

Jamshed, Namozov; Gayatri, Gita

Article

Are digital and social media marketing matters for Tajikistan's youth travelers?

ASEAN Marketing Journal

Provided in Cooperation with:

Faculty of Economics and Business, Universitas Indonesia

Suggested Citation: Jamshed, Namozov; Gayatri, Gita (2025) : Are digital and social media marketing matters for Tajikistan's youth travelers?, ASEAN Marketing Journal, ISSN 2356-2242, Faculty of Economics and Business, Universitas Indonesia, Depok, Vol. 17, Iss. 1, pp. 87-110, <https://doi.org/10.7454/amj.v17i1.1320>

This Version is available at:

<https://hdl.handle.net/10419/339707>

Standard-Nutzungsbedingungen:

Die Dokumente auf EconStor dürfen zu eigenen wissenschaftlichen Zwecken und zum Privatgebrauch gespeichert und kopiert werden.

Sie dürfen die Dokumente nicht für öffentliche oder kommerzielle Zwecke vervielfältigen, öffentlich ausstellen, öffentlich zugänglich machen, vertreiben oder anderweitig nutzen.

Sofern die Verfasser die Dokumente unter Open-Content-Lizenzen (insbesondere CC-Lizenzen) zur Verfügung gestellt haben sollten, gelten abweichend von diesen Nutzungsbedingungen die in der dort genannten Lizenz gewährten Nutzungsrechte.

Terms of use:

Documents in EconStor may be saved and copied for your personal and scholarly purposes.

You are not to copy documents for public or commercial purposes, to exhibit the documents publicly, to make them publicly available on the internet, or to distribute or otherwise use the documents in public.

If the documents have been made available under an Open Content Licence (especially Creative Commons Licences), you may exercise further usage rights as specified in the indicated licence.



<https://creativecommons.org/licenses/by-sa/4.0/>

6-30-2025

Are Digital and Social Media Marketing Matters for Tajikistan's Youth Travelers?

Namozov Jamshed

Graduate Program in Management, Faculty of Economics and Business, Universitas Indonesia,
jamshed.namozov.2000@gmail.com

Gita Gayatri

Management Department Faculty of Economics and Business Universitas Indonesia, gita.gayatri@ui.ac.id

Follow this and additional works at: <https://scholarhub.ui.ac.id/amj>



Part of the [Marketing Commons](#), and the [Recreation Business Commons](#)

Recommended Citation

Jamshed, Namozov and Gayatri, Gita (2025) "Are Digital and Social Media Marketing Matters for Tajikistan's Youth Travelers?," *ASEAN Marketing Journal*: Vol. 17: No. 1, Article 6.

DOI: 10.7454/amj.v17i1.1320

Available at: <https://scholarhub.ui.ac.id/amj/vol17/iss1/6>

This Research Article is brought to you for free and open access by the Faculty of Economics & Business at UI Scholars Hub. It has been accepted for inclusion in ASEAN Marketing Journal by an authorized editor of UI Scholars Hub.

Are Digital and Social Media Marketing Matters for Tajikistan's Youth Travelers?

Cover Page Footnote

The first author acknowledge the Universitas Indonesia - UI Great Scholarship for foreign student as the program that has been funding the Master Degree in Postgraduate Program in Management FEB UI and the research for this study as part of the Master Thesis.

Are Digital and Social Media Marketing Matters for Tajikistan's Youth Travelers?

Namozov Jamshed^{1,2}

¹Bright Star Education Center, Dushanbe, Tajikistan

²Faculty of Economics and Business, Universitas Indonesia

jamshed.namozov.2000@gmail.com

Gita Gayatri³

³Faculty of Economics and Business, Universitas Indonesia

Depok, Indonesia

gita.gayatri@ui.ac.id

Abstract

Manuscript type: *Research Article*

Research Aims: *This study investigates the impact of social media and online marketing, particularly Online Information Quality (OIQ) and User-Friendly Accessibility (UFA), on the Behavioral Intentions of domestic youth tourists in Dushanbe, Tajikistan.*

Design/methodology/approach: *A quantitative method was employed, using an online survey distributed to 102 domestic tourists aged 18-40 (Gen Z and Millennials). Data were initially tested for reliability and validity using SPSS 26, followed by analysis with Smart PLS 4 to examine relationships through Structural Equation Modeling (SEM).*

Research Findings: *The findings indicate that User-Friendly Accessibility significantly influences tourist satisfaction and digital marketing interaction, which in turn affect electronic word-of-mouth (eWOM) and intention to visit. However, Online Information Quality shows no direct effect, suggesting a shift in digital content preferences among young tourists.*

Theoretical Contribution/Originality: *This study contributes to the extension of the Theory of Planned Behaviour (TPB) by incorporating digital tourism variables and offering insight into Central Asian travel behavior—a largely under-researched region.*

Practitioner/Policy Implication: *The results provide actionable recommendations for local tourism agencies to enhance usability, engagement, and digital accessibility in their promotional strategies.*

Research limitation/Implications: *The study is limited to domestic youth travelers in one city and used a modest sample size. Future research should expand to international visitors and include broader behavioral variables.*

Keywords: Digital Marketing, Social Media, Tourism Behaviour, Online Information Quality, User-Friendly Accessibility, Tourist Satisfaction, Behavioral Intentions.

INTRODUCTION

The global tourism industry has undergone profound transformation due to the digital revolution. As technology continues to evolve, tourists are becoming more reliant on digital platforms. These platforms help them discover, evaluate, and book destinations. In particular, social media platforms such as Instagram, YouTube, Facebook, and TikTok have emerged as powerful tools in influencing travel decisions of youth travelers. In developing countries like Tajikistan, where tourism remains underdeveloped, digital marketing offers a strategic avenue for destination promotion (Temurbekova & Sulaimonov, 2022).

Against this background, the city of Dushanbe, the capital of Tajikistan, represents an emerging destination whose tourism potential has yet to be fully realized. Limited infrastructure, low digital literacy, and uneven internet penetration challenge the country's ability to compete globally. However, the increasing use of smartphones, digital connectivity among Gen Z and Millennials, and governmental support for tourism provide opportunities to enhance visibility and engagement through online platforms (Statista, 2025; TTDC, 2021).

This research investigates how digital marketing and social media affect tourists' behavior. It examines the roles of Tourism Destination Online Content (TDOC)—specifically Online Information Quality (OIQ) and User-Friendly Accessibility (UFA)—in

influencing Tourists Satisfaction and Digital Marketing Interaction (DMI), which in turn impact Behavioral Intentions, including Intention to Visit and Electronic Word-of-Mouth (eWOM). The study employs the Theory of Planned Behavior (Ajzen, 1991) as a theoretical framework to understand the causal relationships between these variables.

LITERATURE REVIEW

Digital marketing constitutes a pivotal development in the evolution of the tourism sector, reshaping how destinations are promoted and experienced. Tourism organizations increasingly use digital platforms—such as social media, websites, and mobile applications—to reach a broader audience. These tools offer greater efficiency and lower marketing costs. Digital marketing has become a key driver in shaping tourist perceptions and travel decisions. As Kumar (2021) notes, its ability to engage consumers in real time and deliver personalized content—through images, videos, and user-generated materials—allows destinations to build stronger emotional appeal and persuasive influence.

Social media serves as a primary channel through which tourist behavior—particularly among younger demographics—is influenced, both cognitively and behaviorally. Platforms such as Instagram and TikTok allow travelers to share experiences instantaneously, contributing to Electronic Word-of-Mouth (eWOM) that others often rely on when

planning trips (Lou & Yuan, 2019). Influencer marketing is regarded as an effective strategy for enhancing destination image, primarily due to perceived authenticity and trustworthiness of influencers (Sokolova & Kefi, 2020).

Tourism Destination Online Content (TDOC) is composed of two primary constructs: Online Information Quality (OIQ) and User-Friendly Accessibility (UFA). OIQ refers to the accuracy, completeness, and relevance of digital content, while UFA deals with how easily users can access and navigate tourism-related websites and applications. High-quality and user-friendly information has been shown to foster both trust and satisfaction, which are key precursors to favorable behavioral outcomes (Majeed et al., 2020; Armutcu et al., 2023).

Tourist Satisfaction functions as a mediating construct in the relationship between perceived digital content quality and observable behavioral responses. According to Oliver (1980), satisfaction is formed when expectations meet or exceed perceived performance. In tourism, satisfied travelers are more likely to exhibit repeat visitation and positive eWOM (Han & Hsu, 2009).

Digital Marketing Interaction (DMI) encompasses various forms of user engagement with digital platforms, including likes, shares, comments, and the use of interactive tools. These interactions enhance emotional connectivity to destinations and

reinforce Behavioral Intentions (Bilgihan et al., 2016; Xiang & Gretzel, 2010).

This study is grounded in the Theory of Planned Behavior (TPB), a widely adopted framework in behavioral science that posits attitudes, subjective norms, and perceived behavioral control as key determinants of intention and subsequent behavior (Ajzen, 1991). Applied to tourism, TPB explains how exposure to positive online content leads to favorable attitudes, which then influence decisions to visit or promote a destination.

RESEARCH METHOD

Research Model

The objective of the study is defined as conclusive research to examine hypotheses and analyze correlations between variables that are dependent and independent applying a quantitative method to the study. This study employed a quantitative approach. Figure 1 illustrates the conceptual model proposed in this study, which is adapted from Armutcu et al. (2023). The model was originally developed to examine whether perspective on Tourism Destination Online Content (TDOC) significantly influence travelers' behavioral intentions.

Research Hypothesis

Rajaratnam et al. (2015) investigated the relationship between destination quality and tourists' behavior in rural areas. Their study revealed how quality of a destination has a major impact on visitors' intentions supporting the idea that tourists' online

perceptions of destinations, including the quality of information and ease of access, enhance their satisfaction. Additionally, Dimitrioski and Vallbon's (2018) provided

insights into various aspects of the tourist experience that can be shaped by the quality and availability of online destination information

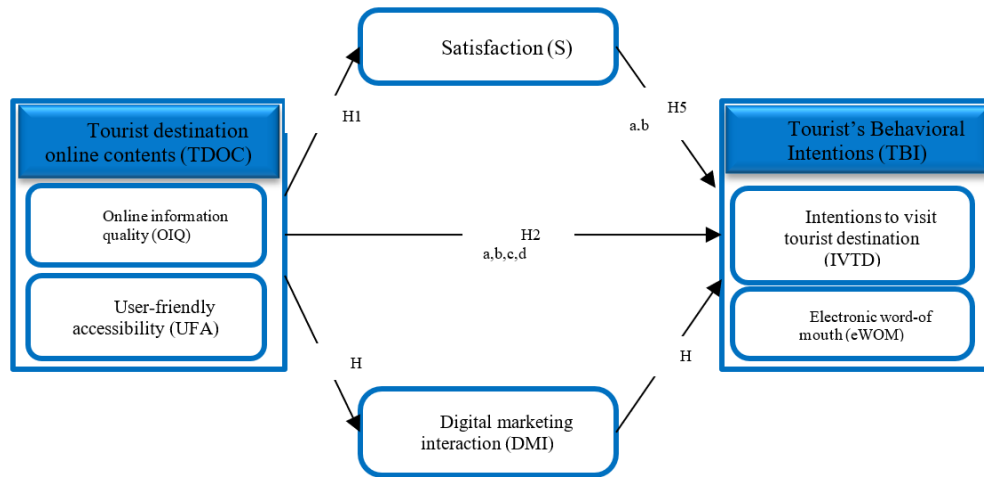


Figure 1 – Proposed Research Model extracted from Armutcu et. al., (2023)

H1a-b: *The perceptions of TDOC's Online Information Quality and User-Friendly Accessibility among tourists positively affect their level of satisfaction.*

Recent research has examined how tourists' perceptions of TDOC influence their Behavioral Intentions. According to Majeed et al. (2020), visitors' views of TDOC directly affect their Behavioral Intentions. Medarič et al. (2021) results highlight how much accessibility affects visitors' Behavioral Intentions toward a destination. Finally, Liu et al. (2020) conducted a study examining changes in travel destination image through text mining, highlighting the dynamic nature

of online content and its potential impact on users' perceptions and Behavioral Intentions.

H2a-d: *Tourists' TDOC perception by Online Information Quality and User-Friendly Accessibility positively affect their behavioral intention IVTD and e-WOM.*

Majeed et al. (2020) showed a significant positive correlation between tourists' perceptions of TDOC and their engagement with digital marketing content. The research specifically shown that visitors' view of TDOC influences their involvement with digital marketing material, therefore suggesting a direct link between TDOC and Digital Marketing Interaction. Moreover, Matusse et al. (2022) emphasized the

importance of providing high-quality and trustworthy online content to increase visitor engagement with digital marketing.

H3a-b: Tourists' TDOC perceptions of Online Information Quality and User-Friendly Accessibility positively affect Digital Marketing Interaction.

The effect of digital marketing contacts on tourist behavioral plans has been a topic of growing demand in the last decades (e.g. Cheng et al., 2021; Levy and Gvili, 2015; Su and Hsu, 2013). Similarly, Vahdati & Nejad (2016) explored the impact of institutional trust in social networks interactions and buying intents on social commerce sites. The findings of the study revealed that institutions-based trust, influences social media communication, resulting in increased purchase intention on social commerce websites. This highlights the role of trust and online interaction in shaping tourists' Behavioral Intentions.

H4a-b: Digital Marketing Interactions have a positive effect on tourist Behavioral Intentions IVTD and e-WOM.

Several researches have explored the influence of satisfaction on diverse Behavioral Intentions, such as Intention to Visit the destination and e-WOM (Kim 2018). Furthermore, Gohary et al. (2020) outcomes show the positive correlation among Behavioral Intentions and satisfaction. The study underlined the necessity of generating

unique experiences for travelers to boost satisfaction and therefore affect their intentions. Additionally, Jeong et al. (2019) analyzed the determinants of Behavioral Intentions in sport tourism, revealed that satisfaction played a significant role in contributing to behavioral intention, including word of mouth (WOM)

H5a-b: Satisfaction (S) positively affects tourist' Behavioral Intentions, including their Intention to Visit (IVTD) and e-WOM.

Research Design

This study employs a structured questionnaire survey targeting domestic tourists in Dushanbe within the past six months, with an emphasis on obtaining diverse responses regarding demographics, travel motivations, and geographical regions within Tajikistan . The questionnaire will be distributed via social media platforms, targeting digitally literate travelers—particularly Gen Z and Millennials (aged 18-40), who actively use digital tools for travelling planning. To enhance clarity, the questionnaire will be carefully designed to ensure ease of understanding and to facilitate accurate data collection. (Hair et al., 2017).

The instrument emphasizes key constructs—including TDOC, Satisfaction, DMI, and Tourism Behavioral Intentions (TBI), measured closed-ended items using a 5-point Likert scale . The survey also aims to collect demographic data, including age, gender, education level, and travel behavior. The scale

is adapted from the valid tool utilized by Armutcu et al. (2023). To assess the clarity and effectiveness of the questionnaire, a wording test will be conducted. Afterwards, a pre-test will be carried out on 30 respondents to make sure that any problems with the logic, timing, and understanding of the survey are identified and will be analyzed using SPSS 26. Considering the pre-test (pilots) remarks, considerable changes will be made to finalize the instrument before initiating full data collection (Bryman, 2016; Hair et al., 2017). Partial Least Squares (PLS-4) will be employed for data analysis, as it is suitable for studies with relatively small sample sizes and accommodates potential cultural unfamiliarity with structured surveys in the Tajikistan context.

Wording Test and Pre-Test

To ensure the linguistic clarity of the instrument, a wording test was conducted following the translation of the original English questionnaire into Tajik. The English version was developed using validated items from previously cited studies. The translation process emphasized maintaining conceptual equivalence across all items. Six bilingual participants with advanced English proficiency reviewed the translated items. Based on their feedback, several items were refined to improve clarity without altering the underlying meaning. The revised version was then finalized for pre-testing.

The pre-test involved 30 qualified participants and was administered using a Google Form survey. The aim was to determine if the items in the translated and revised questionnaire were statistically valid and reliable before conducting the full survey. The validity of the construct was examined by the usage of Confirmatory Factor Analysis (CFA) via IBM SPSS 26 (Astuti et al., 2023). The Kaiser-Meyer-Olkin sample adequacy measure showed values ranging over .770 to .865, which above the criterion of 0.60 (Syahwah et al., 2024). Moreover, Bartlett's Test of Sphericity showed statistically significant findings for all variables ($p < 0.001$), thereby confirming the appropriateness of the dataset for factor analysis. The Component Matrix also indicated all item loadings exceeding 0.780, reflecting strong relationships among items and their corresponding latent constructs—thereby exceeding the minimum loading value of 0.50 (Putri et al., 2021).

RESULT AND DISCUSSION

Results

The main study involved a total of 125 respondents; after screening questions, the study omitted 23 responses that were not eligible; the total of 102 remaining respondents were domestic tourists who visited Dushanbe, Tajikistan within the past 6 months and had prior experience using digital platforms to search for tourism online information about the tourism destinations. The summary of the respondent's demographics are as follows:

Table 1 Respondent Profiles

N ^o	Respondents' profile	Category	Frequency	Percentage
1	Gender	Male	86	84.3%
		Female	16	15.7%
2	Age	18 years old	7	6.9%
		18-25 years old	49	48.0%
		26-35 years old	34	33.3%
		36-40 years old	12	11.8%
3	Occupation	Student	33	32.4%
		Private employee	36	35.3%
		Government employee	19	18.6%
		Unemployed	13	12.7%
		Others	1	1%
4	Domicile	Kulob	47	46.1%
		Dushanbe	30	29.4%
		Republican Subordination	8	7.8%
		Bokhtar	7	6.9%
		Sughd	4	3.9%
		Khorugh	2	2.0%
		Others	4	3.9%
5	Last education	High school	32	31.4%
		Bachelor's degree	54	52.9%
		Master's degree	14	13.7%
		Doctor's degree Ph.D.	2	2.0%
6	Monthly expenses (average)	<TJS 1000	9	8.8%
		TJS 1000-3000	56	54.9%
		TJS 4000-6000	22	21.6%
		TJS 6000-8000	6	5.9%
		TJS 8000-9000	5	4.9%
		>TJS 9000	3	2.9%
		Others	1	1.0%

Source: Main data analysis with SPSS

Behavioral Pattern

To understand how the respondents' travel experience and digital behavior, some

questions are added at the end of the questionnaire. Some results are as follow:

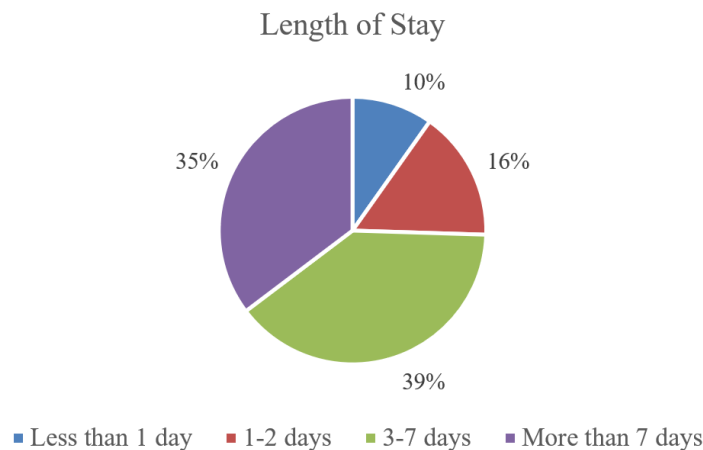


Figure 2 – Previous Length of Stay

Source: Output from SPSS

Almost 745 of the respondents stay on the Dushanbe city for more than 3 days. The main reasons perhaps due to their nature as a

domestic tourist, so length of stay can be longer on their visit.

Frequency of online information search prior to the trip

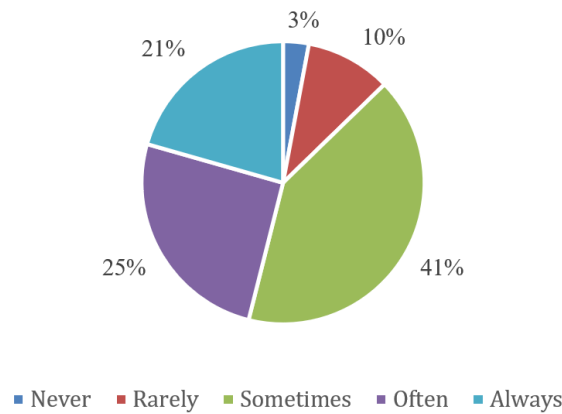


Figure 3 – Frequency of Online Information Search Prior to the Trip
Source: Output from SPSS

Almost 50% of the respondents are having the habit to heavily search the information via online prior to their visit to a certain destination, and only 3% of the respondents never search the information before they visit the destination. The

result is mostly supporting the fact that Millennials and Gen Z are digital native that rely heavily on the internet to search most of the information they need, including about the destination that they want to visit.

Preferred platform for online search

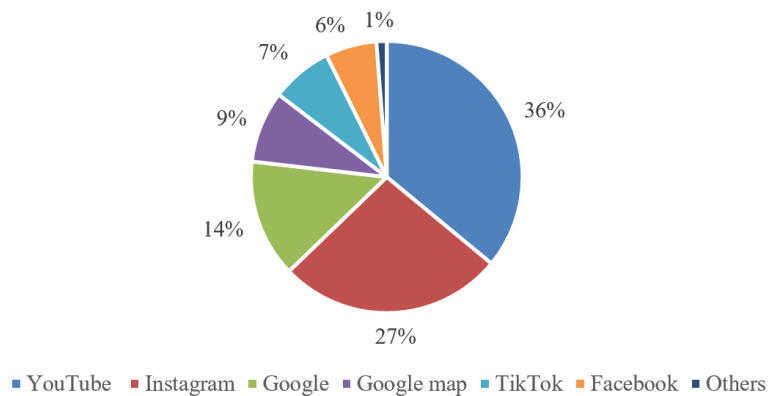


Figure 4 – Preferred Platform for Online Information Search Prior to the Trip
Source: Output from SPSS

A total of 36% respondents are searching the information via YouTube channel, followed by 27% respondents searching it via Instagram. These results imply a valuable insight to the destination authorities, including Dushanbe, to allocate their communication strategy heavily on these two social media

platforms, if they want to target mainly the generation millennials and gen-Z.

Outer Model Analysis (Measurement)

Most indicators had outer loadings above the threshold of 0.70, indicating satisfactory individual reliability. However, a few indicators, such as OIQ3 (0.664), UFA3 (0.633), S3 (0.684), DMI3 (0.678), and

IVTD5 (0.651), had slightly lower loadings. Despite this, these items were retained due to their theoretical relevance and conceptual significance within the model.

All constructs showed composite reliability (CR) values ranging from 0.819 to 0.903, which exceeded the minimum acceptable threshold of 0.70. This confirms the internal consistency of the measurement model.

Regarding convergent validity, most

constructs reported average variance extracted (AVE) values above the 0.50 threshold, indicating that a substantial proportion of indicator variance is captured by each construct. The only exception was the UFA construct, which reported an AVE of 0.477. However, since its CR was 0.819, well above the required 0.70 threshold, this construct remains acceptable.

Table 2 Internal Consistency Evaluation

Variables	Indicators	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
OIQ	OIQ1	0,698	0.785	0.850	0.532
	OIQ2	0,769			
	OIQ3	0,664			
	OIQ4	0,740			
	OIQ5	0,770			
UFA	UFA1	0,632	0.726	0.819	0.477
	UFA2	0,702			
	UFA3	0,633			
	UFA4	0,744			
	UFA5	0,733			
S	S1	0,787	0.814	0.871	0.575
	S2	0,826			
	S3	0,684			
	S4	0,725			
	S5	0,760			
DMI	DMI1	0,797	0.761	0.848	0.584
	DMI2	0,774			
	DMI3	0,678			
	DMI4	0,802			
IVTD	IVTD1	0,741	0.781	0.851	0.534
	IVTD2	0,780			
	IVTD3	0,702			
	IVTD4	0,773			
	IVTD5	0,651			
eWOM	eWOM1	0,833	0.866	0.903	0.650
	eWOM2	0,820			
	eWOM3	0,765			
	eWOM4	0,826			
	eWOM5	0,787			

Source: Output from Smart PLS 4

Discriminant Validity

Discriminant validity was evaluated using two widely accepted methods: first, from the Fornell & Larcker criterion (1981), the square roots of the AVE for all constructs (values on the diagonal) are greater than the inter-construct correlations (off-diagonal values).

For example, the AVE square root for eWOM is 0.807, which exceeds its association with Digital Marketing Interaction (0.700) and all other hidden factors (Table 3). Secondly, the Heterotrait–Monotrait Ratio (HTMT) of correlations, Henseler et al. (2015) and Roemer et al. (2021) recommendation

indicate that the HTMT value among two constructs should be different from 1. As reported in Table 4, most HTMT values are

within the acceptable range, confirming adequate discriminant validity across the model.

Table 3 Fornell & Larcker criterion

Variable	DMI	IVTD	OIQ	Satisfaction	UFA	eWOM
DMI	0,764					
IVTD	0,612	0,731				
OIQ	0,433	0,441	0,730			
Satisfaction	0,622	0,574	0,556	0,758		
UFA	0,484	0,513	0,734	0,659	0,690	
eWOM	0,700	0,695	0,472	0,708	0,489	0,807

Source: Output from Smart PLS 4

Table 4 Heterotrait–Monotrait Ratio (HTMT)

Variable	DMI	IVTD	OIQ	Satisfaction	UFA	eWOM
DMI						
IVTD	0,783					
OIQ	0,533	0,524				
Satisfaction	0,780	0,715	0,666			
UFA	0,645	0,655	0,945	0,833		
eWOM	0,856	0,832	0,542	0,833	0,604	

Source: Output from Smart PLS

Inner/Structural Model Analysis

The subsequent inner model analysis provides a comprehensive evaluation of the structural model, including an evaluation of multicollinearity among constructs, the explanatory power of the model through the

coefficient of determination (R^2), the magnitude of influence via effect size (f^2), the predictive relevance (Q^2), and the overall significance of the hypothesized causal paths as suggested by Hair et. al. (2017).

Table 5 Collinearity Test (VIF)

	Digital Marketing Interaction	Intention to Visit tourist destination	Online Information Quality	Satisfaction	User friendly accessibility	eWOM
Digital Marketing Interaction		1,666				1,666
Intention to Visit tourist destination						
Online Information Quality	2,166	2,223		2,166		2,223
Satisfaction		2,262				2,262
User friendly accessibility	2,166	2,71		2,166		2,71
eWOM						

Source: Output from Smart PLS

As shown in Table 5, all indicators exhibit VIF values ranging from 1.666 to 2.710, which are well below the critical threshold of 5.0 (Hair et al., 2021). These results confirm that no substantial multicollinearity exists among the indicators within the structural model.

Table 6 Coefficient of Determination Test (R²) and Predictive Relevance (Q²) Results

Endogenous variable	R-square	R-square adjusted	Q ² value
DMI	0.247	0.232	0.165
IVTD	0.246	0.433	0.157
Satisfaction	0.446	0.434	0.357
eWOM	0.616	0.600	0.170

Source: Output from Smart PLS

Table 7 Effect Size Results (f²)

Effect Size	f- square
DMI → eWOM	0.274
DMI → IVTD	0.168
OIQ → DMI	0.018
OIQ → eWOM	0.013
OIQ → IVTD	0.002
OIQ → Satisfaction	0.020
Satisfaction → eWOM	0.226
Satisfaction → IVTD	0.033
UFA → DMI	0.079
UFA → eWOM	0.006
UFA → IVTD	0.017
UFA → Satisfaction	0.247

Source: Output from Smart PLS.

As shown in Table 6, the R² value for eWOM is 0.616, indicating a moderate level of explanatory power. Similarly, Satisfaction (S) has an R² value of 0.446, also reflecting a moderate explanatory strength. In contrast, Digital Marketing Interaction (DMI) and Intention to Visit Tourist Destination (IVTD) have lower R² values of 0.247 and 0.246, suggesting weak but acceptable predictive power for exploratory research.

As for the Effect Size (f²) on the Table 7, the paths DMI → eWOM (f² = 0.274), DMI → IVTD (0.168), and UFA → S (0.247) demonstrate medium to large effect sizes, indicating meaningful impacts. In contrast, other routes such as OIQ → IVTD (0.002), UFA → eWOM (0.006), and OIQ → eWOM

(0.013) have extremely tiny impact sizes, indicating little influence. Despite being below the commonly accepted threshold of 0.02, such small effects may still hold theoretical significance, particularly in exploratory models where conceptual justification is prioritized (Hair et al., 2021). Lastly, all Q² values are greater than zero, confirming that the structural model possesses adequate predictive relevance (based on Table 6). Specifically, Q² values for DMI (0.165), and eWOM (0.170) indicate medium predictive relevance, whereas Satisfaction (Q² = 0.357) demonstrates a high level of predictive accuracy. These findings provide empirical support for the theoretical soundness and predictive capacity of the proposed structural model.

Table 8 Path and Hypotheses Analysis

No	Hypothesis Statement	Path	Loading	T-statistics	P-values	Result
H1a	The perceptions of TDOC's Online Information Quality among tourists positively affect their level of satisfaction.	OIQ→S	0.156	1.449	0.148	Not Supported
H1b	The perceptions of TDOC's Online Information Quality among tourists positively affect their level of satisfaction.	UFA→S	0.545	4.996	0.000	Supported
H2a-b	Tourists' perception by Online Information Quality positively affect their behavioral intention.	TDOC OIQ→IVTD	0.043	0.258	0.797	Not Supported
		Online Information Quality OIQ→eWOM	0.104	0.867	0.386	Supported
H2c-d	Tourists' perception by User-Friendly Accessibility positively affect their behavioral intention.	TDOC UFA→IVTD	0.159	0.687	0.492	Not Supported
		User-Friendly Accessibility UFA→eWOM	-0.082	0.658	0.512	Supported
H3a	Tourists' perceptions of Online Information Quality positively affect Digital Marketing Interaction.	OIQ→DMI	0.170	1.183	0.237	Not Supported
H3b	Tourists' perceptions of User-Friendly Accessibility positively affect Digital Marketing Interaction	UFA→DMI	0.359	2.499	0.012	Supported
H4a-b	Digital Marketing Interactions (DMI) have a positive effect on tourist Behavioral Intentions.	DMI→IVTD	0.390	2.620	0.009	Supported
		DMI→eWOM	0.419	3.905	0.000	Supported
H5a-b	Satisfaction (S) positively affect tourist Behavioral Intentions	Satisfaction→IVTD	0.203	1.499	0.134	Not Supported
		Satisfaction→eWOM	0.443	3.475	0.001	Supported

Source: Output from Smart PLS

From the total 12 hypotheses and sub hypotheses, there are only five hypotheses accepted. The Figure 5 summarize the paths

that are significant, and red path to illustrate the paths that are not significant

individual's pre-existing attitudes and preferences toward the destination.

Tourists' perceptions of User-Friendly Accessibility (UFA) is positively affect Digital Marketing Interaction. This supports the work of Armutcu (2023), who found that effective digital content, especially when it is easy to navigate, significantly boosts user involvement with marketing efforts.

Finally, Satisfaction positively affects tourist behavioural intentions, but only towards electronic word of mouth (eWOM). The bootstrapping results show that satisfaction has a substantial impact on only one of the two components of behavioural intention. This finding aligns with prior studies suggesting that satisfied tourists tend to share their experiences online, yet may not immediately commit to a future visit.

CONCLUSION

Discussion and Conclusion

This study investigates the influence of online destination content, specifically Online Information Quality (OIQ) and User-Friendly Accessibility (UFA), on tourists' Behavioral Intentions (TBI) towards domestic tourists in Dushanbe, Tajikistan. The research builds on the work of Armutcu et al. (2023), which focused on digital marketing and social media in influencing tourist behaviour. The study found that UFA significantly influences tourists' likelihood to engage in Electronic Word-of-Mouth (eWOM), shaping their behavioural intentions.

The tourist destination online content (TODC) variables yield different results when influencing their dependent variables. Surprisingly, none of the relationships between Online Information Quality (OIQ) and Satisfaction, interaction quality, or behavioral intentions is significant. This finding might imply that when engaging with online tourism content, young tourists might not always search for in-depth, comprehensive information. Rather, they may be more attracted to interactive features, storytelling, emotional connection, or visual appeal. Content that feels more engaging, entertaining, or personal—as opposed to merely informative—may have a greater impact on their decision-making and level of satisfaction.

User-Friendly Accessibility (UFA), characterized by intuitive navigation and seamless digital design enhances overall user satisfaction, which, indirectly, contributes to a stronger intention to recommend or revisit a destination.

Digital Marketing Interaction (DMI) significantly impacts tourists' desire to visit destinations (IVTD) and their inclination to share their experiences online (eWOM). However, satisfaction (S) was found to be a significant predictor only on eWOM but did not show a direct impact on intentions to visit the destination in the future. This suggests that a good digital experience increases the

likelihood of the potential tourists to share online content or recommend a tourism destination, but may not always lead to a firm Intention to Visit the destination in the future. The study makes a significant contribution to tourism research by refining the use of the Theory of Planned Behaviour (TPB) in the digital tourism environment. It adds cultural and infrastructure distinctiveness to the internationally defined paradigm and provides a more detailed theoretical framework for analysing digital impact by deconstructing TDOC into new dimensions such as Online Information Quality (OIQ) and User-Friendly Accessibility (UFA).

The research challenges traditional assumptions about the linear influence of information quality on intention, finding that usability outpaces informational richness in predictive power. By considering DMI as both a standalone variable and a mediating factor, the research offers a more detailed understanding of its dual theoretical function within the framework of digital behaviour.

Managerial Implications

The findings from the study have far-reaching implications, digital strategists, and destination marketing organizations (DMOs), particularly tour operators within emerging markets such as Tajikistan. Based on our findings, analysis indicates that Online Information Quality (OIQ) does not have significant influence on satisfaction (S), Digital Marketing Interaction (DMI), eWOM,

and Intention to Visit tourist destinations (IVTD) for Tajikistan's youth travelers. It may be attributed to respondent characteristics such as small sample population, age category, and interaction with digital platforms. Another possible reason is that the type of information provided may not appeal to the youth. Therefore, improving online content can be directed toward more interactive, engaging, and visually appealing content of information rather than list of attributes and background information. Furthermore, it is also important to consider how users interact with online content based on demographic or behavioral factors.

However, User-Friendly Accessibility (UFA) demonstrated the strong influence on satisfaction. Satisfaction, Digital Marketing Interaction, and eWOM underscore the need for tourism platforms and websites to prioritize usability. Good accessibility features improve task completion, lessen frustration, and make the experience more pleasant overall, which raises engagement and satisfaction. Based on the highest outer loading result of UFA4, the ease of availability of tourist destinations online information on the internet can help tourists easily interact with the destination's online content. Overall, it influences satisfaction because of its easy accessibility. Therefore, tourism destinations should invest in intuitive, mobile-friendly interfaces with simple navigation and fast-loading content in order to

improve visitor experience and encourage positive digital engagement.

The prominent role of Digital Marketing Interaction (DMI) in influencing both intentions to visit tourist destinations (IVTD) and Electronic Word-of-Mouth (eWOM) on Tajikistan's youth travelers highlights the importance of interactive digital content. By using digital media channels, tourists find visitors' recommendations regarding destinations that they visited; it helps them to separate positive eWOM about tourist destinations, as positive eWOM via social media can significantly improve the visibility and reliability of destinations. This interaction not only builds trust between visitors but also enhances the destination selection via recommendations of other people. Based on the findings from the consumption patterns of the questionnaire results, 80.9% of the respondents are more likely to recommend tourist destinations via online platforms to other people. That's why tourism destinations should enhance their digital presence by improving user-friendly websites, social media interaction, and digital marketing channels. By providing accurate and easily accessible online information, which can be reviewed, help tourists to engage with the content via online channels and improve the online presence of the destination.

Limitation and Future Suggestion

The study has several limitations, including a limited sample of 102 domestic tourists aged

18-40, which may not include international travellers' perspectives. Future research should include international tourists visiting Tajikistan to gain a deeper understanding of tourists' digital experiences and decision-making processes. The study also faced challenges in obtaining expected results through online questionnaires, especially regarding the difficulties in data collection due to some cultural barriers. Potential respondents were reluctant to participate in survey-based research. These limitations may affect the generalizability of findings across wider tourist populations. Future research in Tajikistan could seek the possibility to utilize a professional enumerator that could increase the sample size. Finally, some results are not significant, and weakening the full effect of online destination content (ODC), thus influenced the regression results. Other variables such as online/social media third party recommendations (e.g. influencers or bloggers) and other communication/promotion sources might be valuable to contribute to the Intention to Visit the destination as well as spreading the information to their family and friends.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)

- Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, H. (2023). Tourist behaviour: The role of digital marketing and social media. *Acta Psychologica*, 240. <https://doi.org/10.1016/j.actpsy.2023.104025>
- Astuti, N. L. S., Istiyono, E., & Widiastuti, W. (2023). Incorporating School Culture in Character Education Evaluation: The Development, Validity and Reliability Testing of the “CHILDREN” Character Assessment. *AL-ISHLAH: Jurnal Pendidikan*.
- Bilgihan, A., Kandampully, J., & Zhang, T. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), 102-119.
- Bryman, A. (2016). *Social Research Methods* (5th ed.). Oxford University Press.
- Cheng, G., Cherian, J., Sial, M. S., Mentel, G., Wan, P., Álvarez-Otero, S., & Saleem, U. (2021). The relationship between csr communication on social media, purchase intention, and e-wom in the banking sector of an emerging economy. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1025-1041.
- Dimitrovski, D., & Crespi Vallbona, M. (2018). Urban food markets in the context of a tourist attraction—La Boqueria market in Barcelona, Spain. *Tourism Geographies*, 20(3), 397-417.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
- Gohary, A., Pourazizi, L., Madani, F., & Chan, E. Y. (2020). Examining Iranian tourists’ memorable experiences on destination satisfaction and Behavioral Intentions. *Current Issues in Tourism*, 23(2), 131-136.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., Ray, S., ... & Ray, S. (2021). Evaluation of formative measurement models. *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*, 91-113.
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- Han, H., Hsu, L. T. J., & Lee, J. S. (2009). Empirical investigation of the roles of attitudes toward green behaviors, overall image, gender, and age in hotel customers’ eco-friendly decision-making process. *International journal of hospitality management*, 28(4), 519-528.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, 43, 115-135.
- Jeong, Y., Kim, S. K., & Yu, J. G. (2019). Determinants of Behavioral Intentions in the context of sport tourism with the aim of sustaining sporting destinations. *Sustainability*, 11(11), 3073.
- 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.

- Kim, M., S. & Kim, S. (2018). Factors influencing willingness to provide personal information for personalized recommendations. *Computers in Human Behavior*, Volume 88, Pages 143-152, ISSN 0747-5632, <https://doi.org/10.1016/j.chb.2018.06.031>
- Kumar, P. (2021). Digital marketing in hospitality and tourism. University of South Florida (USF) M3 Publishing, 17(9781732127593), 3.
- Levy, S., & Gvili, Y. (2015). How credible is e-word of mouth across digital-marketing channels? The roles of social capital, information richness, and interactivity. *Journal of Advertising Research*, 55(1), 95-109.
- Li, Y., Liu, H., & Chen, T. (2023). How digital interface design shapes Tourist Satisfaction and loyalty. *Tourism Management Perspectives*, 46, 101087.
- Liu, B., Wang, Y., & Wu, L. (2020). The influence of digital marketing on tourist decision-making: Evidence from China. *Journal of Destination Marketing & Management*, 16, 100433.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2019.1615610>
- Majeed, A., Lu, L., & Jo, M. K. (2020). The influence of online tourism information on tourist behavior: A structural equation modeling approach. *Frontiers in Psychology*, 11, Article 599. <https://doi.org/10.3389/fpsyg.2020.00599>
- Maruf, T. I., Hazilah Bt. Abd, Haque AKM, Suharni (2021). “Factors affecting attitudes towards using ride-sharing apps,” *International Journal of Business, Economics and Law*, 25(2), PP. 60–70.
- Matusse, S. S., Xi, X., & Joaquim, I. M. (2022). Assessment of strategies to enhance the online presence of the Mozambican government website on tourism destination marketing. *International Trade, Politics and Development*, 7(1), 16-35.
- Medarič, Z., Sulyok, J., Kardos, S., & Gabruč, J. (2021). Lake Balaton As An Accessible Tourism Destination—The Stakeholdersperspectives Hungarian Geographical Bulletin 70 (3): 233–247.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 17(4), 460-469.
- Putri, B. D., Handayani, N. S., Ekayafita, S. Z., & Lestari, A. D. (2021). The Indonesian Version of SF-36 Questionnaire: Validity and Reliability Testing in Indonesian Healthcare Workers Who Handle Infectious Diseases. *Indian Journal of Forensic Medicine & Toxicology*.
- Rajaratnam, S. D., Nair, V., Pahlevan Sharif, S., & Munikrishnan, U. T. (2015). Destination quality and tourists’ behavioural intentions: rural tourist destinations in Malaysia. *Worldwide Hospitality and Tourism Themes*, 7(5), 463-472.
- Roemer, E., Schubert, F. and Henseler, J. (2021), "HTMT2—an improved criterion for assessing discriminant validity in structural equation modeling", *Industrial Management & Data Systems*, Vol. 121 No.

- 12, pp. 2637-2650.
<https://doi.org/10.1108/IMDS-02-2021-0082>
- Shneikat, B., Elfekair, A., Laradi, S., & Wondirad, A (2025). The impact of information quality on behavioral intention: New insights from North African tourism sector, *Acta Psychologica*, Volume 256,105024, ISSN 0001-6918,
<https://doi.org/10.1016/j.actpsy.2025.105024>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
<https://doi.org/10.1016/j.jretconser.2019.01.005>
- Statista.com Data Reportal, & Meltwater, & We Are Social. (February 5, 2025). Number of internet and social media users worldwide as of February 2025 (in billions) [Graph]. In Statista. Retrieved April 23, 2025, from <https://www.statista.com/statistics/617136/digital-population-worldwide/>
- Su, L., & Hsu, M. K. (2013). Service fairness, consumption emotions, satisfaction, and Behavioral Intentions: The experience of Chinese heritage tourists. *Journal of Travel & Tourism Marketing*, 30(8), 786-805.
- Syahwa, K. A., Gustia, S. K., Faradillah, A., & Ulfah, S. (2024). Validity and Reliability of Mathematical Reasoning Ability Instruments in High Schools with Winsteps. *Pattimura Proceeding: Conference of Science and Technology*.
- Tajikistan Tourism Development Committee (TTDC). (2021). National Tourism Development Strategy of Tajikistan 2021–2030. Retrieved from <https://www.tourism.tj>
- Temurbekova, S., & Sulaimonov, A. (2022). The Role of Information Technologies in the Digital Economy of the Republic of Tajikistan. 280–290.
<https://doi.org/10.5220/0011353700003350>
- Vahdati, H., & Mousavi Nejad, S. H. (2016). Brand Personality toward Customer Purchase Intention: The Intermediate Role of Electronic Word-of-Mouth and Brand Equity. *Asian Academy of Management Journal*, 21(2).
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188.
<https://doi.org/10.1016/j.tourman.2009.02.016>
- Zhang, L., Yang, F., & Wang, Z. (2022). Understanding the mediating role of satisfaction in the relationship between online content quality and tourists' online advocacy behavior. *Current Issues in Tourism*, 25(8), 1224–1238.
<https://doi.org/10.1080/13683500.2021.1931067>

Appendix

Appendix 1 Wording Test Result

Variable	Code	Indicators (English)	Indicators (Translated into tajik language) Original	Indicators (Translated into tajik language) Revised
Online Information Quality (OIQ)	OIQ1	I believe that tourist destination's online information will be helpful to book the best tourism package	Ман боварӣ дорам, ки маълумотҳои онлайн аз макони сайёҳӣ, барои фармоиш додани беҳтарин бастаи сайёҳӣ муфид хоҳад буд	Ба фикри ман маълумоти онлайн (маълумот аз интернет ва сайтҳо) аз ҷойи саёҳи ба ман кӯмак мекунад, ки, беҳтарин пакети (бастаи) саёҳати ро харидори кунам
	OIQ2	I feel that detailed online information about tourist destination will help to satisfy tourists.	Ба фикри ман маълумоти муфассал дар бораи макони сайёҳӣ, кумак мекунад ки талаботи саёҳон қоне гардад	Пурра (муфассал) будани маълумоти онлайнӣ дар бораи ҷойи саёҳи, боиси қаноатмандии саёҳон мегардад
	OIQ3	I believe that the updated online price of tourism package will help tourists to quickly decide their tourism schedule	Ман боварӣ дорам ки нархҳои онлайн бастаҳои саёҳии зуд-зуд навшавнда ба саёҳон кумак мекунад ки саёҳати худро зуд ба нақша гиранд	Ба фикри ман нархномаи пакетҳои (бастаҳои), ки то ҳол дар шабақаҳои онлайнӣ дастрас аст, барои зуд ба нақша гирифтани саёҳат ба сайёҳон кӯмак мерасонад
	OIQ4	I feel that the online quality service will be reliable to meet tourists' needs and expectations	Ба фикри ман сифати хизматрасонии онлайни кумак мекунад ки боварии саёҳонро ба даст орад.	Ба фикри ман сифати хизматрасонии онлайни барои ҳалли ниёзҳо ва мушкилоти саёҳон боварибахш мебошад
	OIQ5	Online view of aesthetic locations of a destination will attract tourists	Тамашон онлайни маконҳои аслии саёҳи метавонад саёҳонро ба худ ҷалб кунанд.	Тасвири манзараҳои асосии саёҳи ки онлайн (дар интернет) нишон дода шудааст, ёри менамояд то диққати саёҳонро ҷалб кунад
User-Friendly Accessibility (UFA)	UFA1	I believe that tourist destination's online content will be easily understandable	Ман боварӣ дорам, ки онлайн контентҳои макони сайёҳӣ осонфаҳм хоҳанд буд	Ман боварӣ дорам, ки контентҳои (суратҳо ва видеоҳои) онлайнӣ ҷойҳои саёҳи ба бинанда осон ва фаҳмо хоҳанд буд
	UFA2	I believe that online tourism information will help to quickly access the desired information about tourist destination	Ман боварӣ дорам, ки маълумоти онлайн дар бораи саёҳи, кумак мекунад то зудтар маълумоти зарури дар бораи ҷойҳои сайёҳӣ дастраси пайдо шавад	Ба фикри ман, маълумоти онлайнӣ дар бораи ҷойҳои саёҳи, кумак мекунад ки, зудтар маълумоти зарури пайдо шавад
	UFA3	I believe that tourist destination's online representative will be friendly to tourists	Ман боварӣ дорам, ки намоиши онлайнӣ макони сайёҳӣ ба сайёҳон осонфаҳм хоҳад буд.	Ба фикри ман, ки муносибати намоiendaи ҷойҳои саёҳи бо сайёҳон ба воситаи муоширати онлайн самимонатар мешавад
	UFA4	I expect that tourist destination's online information will be easily available on the Internet	Умедворам, ки маълумоти онлайн дар бораи макони сайёҳӣ дар интернет ба осонӣ дастрас хоҳад буд.	Умедворам, ки маълумоти онлайн дар бораи макони сайёҳӣ дар интернет ба осонӣ пайдо карда шавад
	UFA5	Authentic and updated online tourism information will make tourists relaxed while	Маълумоти онлайн ва зуд-зуд навшавандаи саёҳи ба сайёҳон хангоми	Маълумоти онлайн ва зуд-зуд навшавандаи саёҳи, хангоми тамашон он ба сайёҳон ҳаловат мебахшад.

Variable	Code	Indicators (English)	Indicators (Translated into tajik language) Original	Indicators (Translated into tajik language) Revised
		browsing their desired tourism information	тамошои он фарах мебахшад	
Satisfaction (S)	S1	Online tourism information delivers positive image of a destination among tourists	Маълумот онлайн оиди сайёҳи дар байни сайёҳон эътибор мусбати макони саёхиро фараҳам меорад.	Маълумоти онлайн эътибори мусбати макони саёхиро дар байни сайёҳон бештар мекунад
	S2	A destination may present its strong image to tourists with online tourism contents	Макони саёҳи бо онлайн контентҳо метавонад ба саёҳон эътибори кавиро нисбат ба макони саёҳи намоиш диҳад	Маконҳои саёҳи метавонанд эътибори кавиро худро ба саёҳон бо воситаи онлайн контентҳо (расм ва видео) нишон диҳанд
	S3	Reliable online tourism information will make tourists happy to purchase online tourism packages	Маълумоти бозэтимоди онлайн, метавонад сайёҳонро аз харидани онлайн бастаҳои саёҳи шод намояд	Агар маълумоти онлайн бозэтимод бошад, сайёҳон бо хурсандӣ бастаҳои (пакетҳои) саёҳиро харидори мекунад
	S4	Updated online tourism information will make a destination popular among tourists	Маълумоти зуд-зуд навшудаи сайёҳии онлайн, ҷойҳои саёҳиро дар байни сайёҳон машҳур мекунад	Маълумотҳои нави онлайн ҷойҳои саёҳиро дар байни саёҳон машҳуртар мекунад
	S5	Online tourism information makes tourists relaxed while browsing online tourism destinations	Маълумоти онлайн дар бораи саёҳи, хангоми тамошои саёҳон аз маконҳои сайёҳи ба онҳо халоват мебахшад	Маълумоти сайёҳии онлайн ба сайёҳон кӯмак мекунад, ки хангоми دیدани ҷойҳои сайёҳӣ дар интернет, худро роҳат ҳис кунанд
Digital Marketing Interactions (DMI)	DMI1	I use digital marketing channels to search for information about tourism destinations	Ман шабакаҳои маркетинги рақамиро барои ҷустуҷӯи маълумот дар бораи маконҳои сайёҳӣ истифода мебарам	Ман шабакаҳои интернетӣ (харитаи гугл, ютуб, инстаграм) -ро барои ҷустуҷӯи маълумот дар бораи ҷойҳои сайёҳӣ истифода мебарам
	DMI2	I use digital marketing channels to read other people's experiences and opinions about tourism destinations	Ман шабакаҳои маркетинги рақамиро барои хондани таҷриба ва андешаҳои одамони дигар дар бораи маконҳои сайёҳӣ истифода мебарам	Ман шабакаҳои интернетиро барои хондани таҷриба ва андешаҳои одамони дигар дар бораи маконҳои сайёҳӣ истифода мебарам
	DMI3	I use digital marketing channels to look up people's comments about tourism destinations.	Ман шабакаҳои маркетинги рақамиро истифода мебарам, то шарҳҳои (коментарияҳои) одамонро дар бораи маконҳои сайёҳӣ ҷустуҷӯ кунам	Ман интернетро барои ҷустуҷӯи кардани коментарияҳои (шарҳҳои) одамон дар бораи ҷойҳои сайёҳӣ истифода мебарам
	DMI4	I use digital marketing channels to find and discover people's	Ман шабакаҳои маркетинги рақамиро барои дарёфт ва кашф кардани тавсияҳои одамон дар бораи	Ман шабакаҳои интернетиро барои пайдо кардани тавсияҳои одамон дар бораи ҷойҳои сайёҳӣ истифода мебарам

Variable	Code	Indicators (English)	Indicators (Translated into tajik language) Original	Indicators (Translated into tajik language) Revised
		recommendations about tourism destinations	мақонҳои сайёҳӣ истифода мебарам	
Intentions to visit tourist destinations (IVTD)	IVTD1	I will purchase online tourism package to visit my friends and family in host destination	Ман бастаи сайёҳии онлайн мебарам, то ба дӯстон ва оилаам дар мақони саёҳи дидан кунам	Ман бастаи (пакети) сайёҳии онлайн мебарам, то бо дӯстон ва оилаам аз ҷойи саёҳи дидан намоям
	IVTD2	Online tourism information will help to easily schedule all fun and adventure activities at host destination	Маълумоти онлайн дар бораи сайёҳи барои ба осонӣ ба нақша гирифтани ҳама чорабиниҳои шавқовар ва саёҳатӣ дар мақони саёҳи кӯмак мекунад	Маълумоти онлайн сайёҳӣ барои ба осонӣ ба нақша гирифтани чорабиниҳои шавқовар ва саёҳатӣ дар мақони саёҳи кӯмак мекунад
	IVTD3	Online information about host tourism destinations' rest and relaxation activities will promote tourists' visits	Маълумоти онлайн дар бораи фаъолиятҳои истироҳату фароғатии мақонҳои сайёҳии боиси боздиди сайёҳон мегардад	Доштани маълумоти онлайн дар бораи фаъолият, истироҳат ва фароғатии ҷойҳои сайёҳи боиси ташвиқи (чалби) сайёҳон мегардад
	IVTD4	Online tourism promotion with religious facilities will ensure more tourists' arrival at host tourism destinations	Таблиғи (реклама) онлайн иншооти динӣ (ибодатгоҳ), боиси чалби бештари сайёҳон ба мақонҳои сайёҳи мешавад	Намоиши онлайнӣ ҷойи саёҳи ва иншооти динӣ (ҷойҳои намозхонӣ, таҳоратхона) он, боиси омадани зиёди сайёҳон ба мақони саёҳи мегардад
	IVTD5	Online tourism packages will offer greater value for money for my actual traveling to tourism destinations	Пешкаш кардани бастаҳои (пакетҳои) саёҳи ба таври онлайн арзиши онро дорад ки, аз ҷойҳои саёҳи дидан намоям	Бастаҳои (пакетҳои) онлайнӣ саёҳи нархҳои муносибро барои сафари ман ба мақони саёҳи пешниҳод менамояд
Electronic Word-of-Mouth (eWOM)	eWOM1	I will share online comments about my tourism experience	Ман шарҳҳои (коментария) онлайнро дар бораи таҷрибаи сайёҳии ба дигарон паҳн мекунам	Ман коментарияҳои (шарҳҳои) онлайнро дар бораи таҷрибаи сайёҳии ба дигарон паҳн мекунам
	eWOM2	I will encourage more tourists online to travel to my experienced tourism destination	Ман сайёҳони бештареро ба таври онлайнро ташвиқ мекунам, ки ба мақони таҷриба кардаи сайёҳии ман сафар кунанд	Ман сайёҳони бештареро ба таври онлайн ташвиқ мекунам, ки ба ҷойи саёҳии таҷриба кардаи ман сафар кунанд.
	eWOM3	My shared online comments will generate awareness among tourists about traveling to the same destination	Шарҳҳои (коментарияҳои) гузоштаи ман дар интернет огоҳии сайёҳонро аз ҷойи саёҳии дидаи ман зиёд мекунад	Коментарияҳои (шарҳҳои) дар интернет гузоштаи ман боиси аз ҷойи саёҳи бохабар шудан сайёҳони дигар ва ба ҳамон ҷой сафар кардани онҳо мегардад
	eWOM4	Comments on the positive experience of online tourism booking will help to satisfy tourists about their future intentions to visit the same destination	Шарҳҳои (коментарияҳои) онлайн дар бораи таҷрибаи хуби сайёҳи, барои қонеъ кардани сайёҳон дар бораи ниятҳои ояндаи онҳо барои боздид аз як мақон кӯмак мекунад.	Коментарияҳои (шарҳҳои) дар бораи таҷрибаи хуби харидани чипта (билет) ба таври онлайн, барои қаноатмандии сайёҳон ва нияти рафтани ба ҷойи саёҳи кӯмак мекунад

Variable	Code	Indicators (English)	Indicators (Translated into tajik language) Original	Indicators (Translated into tajik language) Revised
	eWOM5	I will communicate my feelings of tourism experience with my friends and family on different online social media.	Ман ба воситаи шабакаҳои иҷтимоӣ дар бораи эҳсосоти таҷрибаи саёҳиям бо дӯстон ва оилаам суҳбат мекунам	Ман эҳсосотамро дар бораи таҷрибаи сайёҳиям ба дӯстон ва оилаам ба воситаи шабакаҳои иҷтимоӣ баён мекунам

Appendix 2 Pretest Result

Results of Reliability and Validity Testing in Pre-Test

Latent Variable	Observable Variable	KMO	Bartlett's Test	Component Matrix	Validity	Cronbach's Alpha	Cronbach's Alpha if Item Deleted
Online Information Quality (OIQ)	OIQ1	.770	.000	.791	Valid	.902 (Reliable)	.896
	OIQ2			.865	Valid		.879
	OIQ3			.836	Valid		.884
	OIQ4			.878	Valid		.876
	OIQ5			.891	Valid		.864
User-Friendly Accessibility (UFA)	UFA1	.828	.000	.796	Valid	.904 (Reliable)	.904
	UFA2			.931	Valid		.861
	UFA3			.814	Valid		.897
	UFA4			.836	Valid		.887
	UFA5			.908	Valid		.867
Satisfaction (S)	S1	.863	.000	.943	Valid	.920 (Reliable)	.880
	S2			.936	Valid		.885
	S3			.845	Valid		.912
	S4			.814	Valid		.921
	S5			.860	Valid		.909
Digital Marketing Interactions (DMI)	DMI1	.822	.000	.886	Valid	.881 (Reliable)	.835
	DMI2			.864	Valid		.844
	DMI3			.890	Valid		.829
	DMI4			.799	Valid		.878
Intentions to visit tourist destinations (IVTD)	IVTD1	.808	.000	.798	Valid	.874 (Reliable)	.856
	IVTD2			.821	Valid		.849
	IVTD3			.822	Valid		.854
	IVTD4			.871	Valid		.829
	IVTD5			.811	Valid		.850
Electronic Word-of-Mouth (eWOM)	eWOM1	.865	.000	.846	Valid	.904 (Reliable)	.885
	eWOM2			.917	Valid		.862
	eWOM3			.780	Valid		.903
	eWOM4			.884	Valid		.874
	eWOM5			.827	Valid		.891

Appendix 3 Structural Model (Smart PLS 4 Output)

