e-tourism ethics to e-privacy at 0.79; and e-tourism ethics to e-non-deception at 0.78 (Table 3). All factor loadings demonstrated significance at the  $p < 0.01$  level. Additionally, the convergent validity, indicated by an average variance extracted (AVE) of 0.565 and composite reliability (CR) of 0.837 for the second-order constructs, exceeded the minimum threshold values of 0.5 and 0.7, respectively (Schreiber et al., 2006). Consequently, the 17-item e-tourism ethics scale demonstrated acceptable convergent validity and a satisfactory overall assessment of the model fit criteria when subjected to validation through second-order CFA. The findings indicate that the suggested factor structure of e-tourism ethics received validation. The graphical presentation of second-order CFA of the construct e-tourism ethics is shown in Figure 2.

Table 3. Confirmatory factor analysis (overall model and second order CFA results of e-tourism ethics)

Construct	Item	Factor loading	CR (above 0.7)	AVE (above 0.5)
E-tourism ethics	E-security	0.860	0.837	0.565
	E-reliability	0.770		
	E-privacy	0.700		
	E-non-deception	0.660		
E-security	ES2	0.846	0.924	0.708
	ES5	0.826		
	ES3	0.881		
	ES1	0.818		
	ES4	0.834		
E-reliability	ER2	0.885	0.905	0.705
	ER1	0.824		
	ER4	0.812		
	ER3	0.836		



Table 3 (cont.)

Construct	Item	Factor loading	CR (above 0.7)	AVE (above 0.5)
E-privacy	EP1	0.844	0.876	0.638
	EP2	0.794		
	EP3	0.750		
	EP4	0.805		
E-non-deception	ENP3	0.860	0.915	0.729
	ENP2	0.884		
	ENP1	0.846		
	ENP4	0.825		
E-web trust	EWT4	0.937	0.939	0.754
	EWT5	0.865		
	EWT2	0.908		
	EWT3	0.837		
	EWT1	0.787		
E-satisfaction	ESAT2	0.988	0.910	0.723
	ESAT4	0.979		
	ESAT1	0.712		
	ESAT3	0.670		
E-revisit intentions	ERI2	0.813	0.820	0.603
	ERI3	0.787		
	ERI1	0.728		

Note: CR – composite reliability, AVE – average variance extracted.

Source: authors.

## 6.2. ANALYSIS OF MEASUREMENT MODEL (OVERALL CFA)

The comprehensive measurement model encompassed three additional variables: e-satisfaction, which consisted of four items; e-web trust, comprising five items; and e-revisit intentions, featuring three items. Furthermore, the comprehensive measurement model encompassed e-tourism ethics, which consisted of four dimensions: e-security featuring five elements, e-reliability comprising three elements, e-privacy with four elements, and e-non-deception also with four elements. The investigation utilized a measurement model that included seven first-order constructs and one second-order construct, specifically e-tourism ethics, all of which were interconnected. The criteria for model evaluation encompassed absolute fit indices

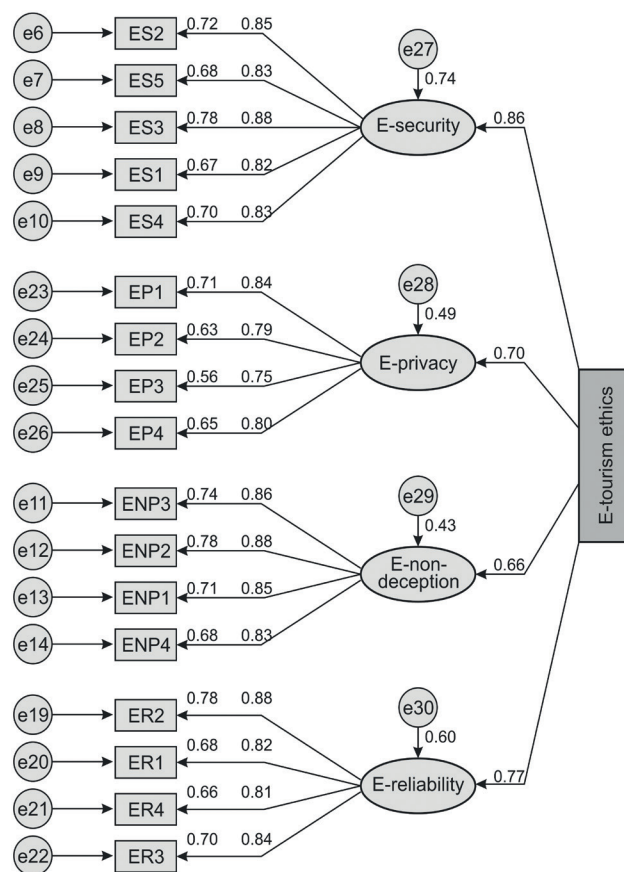


Figure 2. Second order confirmatory factor analysis (CFA)

Source: authors

like CMIN/df, GFI, RMSEA and RMSR, in addition to incremental and relative fit indices such as TLI, CFI, and IFI. Alongside the chi-square statistic, various other indices of goodness of fit, including CFI, IFI, GFI, AGFI and RMSEA, were employed to assess the model's fit. The values of  $\chi^2 = 684.227$ ;  $df = 367$ ; CMIN/df = 1.864; CFI = 0.966; IFI = 0.967; GFI = 0.902; and RMSEA = 0.045 indicate that the data for the model fit were assessed, leading to an evaluation of the overall measurement model. Therefore, it suggests an appropriate alignment for the model. The remaining psychometric properties of the scale were assessed regarding reliability and validity.

Table 3 demonstrates that the composite reliability (CR) values for all constructs in the proposed model exceeded the recommended threshold of 0.60 (Koufteros, 1999). Moreover, the average variance extracted (AVE) values for all constructs were above the benchmark of 0.50 (Fornell & Larcker, 1981), confirming the reliability and convergent validity of the constructs. Additionally, the square roots of the AVE values were found to be greater than the correlations among the constructs, further validating their discriminant validity (Fornell & Larcker, 1981). The comprehensive findings of the CFA are presented in Tables 3 and 4 while as the overall results of CFA are shown in Figure 3.



Table 4. Discriminant validity results

Construct	CR	AVE	E-revisit intentions	E-web trust	E-satisfaction	E-tourism ethics
E-revisit intentions	0.820	0.603	0.777	–	–	–
E-web trust	0.939	0.754	0.352	0.868	–	–
E-satisfaction	0.910	0.723	0.242	0.241	0.850	–
E-tourism ethics	0.837	0.564	0.130	0.098	0.033	0.751

Note: CR – composite reliability, AVE – average variance extracted.

Source: authors.

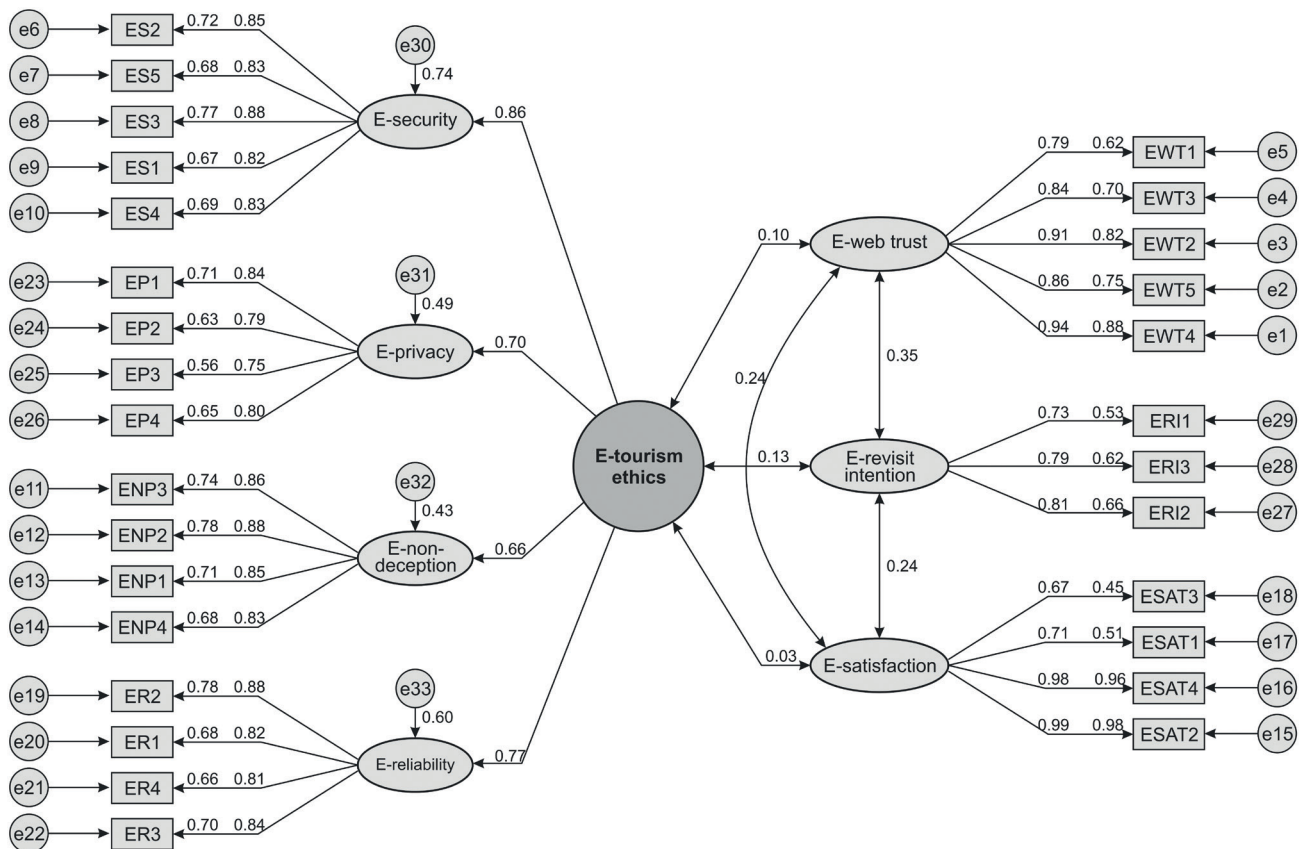


Figure 3. Overall confirmatory factor analysis (CFA) results

Source: authors

### 6.3. HYPOTHESES TESTING

Following the CFA, the subsequent phase involves testing the hypotheses utilizing SEM with AMOS software. The results indicated that e-tourism ethics positively influences e-satisfaction ( $\beta = 0.27$ ;  $p < 0.05$ ); e-tourism ethics also affect e-web trust ( $\beta = 0.24$ ;  $p < 0.05$ ); further, e-tourism ethics contributes to e-revisit intentions ( $\beta = 0.19$ ;  $p < 0.05$ ); and e-web trust impacts e-revisit intentions ( $\beta = 0.29$ ;  $p < 0.05$ ). Additionally, the findings reveal a significant positive relationship between e-revisit intentions and e-satisfaction ( $\beta = 0.18$ ;  $p < 0.05$ ). Therefore, hypotheses  $H_1$ ,  $H_2$ ,  $H_3$ ,  $H_4$  and  $H_5$  all received support. A summary of the hypotheses

results is presented in Table 5, while the outcomes of the structural equation modelling and the path coefficients are illustrated in Figure 4.

Table 5. Hypotheses testing results

Hypotheses	Estimate	Results
$H_1$ E-tourism ethics $\rightarrow$ e-satisfaction	0.27	Supported
$H_2$ E-tourism ethics $\rightarrow$ e-web trust	0.24	Supported
$H_3$ E-tourism ethics $\rightarrow$ e-revisit intentions	0.19	Supported
$H_4$ E-web trust $\rightarrow$ e-revisit intentions	0.29	Supported
$H_5$ E-satisfaction $\rightarrow$ e-revisit intentions	0.18	Supported

Source: authors.

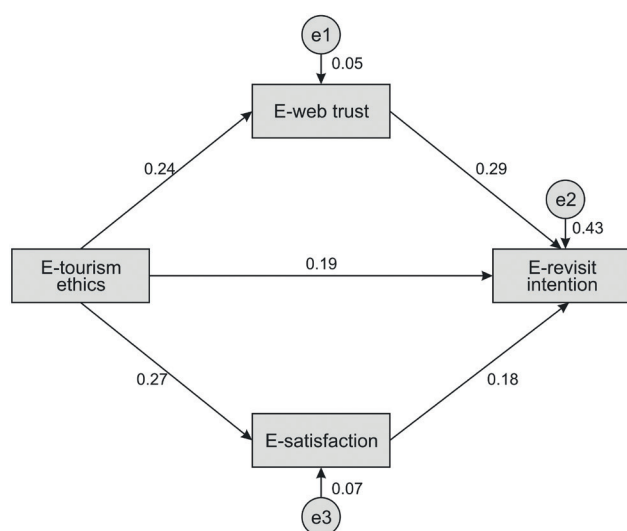


Figure 4. The estimated SEM path model  
Source: authors

#### 6.4. MEDIATION RESULTS

The model examined the mediating roles of ‘e-web trust’ and ‘e-satisfaction’ in the relationship between ‘e-tourism ethics’ and ‘e-revisit intentions’. The findings revealed a significant direct effect of ‘e-tourism ethics’ on ‘e-revisit intentions’ ( $\beta = 0.19$ ;  $p < 0.05$ ). Additionally, the total effects of ‘e-web trust’ and ‘e-satisfaction’ on ‘e-revisit intentions’ were also found to be significant. The study further demonstrated significant indirect effects of ‘e-web trust’ ( $\beta = 0.069$ ;  $p < 0.05$ ) and ‘e-satisfaction’ ( $\beta = 0.04$ ;  $p < 0.05$ ), indicating partial mediation by these variables in the relationship between ‘e-tourism ethics’ and ‘e-revisit intentions’. These results validated hypotheses 6 and 7.

### 7. DISCUSSION AND CONCLUSION

The study’s findings provide useful insights into the correlation between e-tourist ethics, e-satisfaction, e-web trust and e-revisit intentions within the tourism sector. The findings presented enhance our comprehension of the influence of ethical considerations in e-tourism on visitor satisfaction and the probability of further visits. The study revealed a statistically significant and positive correlation between e-tourism ethics and e-satisfaction ( $\beta = 0.27$ ;  $p < 0.05$ ). This finding is consistent with prior studies conducted in the realm of tourism ethics, which have underscored the significance of ethical conduct and responsible business strategies in augmenting tourist satisfaction.

Additionally, the research findings indicate a statistically significant and positive association between e-tourism ethics and e-web trust ( $\beta = 0.24$ ;  $p < 0.05$ ). This

finding aligns with prior research that emphasizes the positive relationship between ethical conduct in the online tourism sector and the establishment of trust among travellers. In addition, the results of the study demonstrated a significant impact of e-tourism ethics on e-revisit intentions ( $\beta = 0.19$ ;  $p < 0.05$ ). This highlights the significant influence of ethical factors on tourists’ inclinations to revisit a particular area or engage again in online tourism services, aligning with the research conducted by Román (2007). Additionally, the research findings revealed a significant correlation between e-web trust and e-revisit intentions ( $\beta = 0.29$ ;  $p < 0.05$ ) aligning with previous scholarly investigations on the significance of trust in the context of e-tourism. It underscores the notion that tourists who place faith in online platforms and service providers tend to exhibit a higher inclination to engage in repeat visits.

The findings of the analysis also revealed a significant association between e-revisit intentions and e-satisfaction ( $\beta = 0.18$ ;  $p < 0.05$ ), providing further support to the notion that contented visitors are more likely to revisit a place or engage with e-tourism services again. Furthermore, the results of the study indicated that there were notable direct impacts of e-tourism ethics on e-revisit intentions ( $\beta = 0.19$ ;  $p < 0.05$ ). This emphasizes the significant impact of ethical considerations on tourists’ intentions to engage in repeat visits, hence emphasizing the imperative for firms to promote ethical standards in their operational strategies (Chang et al., 2018).

In conclusion, the study underscored the substantial overall impact of e-web trust and e-satisfaction on e-revisit intentions, hence the collective significance of these factors on tourists’ intentions. The study additionally presented findings that suggest a partial mediation effect of e-web trust and e-satisfaction in the association between e-tourism ethics and e-revisit intentions. This implies that ethical considerations indirectly influence individuals’ intentions to revisit e-tourism platforms through the intermediating factors of trust and satisfaction. The discovery highlights the interconnectedness of these variables in influencing tourists’ choices to engage in repeat visits, in accordance with the theoretical framework.

To summarize, the findings of this study emphasize the significance of e-tourism ethics, e-web trust and e-satisfaction in shaping visitors’ intentions to engage in repeat visits. Moreover, these results provide insights into the intricate connections between these variables. These findings offer significant insights for professionals operating within the tourist industry, underscoring the importance of ethical conduct and trust-building approaches in order to augment consumer satisfaction and foster return visits. Ultimately, these efforts contribute to the long-term viability and sustainability of the e-tourism sector.

## 8. MANAGERIAL IMPLICATIONS

The findings of this research carry significant managerial implications for companies working within the e-tourism industry. The prioritization of e-tourism ethics is of utmost importance as it has a direct impact on consumer satisfaction and the likelihood of repeat visits. It is imperative for tourism enterprises to develop and effectively convey unambiguous ethical principles and protocols, encompassing environmental stewardship and equitable treatment of indigenous populations, in order to foster confidence and loyalty among their clientele in the digital realm.

Moreover, the research underscores the importance of e-web trust in shaping travelers' inclinations to engage in repeat visits. It is imperative for online tourist platforms and service providers to allocate resources towards establishing and preserving trust with their clientele through the implementation of secure transaction systems, provision of transparent information and delivery of dependable services. Trust-building tactics, such as the utilization of consumer evaluations and testimonials, can significantly impact the establishment and maintenance of trust in various contexts.

Furthermore, it is imperative for organizations to acknowledge the interconnectedness between e-revisit intention and e-satisfaction. It is imperative to prioritize the improvement of the whole consumer experience, as contented tourists exhibit a higher propensity to engage in repeat visits. This may encompass enhancing the caliber of services, immediately addressing consumer grievances, and providing tailored experiences that respond to individual tastes. Furthermore, the research outcomes pertaining to the indirect impacts of e-tourism ethics on e-revisit intention, mediated by e-web trust and e-satisfaction, underscore the interdependence of these variables. In order to increase the probability of return visits, it is advisable for managers to embrace a comprehensive approach that encompasses ethics, trust-building and satisfaction enhancement.

## 9. THEORETICAL IMPLICATIONS AND PRACTICAL IMPLICATIONS

The findings presented in this work have significant theoretical implications that add to the greater understanding of e-tourism and consumer behavior. The study highlights the importance of ethical considerations within the domain of e-tourism. The topic of ethics has been extensively discussed in the existing body of tourism literature. However, this particular study contributes to the field by presenting empirical

evidence that demonstrates the direct influence of ethics on e-satisfaction and e-revisit intentions in the context of e-tourism. Consequently, this research enhances our theoretical comprehension of the significance of ethics in the realm of electronic tourism. Furthermore, the results of this study contribute to the current body of theoretical knowledge by emphasizing the intermediary functions of e-web trust and e-satisfaction in the association between e-tourism ethics and e-revisit intentions. This study proposes that trust and satisfaction serve as channels through which ethical considerations impact consumer behavior, offering a more holistic understanding of the underlying mechanisms.

Moreover, this work serves to strengthen the significance of trust within the realm of e-tourism, thereby harmonizing with existing trust-related ideas found in the domains of e-commerce and online service literature. The present study suggests that trust continues to play a crucial role in shaping tourists' intentions, and this finding is applicable in the domain of e-tourism as well. In summary, this research contributes to the development of our theoretical comprehension of ethical considerations, trust dynamics, satisfaction levels and intentions to revisit inside the realm of e-tourism. The empirical evidence supports the notion that there is a strong connection between these aspects. Furthermore, it provides a more detailed understanding of how ethical issues influence consumer behavior within the digital tourism industry. These findings contribute to the continuing academic discussion in the subject of tourism and e-commerce, and can serve as a basis for researchers to conduct future investigations into the intricate dynamics of consumer behavior in the context of e-tourism.

The findings have important ramifications for companies involved in e-tourism. Transparent and honest marketing techniques are examples of ethical marketing initiatives that might increase potential visitors' confidence and trustworthiness. By quickly resolving ethical issues, consumer relationship management systems can track and enhance client satisfaction. Enhancing client happiness and loyalty may be achieved through the utilization of smart tourism technology (STT) to offer customized and ethical travel experiences. Creating online tourism goods that put ethical factors like security and privacy first might also draw in morally conscientious tourists. E-tourism companies may stand out in a crowded market by implementing these useful apps, which will foster long-term client loyalty and steady growth. This method closes the current research gap and offers a thorough framework for integrating moral principles into marketing plans and the creation of online travel products.



## 10. LIMITATIONS AND DIRECTIONS FOR FUTURE STUDY

Nevertheless, it is crucial to recognize the quantitative study's constraints. Future work could use moderation approaches to look at how moderators affect the connection between the quality of e-services and intentions to return. Additionally, other variables that can affect the relationship between 'e-service quality' and 'revisit intention' ought to have been taken into account. Future research may take into account the mediation of e-loyalty, which was not examined here.

Due to differences in geography, culture and other factors, this study is restricted to the tourism business in Kashmir and cannot be generalized to other states or nations. The findings might only be relevant in the particular setting of Kashmir's tourism business. Both CFA and PLS-SEM were used as statistical methods in the current investigation. Future research utilizing more cutting-edge statistical techniques, such as PLS-predict, blinding, neural networks and IPMA, may help to better understand the proposed model. To ascertain the significance of the variables between males and females, *t*-tests and chi-square tests could be carried out.

## REFERENCES

- Al Nasser, O.M., & Hajilee, M. (2016). Integration of emerging stock markets with global stock markets. *Research in International Business and Finance*, 36, 1–12. <https://doi.org/10.1016/j.ribaf.2015.09.025>
- Alegre, J., & Garau, J. (2010). Tourist satisfaction and dissatisfaction. *Annals of Tourism Research*, 37(1), 52–73. <https://doi.org/10.1016/j.ANNALS.2009.07.001>
- Altınöz, M., Çakiroğlu, D., & Çöp, S. (2013). Effects of talent management on organizational trust: A field study. *Procedia – Social and Behavioral Sciences*, 99, 843–851. <https://doi.org/10.1016/j.sbspro.2013.10.556>
- Anderson, R.E., & Srinivasan, S.S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), 123–138. <https://doi.org/10.1002/mar.10063>
- Assaker, G., & Hallak, R. (2013). Moderating effects of tourists' novelty-seeking tendencies on destination image, visitor satisfaction, and short- and long-term revisit intentions. *Journal of Travel Research*, 52(5), 600–613. <https://doi.org/10.1177/0047287513478497>
- Bae, S.Y., & Han, J.H. (2020). Considering cultural consonance in trustworthiness of online hotel reviews among generation Y for sustainable tourism: An extended TAM model. *Sustainability*, 12(7), Article 2942. <https://doi.org/10.3390/su12072942>
- Bam, N., & Kunwar, A. (2020). Tourist satisfaction: Relationship analysis among its antecedents and revisit intention. *Advances in Hospitality and Tourism Research (AHTR)*, 8(1), 30–47. <https://doi.org/10.30519/ahtr.519994>
- Bartels, R. (1967). A model for ethics in marketing. *Journal of Marketing*, 31(1), 20–26. <https://doi.org/10.1177/002224296703100105>
- Basheer, S., Farooq, S., Hassan, V., Malik, Y.M., & Reshi, M.A. (2023). Augmented reality and virtual reality in cultural heritage tourism enhancing visitor experiences. In Y.S. Rawal, R. Sinha, S.K. Mukherjee & D. Batabyal (Eds.), *Exploring culture and heritage through experience tourism* (pp. 13–34). IGI Global Scientific Publishing. <https://doi.org/10.4018/978-1-6684-9957-3.ch002>
- Basheer, S., Hassan, V., Farooq, S., Ashraf, F., & Reshi, M. (2023). Evaluating e-tourism through bibliometrics: Materials and emerging research trends. *Journal of Tourismology*, 9(2), 135–146. <https://doi.org/10.26650/jot.2023.9.2.1380311>
- Basheer, S., Malik, Y.M., Walia, S., Erkol Bayram, G., & Valeri, M. (2024). Community attachment, tourist contact, and resident attitudes toward tourism development of Kashmir Valley. *Tourism: An International Interdisciplinary Journal*, 72(3), 410–421. <https://doi.org/10.37741/t.72.3.9>
- Basheer, S., Walia, S., Farooq, S., Shah, M.A., & Mir, F.A. (2023). Exploring the Metaverse: The future of tourism through AI and virtual reality. In R. Bansal, S. Qalati & A. Chakir (Eds.), *Influencer marketing applications within the Metaverse* (pp. 195–204). IGI Global Scientific Publishing. <https://doi.org/10.4018/978-1-6684-8898-0.ch012>
- Bryman, A., & Bell, E. (2015). *Business research methods* (4th ed.). Oxford University Press.
- Buhalis, D. (2020). Technology in tourism-from information communication technologies to tourism and smart tourism towards ambient intelligence tourism: A perspective article. *Tourism Review*, 75(1), 267–272. <https://doi.org/10.1108/TR-06-2019-0258>
- Buhalis, D., & Karatay, N. (2022). Mixed reality (MR) for generation Z in cultural heritage tourism towards Metaverse. In J.L. Stienmetz, B. Ferrer-Rosell & D. Massimo (Eds.), *Information and communication technologies in tourism 2022: Proceedings of the ENTER 2022 eTourism Conference, January 11–14, 2022* (pp. 16–27). Springer. [https://doi.org/10.1007/978-3-030-94751-4\\_2](https://doi.org/10.1007/978-3-030-94751-4_2)
- Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism Management*, 97, Article 104724. <https://doi.org/10.1016/j.tourman.2023.104724>
- Bush, G., Luu, P., & Posner, M.I. (2000). Cognitive and emotional influences in anterior cingulate cortex. *Trends in Cognitive Sciences*, 4(6), 215–222. [https://doi.org/10.1016/S1364-6613\(00\)01483-2](https://doi.org/10.1016/S1364-6613(00)01483-2)
- Byrne, B.M. (2013). *Structural equation modeling with Mplus: Basic concepts, applications, and programming*. Routledge.
- Casillo, M., Clarizia, F., Colace, F., Lombardi, M., Pascale, F., & Santaniello, D. (2019). An approach for recommending contextualized services in e-tourism. *Information*, 10(5), Article 180. <https://doi.org/10.3390/INFO10050180>
- Chang, C.-L., McAleer, M., & Ramos, V. (2020). A charter for sustainable tourism after COVID-19. *Sustainability*, 12(9), Article 3671. <https://doi.org/10.3390/su12093671>
- Chang, H.H., Wang, Y.-H., & Yang, W.-Y. (2009). The impact of e-service quality, consumer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management & Business Excellence*, 20(4), 423–443. <https://doi.org/10.1080/14783360902781923>
- Chang, K.-C. (2014). Examining the effect of tour guide performance, tourist trust, tourist satisfaction, and flow experience on tourists' shopping behavior. *Asia Pacific Journal of Tourism Research*, 19(2), 219–247. <https://doi.org/10.1080/10941665.2012.739189>
- Chang, M., Kim, J.-H., & Kim, D. (2018). The effect of food tourism behavior on food festival visitor's revisit intention. *Sustainability*, 10(10), Article 3534. <https://doi.org/10.3390/su10103534>
- Evanschitzky, H., Kenning, P., & Vogel, V. (2004). Consumer price knowledge in the German retail market. *Journal of Product & Brand Management*, 13(6), 390–405. <https://doi.org/10.1108/10610420410560299>
- Farooq, S., Farooq, B., Basheer, S., & Walia, S. (2024). Balancing environmental sustainability and privacy ethical dilemmas



- in AI-enabled smart cities. In H. Kannan, R. Rodriguez, Z. Paprika & A. Ade-Ibijola (Eds.), *Exploring ethical dimensions of environmental sustainability and use of AI* (pp. 263–286). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-0892-9.ch013>
- Fornell, C., & Larcker, D.F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Forsythe, S., Liu, C., Shannon, D., & Gardner, L.C. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. *Journal of Interactive Marketing*, 20(2), 55–75. <https://doi.org/10.1002/dir.20061>
- Gholipour Soleimani, A., Einolahzadeh, H., & Chen, G. (2018). The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). *Cogent Social Sciences*, 4(1), Article 1560651. <https://doi.org/10.1080/23311886.2018.1560651>
- Gretzel, U., Fuchs, M., Baggio, R., Hoepken, W., Law, R., Neidhardt, J., Pesonen, J., Zanker, M., & Xiang, Z. (2020). e-Tourism beyond COVID-19: A call for transformative research. *Information Technology and Tourism*, 22(2), 187–203. <https://doi.org/10.1007/s40558-020-00181-3>
- Grönroos, C. (1984). A service quality model and its marketing implications. *European Journal of Marketing*, 18(4), 36–44. <https://doi.org/10.1108/EUM0000000004784>
- Hair, J.F., Jr., Gabriel, M.L.D.S., da Silva, D., & Braga Júnior, S. (2019). Development and validation of attitudes measurement scales: Fundamental and practical aspects. *RAUSP Management Journal*, 54(4), 490–507. <https://doi.org/10.1108/RAUSP-05-2019-0098>
- Hultman, M., Skarmeas, D., Oghazi, P., & Beheshti, H.M. (2015). Achieving tourist loyalty through destination personality, satisfaction, and identification. *Journal of Business Research*, 68(11), 2227–2231. <https://doi.org/10.1016/j.jbusres.2015.06.002>
- Jeong, M., & Shin, H.H. (2020). Tourists' experiences with smart tourism technology at smart destinations and their behavior intentions. *Journal of Travel Research*, 59(8), 1464–1477. <https://doi.org/10.1177/0047287519883034>
- Keiningham, T.L., Perkins-Munn, T., Aksoy, L., & Estrin, D. (2005). Does customer satisfaction lead to profitability? The mediating role of share-of-wallet. *Managing Service Quality: An International Journal*, 15(2), 172–181. <https://doi.org/10.1108/09604520510585352>
- Kim, J.-H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
- Kim, J.H., Kim, M.-S., & Nam, Y. (2010). An analysis of self-construals, motivations, Facebook use, and user satisfaction. *International Journal of Human-Computer Interaction*, 26(11–12), 1077–1099. <https://doi.org/10.1080/10447318.2010.516726>
- Koufteros, X.A. (1999). Testing a model of pull production: A paradigm for manufacturing research using structural equation modeling. *Journal of Operations Management*, 17(4), 467–488. [https://doi.org/10.1016/S0272-6963\(99\)00002-9](https://doi.org/10.1016/S0272-6963(99)00002-9)
- Köseoglu, M.A., Bektaş, C., Parnell, J.A., & Carraher, S. (2010). Knowledge management, organisational communication and job satisfaction: An empirical test of a five-star hotel in Turkey. *International Journal of Leisure and Tourism Marketing*, 1(4), 323–343. <https://doi.org/10.1504/IJLTMT.2010.032062>
- Kracher, B., & Corritore, C.L. (2004). Is there a special e-commerce ethics? *Business Ethics Quarterly*, 14(1), 71–94. <https://doi.org/10.5840/beq20041417>
- Ku, E.C.S., & Chen, C.-D. (2015). Cultivating travellers' revisit intentions to e-tourism service: The moderating effect of website interactivity. *Behaviour and Information Technology*, 34(5), 465–478. <https://doi.org/10.1080/0144929X.2014.978376>
- Loi, L.T.I., So, A.S.I., Lo, I.S., & Fong, L.H.N. (2017). Does the quality of tourist shuttles influence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32, 115–123. <https://doi.org/10.1016/J.JHTM.2017.06.002>
- Masri, N.W., You, J.-J., Ruangkanjanases, A., Chen, S.-C., & Pan, C.-I. (2020). Assessing the effects of information system quality and relationship quality on continuance intention in e-tourism. *International Journal of Environmental Research and Public Health*, 17(1), Article 174. <https://doi.org/10.3390/ijerph17010174>
- Miyazaki, A.D., & Fernandez, A. (2001). Consumer perceptions of privacy and security risks for online shopping. *The Journal of Consumer Affairs*, 35(1), 27–44. <http://www.jstor.org/stable/23860070>
- Najar, A.H., & Rather, A.H. (2023). Assessing the relationship of perceived risks with destination image and destination loyalty: A tourist's perspective visiting volatile destinations. *Journal of Hospitality and Tourism Insights*, 6(3), 1357–1379. <https://doi.org/10.1108/JHTI-03-2022-0100>
- Nguyen Viet, B., Dang, H.P., & Nguyen, H.H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management*, 7(1), Article 1796249. <https://doi.org/10.1080/23311975.2020.1796249>
- Nguyen Viet, B., & Nguyen Van, S. (2021). Factors affecting satisfaction and revisit-intentions of pilgrimage tourists: Bà Chúa Xứ Shrine in Vietnam. *International Journal of Religious Tourism and Pilgrimage*, 9(4), Article 9. <https://arrow.tudublin.ie/jrtp/vol9/iss4/9>
- Nunnally, J.C. (1978). *Psychometric theory* (2nd ed.). McGraw-Hill.
- Oliver, R.L. (2014). *Satisfaction: A behavioral perspective on the consumer* (2nd ed.). Routledge. <https://doi.org/10.4324/9781315700892>
- Oviedo-García, M.Á., Vega-Vázquez, M., Castellanos-Verdugo, M., & Reyes-Guizar, L.A. (2016). Tourist satisfaction and the souvenir shopping of domestic tourists: Extended weekends in Spain. *Current Issues in Tourism*, 19(8), 845–860. <https://doi.org/10.1080/13683500.2013.877423>
- Pai, C.-K., Liu, Y., Kang, S., & Dai, A. (2020). The role of perceived smart tourism technology experience for tourist satisfaction, happiness and revisit intention. *Sustainability*, 12(16), Article 6592. <https://doi.org/10.3390/su12166592>
- Polyak, L., Alley, R.B., Andrews, J.T., Brigham-Grette, J., Cronin, T.M., Darby, D.A., Dyke, A.S., Fitzpatrick, J.J., Funder, S., Holland, M., Jennings, A.E., Miller, G.H., O'Regan, M., Savelle, J., Serreze, M., St. John, K., White, J.W.C., & Wolff, E. (2010). History of sea ice in the Arctic. *Quaternary Science Reviews*, 29(15–16), 1757–1778. <https://doi.org/10.1016/j.quascirev.2010.02.010>
- Putra, E.Y., & Aprilson, L. (2022). The effect of social media marketing on purchase intention in improving tourism sector in Batam. *Jurnal Manajemen dan Bisnis*, 11(1), 41–54. <https://journal.itbind.ac.id/index.php/jmbi/article/view/85>
- Rehman, A.U., Abbas, M., Abbasi, F.A., & Khan, S. (2023). How tourist experience quality, perceived price reasonableness and regenerative tourism involvement influence tourist satisfaction: A study of Ha'il region, Saudi Arabia. *Sustainability*, 15(2), Article 1340. <https://doi.org/10.3390/su15021340>
- Román, S. (2007). The ethics of online retailing: A scale development and validation from the consumers' perspective. *Journal of Business Ethics*, 72(2), 131–148. <https://doi.org/10.1007/s10551-006-9161-y>
- Román, S., & Cuestas, P.J. (2008). The perceptions of consumers regarding online retailers' ethics and their relationship with consumers' general internet expertise and word of mouth: A preliminary analysis. *Journal of Business Ethics*, 83(4), 641–656. <https://doi.org/10.1007/s10551-007-9645-4>
- Rowley, J. (2014). Designing and using research questionnaires. *Management Research Review*, 37(3), 308–330. <https://doi.org/10.1108/MRR-02-2013-0027>

- Sadat, M.M., & Chang, L.-H. (2016). The impact of environmental quality of revisiting intention. *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), 209–223. <https://doi.org/10.1080/1528008X.2015.1115262>
- Schlegelmilch, B.B., & Öberseder, M. (2010). Half a century of marketing ethics: Shifting perspectives and emerging trends. *Journal of Business Ethics*, 93(1), 1–19. <https://doi.org/10.1007/s10551-009-0182-1>
- Schoefer, K. (2008). The role of cognition and affect in the formation of consumer satisfaction judgements concerning service recovery encounters. *Journal of Consumer Behaviour: An International Research Review*, 7(3), 210–221. <https://doi.org/10.1002/cb.246>
- Schreiber, J.B., Nora, A., Stage, F.K., Barlow, E.A., & King, J. (2006). Reporting structural equation modeling and confirmatory factor analysis results: A review. *The Journal of Educational Research*, 99(6), 323–338. <https://doi.org/10.3200/JOER.99.6.323-338>
- Shafiee, M.M., Tabaeian, R.A., & Tavakoli, H. (2016). The effect of destination image on tourist satisfaction, intention to revisit and WOM: An empirical research in Foursquare social media. In *10th International Conference on E-Commerce in Developing Countries: With Focus on e-Tourism, ECDC 2016* (pp. 1–8). <https://doi.org/10.1109/ECDC.2016.7492964>
- Singh, R., Manhas, P.S., Mir, M.A., Quintela, J.A. (2022). Investigating the relationship between experience, well-being, and loyalty: A study of wellness tourists. *Administrative Sciences*, 12(3), Article 98. <https://doi.org/10.3390/admsci12030098>
- Soonsan, N., & Somkai, U. (2022). Linking perceived destination image and revisiting intention: A cross-cultural study of Chinese and Australian tourists. *Journal of China Tourism Research*, 18(4), 689–709. <https://doi.org/10.1080/19388160.2021.1964669>
- Torabi, Z.-A., Shalbafian, A.A., Allam, Z., Ghaderi, Z., Murgante, B., & Khavarian-Garmsir, A.R. (2022). Enhancing memorable experiences, tourist satisfaction, and revisit intention through smart tourism technologies. *Sustainability*, 14(5), Article 2721. <https://doi.org/10.3390/su14052721>
- Wu, H.-C., Li, T., & Li, M.-Y. (2016). A study of behavioral intentions, patient satisfaction, perceived value, patient trust and experiential quality for medical tourists. *Journal of Quality Assurance in Hospitality and Tourism*, 17(2), 114–150. <https://doi.org/10.1080/1528008X.2015.1042621>
- Zhang, X., Chen, Z., & Jin, H. (2021). The effect of tourists' autobiographical memory on revisit intentions: does nostalgia promote revisiting? *Asia Pacific Journal of Tourism Research*, 26(2), 147–166. <https://doi.org/10.1080/10941665.2020.1718171>