
Economic Determinants of Visitor Satisfaction: The Role of Social Media, Price Perception, and Service Quality

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Abstract:

Social media, price, and service quality are factors that can influence visitor satisfaction at Villa Kintamani Gold View. Reliable social media can have a positive impact on Villa Kintamani Gold View, ultimately benefiting the management through increased visitor satisfaction. Providing the best service quality to visitors will certainly lead to higher levels of visitor satisfaction. This study aims to determine the extent to which social media, price, and service quality affect visitor satisfaction. The research is causal in nature and employs a quantitative approach. The purposive sampling method was used to collect a sample of 85 respondents from the population. The findings indicate that social media, price, and service quality have a positive and significant impact on visitor satisfaction.

Keywords: Social Media, Price, Service Quality, Visitor Satisfaction.

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1. Introduction

Tourism is one of the leading sectors driving Indonesia's regional economy, with Bali consistently recognized as one of the world's best islands due to its natural beauty, rich culture, and distinctive hospitality. Beyond its famous beaches and rice terraces, Bali offers scenic mountain and lake regions that attract both domestic and international visitors. One such area is Kintamani, located in Bangli Regency, which lies at an altitude of 1,200 to 1,900 meters above sea level. The region is home to Mount and Lake Batur, offering cool temperatures and tranquil scenery that make it a preferred destination for nature-based tourism. The development of tourism in Kintamani has consequently stimulated the growth of the accommodation industry, particularly villas, which combine comfort with panoramic mountain views.

Among the popular accommodations in this region is Villa Kintamani Gold View, which has become a top choice for both local and foreign tourists. Despite its scenic appeal and modern facilities, data show that the villa's room occupancy rates fluctuate significantly throughout the year. Monthly records indicate that peak occupancy occurs during April (Eid holidays), June (school holidays), and December (year-end holidays), while other months show a decline below target levels. Over the past year,

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the villa recorded 903 room sales out of the target 1,200, reflecting an underperformance that signals challenges in maintaining consistent visitor satisfaction. This fluctuation suggests that key determinants of satisfaction—such as perceived value, service quality, and promotional effectiveness—require deeper investigation.

In hospitality contexts, visitor satisfaction plays a crucial role in determining the sustainability of a business. When guests are satisfied, they are more likely to revisit and recommend the accommodation to others (Park, 2022; Perdomo-Verdécia et al., 2024). Conversely, dissatisfaction can lead to decreased loyalty and negative online reviews, especially in the era of digital tourism (Nguyen, 2022). Three major factors are believed to influence visitor satisfaction at Villa Kintamani Gold View: the effective use of social media, pricing strategy, and service quality. The villa has begun promoting through Instagram but has yet to optimize other digital platforms that could expand its reach. Furthermore, pricing alignment with perceived value and consistent service excellence—covering room comfort, cleanliness, staff hospitality, and service speed—are critical to shaping visitors' overall experiences (Wei et al., 2023; Regalado-Pezúa et al., 2023).

Globally, numerous studies highlight the importance of social media in influencing travel decisions and satisfaction. Social media content quality can shape travelers' perceptions of destinations, increase engagement, and foster trust (Hussain et al., 2024; Wang & Yan, 2022; Zhu et al., 2023). Reliable and interactive social media communication enhances tourists' perceived authenticity, which positively impacts their behavioral intentions and satisfaction (Keelson, 2024; Nalluri et al., 2023). However, some studies report that excessive reliance on social media promotions can create unrealistic expectations, leading to mixed satisfaction outcomes (Kapoor et al., 2022). Thus, while digital marketing presents significant opportunities, its actual impact on visitor satisfaction in small-scale accommodations like villas remains underexplored.

Price is another essential factor shaping customer satisfaction. In tourism and hospitality services, pricing strategies influence perceived value, fairness, and willingness to pay (Wei et al., 2023; Qiu et al., 2024). Tourists tend to associate fair pricing with service credibility and transparency, especially when it aligns with the quality of amenities offered (Mengkebayaer et al., 2022; Regalado-Pezúa, 2023). Conversely, price mismatches or perceived overpricing can reduce satisfaction and limit repeat visits. In the case of Villa Kintamani Gold View, the relatively premium price point may be justified by its location and view; however, without aligning customer perceptions of value through consistent service and digital engagement, the pricing advantage might not fully translate into satisfaction or loyalty.

Service quality also remains a core determinant of satisfaction in hospitality studies. Several researchers emphasize that service quality dimensions—tangibility, reliability, responsiveness, assurance, and empathy—are strong predictors of satisfaction and revisit intention (Park, 2022; Perdomo-Verdécia et al., 2024). High-

quality service enhances customer trust and emotional connection, while inconsistency in service delivery can erode satisfaction despite other positive factors (Olawuyi et al., 2025). Previous research further highlights that in tourism contexts, satisfaction mediates the relationship between service quality and loyalty (Qiu et al., 2024). Nevertheless, findings on how service quality interacts with social media engagement and pricing strategies remain inconclusive across different destination types.

The research gap emerges from the inconsistent results of prior studies. Some studies demonstrate that social media significantly influences tourist satisfaction (Hussain et al., 2024; Keelson, 2024), while others find its effect to be weak or indirect (Kapoor et al., 2022). Similarly, although pricing fairness and perceived value are generally associated with satisfaction, the strength and direction of these relationships vary depending on the destination and type of accommodation (Wei et al., 2023; Regalado-Pezúa et al., 2023). The same inconsistency applies to service quality, with some findings confirming a strong positive impact (Park, 2022) and others indicating diminishing returns when expectations are already high (Nguyen, 2022). These mixed findings justify further empirical analysis within the villa tourism context, particularly in Bali's mountainous destinations like Kintamani, which remain underrepresented in the literature.

Therefore, this study aims to examine the influence of social media utilization, price, and service quality on visitor satisfaction at Villa Kintamani Gold View. The novelty of this research lies in integrating digital marketing, pricing perception, and service quality variables in a single model applied to a localized mountain villa context—an area rarely addressed in prior research (Filieri & McLeay, 2021; Hussain et al., 2024). The study's urgency stems from the need to provide practical insights for accommodation managers in developing data-driven strategies to enhance customer satisfaction and retention. By addressing the gaps found in previous literature, this study contributes both theoretically—by validating multidimensional satisfaction predictors—and practically—by offering evidence-based recommendations for sustainable hospitality management in Bali's emerging highland tourism destinations.

2. Theoretical Background

Social Media and Visitor Satisfaction

In the tourism and hospitality industry, social media plays a pivotal role in shaping visitor perceptions, influencing destination image, and driving travel decisions. Platforms such as Instagram, Facebook, and TikTok allow businesses to showcase destinations visually, stimulate engagement, and establish trust through user-generated content (Hussain et al., 2024a). Social media content quality, including reliability, accuracy, and interactivity, has been proven to significantly affect tourists' satisfaction and behavioral intentions (Kapoor et al., 2022; Wang & Yan, 2022). In their meta-analytic and empirical review, Hussain and collaborators (2024b) confirmed that high-quality social media engagement enhances satisfaction, trust, and revisit intention.

Furthermore, the accessibility of destination information through social platforms affects the decision-making process of potential travelers. Keelson (2024) found that tourists' reliance on social media as a primary information source can increase destination attractiveness and travel intention. Similarly, Filieri and McLeay (2021) emphasized that information quality in online reviews strongly correlates with booking intentions and perceived satisfaction, highlighting the necessity for authenticity in online communication. Nalluri et al. (2023) also noted that content richness, influencer engagement, and real-time responsiveness improve the effectiveness of social media marketing, making it a critical driver for tourism success. Recent studies further underline the psychological mechanisms behind this phenomenon. Zhu et al. (2023) identified that attachment to social media influencers mediates the relationship between online content and travel intention, showing that affective connections formed through digital media can transform into real-world tourism behavior. Hussain et al. (2024c) found similar evidence that social media content consumption significantly increases tourist inflow in emerging destinations, indicating that consistent, engaging content strategies can enhance visitation rates and satisfaction.

Price Perception and Perceived Value in Tourism

Price perception represents a fundamental determinant of customer satisfaction in tourism. It reflects visitors' evaluations of fairness and the value they receive in exchange for the services offered. According to Wei et al. (2023), tourists tend to assess price fairness based on the type of attraction and the quality of the experience, which subsequently influences their willingness to pay. When pricing strategies align with perceived value, satisfaction and loyalty tend to increase (Regalado-Pezúa, 2023).

Regalado-Pezúa et al. (2023) further elaborated that perceived value dimensions—functional, emotional, and social—play a significant role in shaping satisfaction and behavioral intentions in coastal tourism contexts. Likewise, Qiu et al. (2024) demonstrated that perceived value directly affects satisfaction and loyalty, suggesting that pricing should be aligned not only with service quality but also with customers' emotional experiences. In the case of Villa Kintamani Gold View, competitive pricing that matches the quality of mountain-view accommodations and service amenities could thus enhance visitor satisfaction and perceived value.

Service Quality and Visitor Satisfaction

Service quality has long been recognized as a key antecedent of visitor satisfaction in hospitality research. According to the SERVQUAL model, dimensions such as tangibility, reliability, responsiveness, assurance, and empathy determine the quality of service perceived by guests (Park, 2022). In hotel contexts, Nguyen (2022) highlighted that online reviews often reflect service inconsistencies, cleanliness issues, and staff responsiveness as critical indicators affecting guest satisfaction.

Perdomo-Verdecia et al. (2024), using an fsQCA approach, found that high service quality is indispensable for achieving customer satisfaction, particularly when combined with strong value perceptions and efficient digital engagement. Similarly,

Olawuyi et al. (2025) conducted a bibliometric analysis over a decade and confirmed that service quality remains a dominant research focus in hospitality, with increasing emphasis on the integration of digital customer experience.

Mengkebayaer et al. (2022) also observed that the perceived value derived from eco-destination experiences enhances loyalty and satisfaction, especially when supported by authentic service delivery. These findings suggest that in nature-based destinations like Kintamani, where tranquility and scenery are central to the experience, service excellence—including cleanliness, comfort, and staff courtesy—plays a critical role in sustaining visitor satisfaction and encouraging return visits.

3. Methodology

This research was conducted at Villa Kintamani Gold View, located on Pendakian Gunung Batur Street, Banjar Toyabungkah, South Batur Village, Kintamani District, Bangli Regency, Bali. Villa Kintamani Gold View is one of the accommodation options in the Kintamani area, situated approximately 1.1 kilometers from the Toya Devasya hot spring resort. The villa is surrounded by various dining options for guests and is only 900 meters from the Mount Batur hiking trail, a popular route for sunrise viewing. It is also located about 4 kilometers from Pura Segara Ulun Danu Batur, one of Bali's significant temples, while the nearest airport, I Gusti Ngurah Rai International Airport, is around 78.8 kilometers away. The selection of Villa Kintamani Gold View as the research site is based on several relevant considerations: (1) the observed fluctuation in visitor numbers, (2) the potential influence of social media, price, and service quality on visitor satisfaction, and (3) the absence of previous studies focusing on visitor satisfaction at this villa, making it an appropriate and original research setting.

The population in this study consists of visitors who have stayed at Villa Kintamani Gold View. The sampling technique employed was non-probability purposive sampling, which, according to Sugiyono (2019), is a method based on specific criteria or considerations relevant to the research objectives. In this case, the sample includes visitors who have experienced the villa's services and facilities. To determine a representative sample size, the study followed Hair et al. (1995, as cited in Kiswati, 2010), who suggest that the number of samples should range from five to ten times the number of indicators. Given that this study used 17 indicators, the resulting sample size was 85 respondents ($17 \times 5 = 85$). The conceptual framework developed in this research illustrates the relationship between the independent variables—social media (X_1), price (X_2), and service quality (X_3)—and the dependent variable, visitor satisfaction (Y). The proposed hypotheses are: H_1 : Social media positively affects visitor satisfaction; H_2 : Price positively affects visitor satisfaction; and H_3 : Service quality positively affects visitor satisfaction.

4. Empirical Findings/Result

Multiple Linear Regression Analysis

Table 1. Multiple Linear Regression Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.691	0.641	–	4.465	0.643
MS (Social Media)	0.247	0.071	0.344	3.483	0.001
HG (Price)	0.229	0.120	0.210	4.898	0.001
KP (Service Quality)	0.197	0.101	0.234	3.940	0.000

Source: Processed Data, 2025

The regression results show that all three independent variables—social media (MS), price (HG), and service quality (KP)—positively influence visitor satisfaction (KK). The positive coefficients indicate that improvements in these variables contribute to higher satisfaction levels. The social media variable ($\beta = 0.344$) has the strongest standardized effect, followed by service quality ($\beta = 0.234$) and price ($\beta = 0.210$). This implies that optimizing social media presence and maintaining good service and fair pricing play crucial roles in enhancing visitor satisfaction at Villa Kintamani Gold View.

Coefficient of Determination (R^2)

Table 2. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.638a	0.607	0.685	2.276	1.496

Predictors: (Constant), KP, MS, HG_[SEP] Dependent Variable: KK_[SEP] Source: Processed Data, 2025

Table 2 shows that the R Square value is 0.607 (60.7%), which means that social media, price, and service quality collectively explain 60.7% of the variation in visitor satisfaction. The remaining 39.3% is influenced by other factors not examined in this study, such as location accessibility, promotional strategies, or environmental conditions. The R value of 0.638 indicates a strong positive correlation among the variables, confirming that visitor satisfaction is closely related to the combined effects of social media, pricing, and service quality.

Simultaneous Significance Test (F-Test)**Table 3. ANOVA (F-Test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	288.182	3	96.061	48.548	0.000b
Residual	419.512	81	5.179		
Total	707.694	84			

Source: Processed Data, 2025

As shown in Table 3, the calculated F-value is 48.548 with a significance level (Sig.) of 0.000, which is lower than 0.05. This indicates that the regression model is statistically significant. Therefore, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted, meaning that social media, price, and service quality simultaneously have a significant effect on visitor satisfaction.

Partial Significance Test (t-Test)**Table 4. t-Test Results**

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.691	0.641	–	4.465	0.643
MS (Social Media)	0.247	0.071	0.344	3.483	0.001
HG (Price)	0.229	0.120	0.210	4.898	0.001
KP (Service Quality)	0.197	0.101	0.234	3.940	0.000

Source: Processed Data, 2025

Based on Table 4, the t-test results show that each independent variable has a significant partial effect on visitor satisfaction:

1. Social Media (MS) has a t-value of 3.483 and a significance level of 0.001 (< 0.05). Since the calculated t-value exceeds the critical value (1.660), it is concluded that social media has a positive and significant effect on visitor satisfaction.
2. Price (HG) shows a t-value of 4.898 with a significance level of 0.001 (< 0.05). This result confirms that price significantly and positively influences visitor satisfaction, suggesting that fair and value-appropriate pricing enhances customer perceptions and satisfaction levels.
3. Service Quality (KP) yields a t-value of 3.940 with a significance level of 0.000 (< 0.05), indicating that service quality also has a positive and significant impact on visitor satisfaction. This supports the argument that excellent service—covering aspects such as staff hospitality, cleanliness, comfort, and responsiveness—plays a key role in shaping overall visitor satisfaction at Villa Kintamani Gold View.

5. Discussion

The Influence of Social Media on Visitor Satisfaction at Villa Kintamani Gold View

The results show that social media has a positive and significant influence on visitor satisfaction at Villa Kintamani Gold View. In the tourism context, social media platforms such as Instagram, Facebook, and TikTok play a crucial role in shaping visitor perceptions and influencing their decisions to visit destinations (Hussain et al., 2024; Keelson, 2024). Attractive visual content—such as photos and videos showcasing scenic views, luxurious facilities, and enjoyable activities—creates emotional engagement and sets positive expectations before the visit (Kapoor et al., 2022; Wang & Yan, 2022).

Moreover, social media interactivity enhances satisfaction through real-time communication between visitors and villa management. When visitors receive quick responses, personalized information, or special offers via social platforms, they feel valued and acknowledged (Hussain et al., 2024; Nalluri et al., 2023). This interaction strengthens trust and reduces uncertainty, which is a critical driver of satisfaction in tourism experiences (Qiu et al., 2024).

User-generated content such as reviews, comments, and recommendations also amplifies visitor satisfaction. According to Filieri and McLeay (2021), positive online reviews enhance visitors' confidence and shape favorable attitudes toward destinations. Similarly, research by Mengkebayaer et al. (2022) and Zhu et al. (2023) demonstrates that peer endorsements and influencer content foster emotional connections and perceived authenticity, leading to higher satisfaction and revisit intentions. Thus, social media not only serves as a marketing tool but also as a continuous engagement channel that enhances overall visitor satisfaction at Villa Kintamani Gold View.

The Influence of Price on Visitor Satisfaction at Villa Kintamani Gold View

Price remains a fundamental factor in determining visitor satisfaction. The findings suggest that when the price visitors pay aligns with their perceived value and expectations, their satisfaction increases significantly. This aligns with Wei et al. (2023), who found that the perceived fairness of price relative to product and service quality strongly affects satisfaction and willingness to pay in the hospitality sector. Visitors at Villa Kintamani Gold View perceive value not only in terms of affordability but also in relation to the quality of facilities, comfort, and overall experience. As Regalado-Pezúa (2023) and Qiu et al. (2024) noted, satisfaction arises when customers feel they have received good value for money—where the price paid corresponds to the tangible and intangible benefits gained. Even if the price is slightly higher than competing villas, visitors will remain satisfied if the quality of services, facilities, and the unique experience justifies the cost (Regalado-Pezúa et al., 2023).

Therefore, managers must understand their target market segments and set prices that balance customer expectations and perceived value. Providing added benefits—such as scenic views, complimentary services, or personalized experiences—enhances perceived value, making visitors feel that their expenditure translates into a meaningful and memorable stay.

The Influence of Service Quality on Visitor Satisfaction at Villa Kintamani Gold View

Service quality is another critical determinant of visitor satisfaction. The results confirm that reliability, responsiveness, and assurance—key dimensions of service quality—directly enhance visitors' experiences. When the villa ensures clean rooms, functional amenities, and punctual check-in services, it demonstrates reliability and professionalism, leading to greater visitor trust (Park, 2022; Perdomo-Verdécia et al., 2024).

Responsiveness also plays a significant role. Visitors are more satisfied when staff members respond promptly and courteously to their needs or complaints (Nguyen, 2022). This reflects the villa's commitment to customer care and hospitality excellence, fostering positive emotional responses and loyalty (Olawuyi et al., 2025). Assurance—reflected in the sense of safety, comfort, and confidence in service delivery—further strengthens satisfaction levels (Wang & Yan, 2022).

The study by Filieri and McLeay (2021) supports these findings, emphasizing that tourists' perceptions of service quality and information reliability in online reviews influence both satisfaction and booking intentions. Similarly, Perdomo-Verdécia et al. (2024) highlight that high service quality directly correlates with customer satisfaction and the likelihood of repeat visits. Hence, for Villa Kintamani Gold View, maintaining consistent service reliability, ensuring responsive communication, and delivering assurance through professional staff conduct are essential strategies to sustain visitor satisfaction.

6. Conclusion

The findings of this study confirm that social media has a significant and positive influence on visitor satisfaction at Villa Kintamani Gold View. Social media serves as an effective platform for delivering information, promoting services, and facilitating two-way communication between management and both potential and returning visitors. Well-managed social media enhances pre-visit experiences, strengthens visitors' expectations, and creates emotional attachment to the villa's brand. This aligns with previous research emphasizing that engaging digital interactions and authentic online content foster trust, perceived value, and satisfaction among tourists.

The study also reveals that price significantly and positively affects visitor satisfaction, indicating that visitors' perception of value for money plays a crucial role in shaping their overall experience. Visitors feel satisfied when the prices they pay are

justified by the quality of facilities, comfort, and services they receive. This validates the hypothesis that price fairness and perceived value are central determinants of satisfaction in hospitality contexts. Likewise, service quality has a significant and positive impact on visitor satisfaction, where reliability, responsiveness, and assurance are key components. Friendly and professional staff, fast service, cleanliness, and well-maintained facilities contribute to a memorable experience that enhances satisfaction and encourages loyalty.

Villa Kintamani Gold View management should continue to strengthen its presence and engagement through social media optimization, by consistently producing appealing content, interacting directly with guests, and providing transparent information. Additionally, management should ensure that pricing strategies align with perceived service value—balancing affordability with premium experiences to maintain fairness and satisfaction. Continuous improvement in service quality through staff training, facility upgrades, and responsiveness to customer feedback will further enhance the guest experience. By focusing on these three key aspects—social media, price, and service quality—the villa can build stronger customer loyalty and a positive brand reputation as a preferred destination in Kintamani.

Future studies are encouraged to expand the model by incorporating additional variables beyond social media, price, and service quality, as other factors may also significantly influence visitor satisfaction. Potential variables include destination image, environmental sustainability practices, emotional experience, perceived safety, and digital trust. Researchers may also employ longitudinal or mixed-method approaches to gain deeper insights into visitor behavior and satisfaction over time. Exploring these additional dimensions will contribute to a more comprehensive understanding of visitor satisfaction in the hospitality and tourism sector, particularly in eco-tourism destinations like Kintamani.

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