ICESE
Interaction, Community Engagement, and Social Environment
ICESE 3(1): 1-17
ISSN 3025-0293

Institute for Advanced Science, Social and Sustainable Future
MORALITY BEFORE KNOWLEDGE

The influence of information quality in user-generated content (UGC) behavioral intention to revisit: The mediating role of destination image (a study on Lampung as a tourism object)

Muhammad Cyril Hadrian[1], Nissa Ghulma Ratnasari[1,*]
[1] *Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, West Java 16424, Indonesia.*
*Correspondence: n.ghulma@ui.ac.id

Received Date: June 4, 2025 Revised Date: July 28, 2025 Accepted Date: July 29, 2025

ABSTRACT

Background: This study aims to investigate the mediating effect of perceived destination image on the relationship between information quality in user-generated content (UGC) and behavioral intention, with a focus on the intention to revisit Lampung as a tourist destination, while extending the Stimulus-Organism-Response (SOR) model by Mehrabian and Russel. **Methods:** Based on the tourism context in Lampung, a total of 283 valid responses from domestic tourists were collected and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to test the research hypotheses. **Findings:** The indirect path analysis results show that cognitive image significantly mediates the relationship between representational information quality and social information quality on behavioral intention to revisit, while affective image serves as a significant mediator in the relationship between representational information quality and contextual information quality on behavioral intention to revisit. Interestingly, this study also found that intrinsic information quality has a significant direct effect on behavioral intention to revisit. **Conclusion:** These findings contribute significantly to understanding how destination image influences tourists' perceptions of different types of information quality in shaping their intention to revisit, while also highlighting the complex interplay between humans and technology in the context of tourism. **Novelty/Originality of this article:** This study extends the Stimulus-Organism-Response (SOR) model by examining the mediating role of cognitive and affective destination images between different dimensions of UGC information quality and tourists' behavioral intention to revisit.

KEYWORDS: destination image; tourist behavior; user-generated content.

1. Introduction

In today's evolving digital landscape, online platforms have become central to how tourists gather and evaluate travel information. The increasing prevalence of User-Generated Content (UGC), such as reviews, photos, and videos shared by travelers, has proven to significantly impact how destinations are perceived and how travel decisions are made (Cheung et al., 2022; Paul et al., 2019). UGC offers a sense of authenticity and interpersonal trust, serving as a form of social proof where individuals rely on others' experiences to shape their own behavior (Mustonen, 2024). This has shifted tourist preferences from traditional word-of-mouth to real-time, online reviews that influence both cognitive and emotional responses toward a destination (Unnikrishnan & Sibi, 2023). Understanding how UGC shapes destination image is therefore critical, particularly through

Cite This Article:
Hadrian, M. C., & Ratnasari, N. G. (2025). The influence of information quality in user-generated content (UGC) behavioral intention to revisit: The mediating role of destination image (a study on Lampung as a tourism object). *Interaction, Community Engagement, and Social Environment, 3*(1), 1-17. https://doi.org/10.61511/icese.v3i1.2025.2041

the lens of the Cognitive-Affective-Conative framework (Baloglu & McCleary, 1999), which highlights the roles of knowledge, emotional response, and behavioral intention. A favorable image across these dimensions enhances revisit intention, consistent with the Theory of Planned Behavior (Ajzen & Fishbein, 1975), which suggests that positive attitudes increase one's likelihood to revisit.

Despite the potential of UGC, its influence in tourism is not yet fully understood due to inconsistencies in content quality and limited empirical research (Iglesias-Sánchez et al., 2020). According to Eppler's Information Quality Theory (2006), factors such as clarity, consistency, and credibility are essential for forming reliable perceptions. This is particularly relevant in the context of Lampung, a region known for its natural beauty, such as Pahawang Island, Way Kambas, and Kiluan Bay, but also burdened with challenges like high crime rates, poor infrastructure, and viral criticisms that damage its reputation. The spread of such issues via UGC, like in the viral case of TikToker Bima Yudho Saputro, has further amplified public skepticism. Moreover, socio-demographic tensions stemming from historical transmigration policies have added complexity to Lampung's image. These factors make Lampung a relevant and timely case for studying how perceived information quality in UGC affects destination image and, in turn, behavioral intention to revisit. Using the stimulus-organism-response (SOR) framework, this study aims to provide a nuanced understanding of how tourists who have previously visited Lampung interpret UGC and how it shapes their intention to return.

In the digital age, the role of user-generated content (UGC) in shaping travel behavior has become increasingly significant. With the rapid proliferation of digital platforms—ranging from social media sites such as Instagram, TikTok, and Facebook to travel-specific platforms like TripAdvisor, Agoda, and Booking.com, travelers are no longer solely dependent on traditional marketing or official tourism board communications for information. Instead, they actively seek out peer-created content that offers real, unfiltered insights into destinations (Gupta & Kumar, 2019). UGC includes a wide variety of content such as personal reviews, travel vlogs, social media posts, photographs, and blog articles, all of which are shared voluntarily by individuals based on their firsthand experiences.

What distinguishes UGC from brand-produced content is its perceived authenticity and relatability. Unlike official promotional materials, which may be seen as biased or overly polished, UGC is typically viewed as more credible because it reflects honest opinions and lived experiences (Varkaris & Neuhofer, 2017; Ukpabi & Karjaluoto, 2018). Tourists trust these peer insights, especially when they align with their own travel preferences or demographic characteristics. This trust in UGC significantly influences various stages of the travel decision-making process, from destination selection to activity planning and accommodation booking (Yin et al., 2023).

Furthermore, the impact of UGC goes beyond providing information, it plays a critical role in forming and reshaping destination image. Repeated exposure to positive imagery, engaging stories, and favorable testimonials can enhance the cognitive and affective image of a destination. Conversely, negative reviews or viral content that highlights issues such as poor infrastructure, safety concerns, or disappointing service can severely damage a location's reputation and reduce its attractiveness (Milano et al., 2011). This duality makes UGC a double-edged sword: while it can serve as a powerful promotional tool, it also carries reputational risks if not monitored and managed properly.

Therefore, tourism stakeholders, such as destination management organizations (DMOs), travel agencies, and local businesses, must engage proactively with UGC. This includes encouraging satisfied visitors to share their positive experiences, responding constructively to criticism, and monitoring the digital narrative surrounding their destination. Strategically managing UGC not only enhances destination appeal and builds trust among prospective travelers but also provides valuable feedback that can inform service improvements and marketing strategies. In essence, UGC has evolved into a critical touchpoint in shaping tourist perception, influencing behavior, and maintaining the competitiveness of tourism destinations in an increasingly digital world.

The Stimulus-Organism-Response (SOR) model, introduced by Mehrabian & Russell (1974), offers a foundational framework for understanding the psychological mechanisms by which external stimuli influence individual behavior. This model consists of three core components: the stimulus (external factors or environmental cues), the organism (the internal affective and cognitive processes of the individual), and the response (the resulting behavior or intention). Originally developed in the context of environmental psychology, the SOR model has been widely applied across disciplines, including consumer behavior, retail, and increasingly, tourism studies.

In the context of digital tourism, the SOR framework has proven particularly relevant in explaining how travelers interact with user-generated content (UGC) before making travel-related decisions. The stimulus in this setting refers to the perceived quality of UGC, content produced by other users in the form of travel reviews, blog posts, vlogs, and social media updates. UGC serves as a rich source of non-commercial, experience-based information that travelers use to form impressions of potential destinations. Gupta & Kumar (2019) identify four key dimensions of UGC information quality that act as stimuli: intrinsic quality (accuracy, credibility), contextual quality (relevance, interest), representational quality (clarity, consistency), and social quality (engagement, shared experience).

The organism represents the internal processing phase, which in tourism is typically conceptualized through the formation of cognitive and affective destination images. Cognitive image refers to the rational evaluation of destination attributes, such as infrastructure, safety, and accessibility, while affective image involves emotional responses like excitement, nostalgia, or sense of relaxation evoked by the destination (Şahin & Kılıçlar, 2023). As tourists consume UGC, they interpret and integrate the presented information, leading to mental imagery and emotional associations that shape their overall perception of the destination. Finally, the response refers to the behavioral outcome of this internal processing, most notably, the behavioral intention to revisit a destination. In this case, it pertains specifically to tourists' willingness or decision to return to Lampung, a region that holds both high tourism potential and image-related challenges. According to Papadimitriou et al. (2018), intentions such as revisiting, recommending, or sharing experiences are direct responses influenced by how positively or negatively a destination is perceived.

The application of the SOR model in this study provides a structured lens for understanding how different types of UGC influence tourists' mental and emotional perceptions, and how these perceptions, in turn, affect their behavioral intentions. By investigating the mediating role of destination image between UGC quality and revisit intention, the study not only reinforces the theoretical relevance of SOR in tourism but also offers actionable insights for destination marketers, especially in underexplored destinations like Lampung that are working to overcome negative public perceptions and strengthen repeat visitation.

Information quality encompasses accuracy, relevance, accessibility, and trustworthiness, ensuring content is credible, clear, and user-focused. In user-generated content (UGC), it includes validity, reliability, and clarity, shaping consumer perceptions (Ukpabi & Karjaluoto, 2018). UGC quality consists of four key dimensions: intrinsic, contextual, representational, and social (Asyraff et al., 2023), all of which influence how tourists form destination images. Thus, maintaining high-quality UGC is vital for promoting a positive and attractive tourism image.

According to Ghorbanzadeh et al. (2023), destination image is tourists' overall impression shaped by references, experiences, and expectations. It plays a key role in attracting tourists and building loyalty, as a positive image boosts revisit intention and word-of-mouth (Llodrà-Riera et al., 2015). As a mediator, destination image links UGC quality to revisit behavior by shaping decision-making (Asyraff et al., 2023). It consists of cognitive image, objective knowledge about attractions, infrastructure, and services (Afshardoost & Eshaghi, 2020), and affective image, emotional responses like pleasure and relaxation (Laletsang et al., 2023). Together, they inform and emotionally engage tourists, enhancing destination appeal.

Behavioral intention to revisit reflects a tourist's tendency to return to a destination and is crucial for understanding consumer behavior in tourism. It includes intentions to revisit, recommend the destination via word-of-mouth or e-WOM, and share experiences on social media. This intention is influenced by subjective norms, personal attitudes, and perceived behavioral control (Rasoolimanesh et al., 2022).

2. Methods

This quantitative research employed a cross-sectional online survey targeting domestic tourists who had visited Lampung in the past year for leisure purposes and had used user-generated content (UGC) on digital platforms to search for travel-related information within the previous six months. The study used purposive sampling to ensure respondents had relevant travel experience and exposure to UGC, aligning with the study's objectives. Data was collected over five months (February–June 2024), with the main survey conducted in April–May using Google Forms. Distribution of the survey leveraged various channels including social media, messaging platforms, and support from PT ASDP Indonesia Ferry during the researcher's internship, as well as tourism-related community groups.

The survey instrument was adapted from established sources: 24 items measuring perceived UGC information quality were adapted from Asyraff et al. (2023), covering intrinsic, contextual, representational, and social dimensions. Perceived cognitive destination image was measured with eight items, affective destination image with six items (Stylos et al., 2016), and behavioral intention to revisit with six items derived from Papadimitriou et al. (2018) and Stylos et al. (2016). A six-point Likert scale (1 = strongly disagree, 6 = strongly agree) was used throughout.

Prior to the main data collection, a pilot test was conducted to ensure clarity and face validity. Based on the demographic data of 283 respondents collected in this study, the majority of participants were male (56.5%), while female respondents accounted for 43.5%. Most respondents were aged 25–35 years (51.2%), followed by the 36–45 age group (28.6%), indicating that the sample largely represented productive and mobile adults. In terms of educational background, 54.8% held a bachelor's degree, and the rest were dominated by high school graduates (25.1%) and diploma holders (16.3%). In terms of travel behavior to Lampung, 39.6% of respondents traveled in groups of more than five people, while 21.2% traveled solo. Most stayed in Lampung for 4–7 days (39.9%) and had visited the province 3–5 times (39.2%). Their most recent visits were primarily within the past 4–6 months (49.8%), with expenditures ranging mostly between IDR2,500,000 and IDR5,000,000 (41.3%). The most frequently used UGC platforms were Instagram (25.1%), followed by TikTok (20.5%) and Twitter/X (15.9%), highlighting a strong preference for visual and dynamic social media content in shaping their travel perceptions.

From 283 valid responses, descriptive and inferential statistics were performed. Harman's single-factor test indicated no significant common method bias (with a single-factor variance below 50%). The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, following Hair Jr et al. (2017) and Hair et al. (2019) procedures to assess both the measurement and structural models, including path analysis, mediation testing, and model fit diagnostics.

3. Results and Discussion

3.1 Hypotesis development and research model

Intrinsic information quality, defined by accuracy, completeness, and credibility, shapes how users interpret content, especially in tourism. High-quality user-generated content (UGC) significantly influences tourists' cognitive image of a destination by enhancing perceptions of its infrastructure, attractions, and services (Guo & Pesonen, 2022; Asyraff et al., 2023; Ghorbanzadeh et al., 2023). It also supports affective image formation, as emotionally engaging and trustworthy content fosters emotional connection and

favorable feelings (Redies et al., 2020). Insights from e-commerce and digital services affirm that accurate, credible content builds trust and loyalty (Fang & Fang, 2022). In destinations such as Lampung—home to Pahawang Island, Kiluan Bay, and Way Kambas—user-generated content (UGC) with strong intrinsic information quality plays a critical role in shaping the overall destination image. This type of content not only influences how potential visitors perceive the destination both cognitively and affectively, but also enhances trust and encourages future revisitation. Building upon prior research, this study proposes the following hypotheses:

H1: Perceived intrinsic information quality in user-generated content (UGC) has a positive effect on the formation of the perceived cognitive destination image of Lampung.
H2: Perceived intrinsic information quality in user-generated content (UGC) has a positive effect on the formation of the perceived affective destination image of Lampung.
H3: Perceived intrinsic information quality in user-generated content (UGC) has a positive effect on the formation of the perceived conative destination image of Lampung.

Contextual information quality refers to the extent to which content is relevant, engaging, and tailored to users' needs. In the context of tourism, user-generated content (UGC) that is rich in context and aligned with travelers' styles or cultural preferences has been found to significantly enhance the cognitive image of a destination by making the information more relatable and easier to process (Zhang et al., 2018). Additionally, such content strengthens the affective destination image by evoking emotional resonance through compelling personal narratives (Jeong & Yeu, 2023). When UGC accurately reflects tourists' real experiences and preferences, it also contributes to higher levels of revisit intention . Based on these insights, the following hypotheses are proposed in this study:

H4: Perceived contextual information quality in user-generated content (UGC) has a positive effect on the formation of the perceived cognitive destination image of Lampung.
H5: Perceived contextual information quality in user-generated content (UGC) has a positive effect on the formation of the perceived affective destination image of Lampung.
H6: Perceived contextual information quality in user-generated content (UGC) has a positive effect on the formation of the perceived conative destination image of Lampung.

Representational information quality refers to the clarity, consistency, and overall presentation of information, which makes it easier for users to process and understand (Vigo, 2011). In the context of user-generated content (UGC), elements such as well-organized formatting, coherent language, and structured narratives reduce cognitive load and improve content usability. In tourism, this kind of clarity not only enhances the trustworthiness and credibility of reviews or travel-related posts but also contributes to more favorable impressions of the destination. Filieri & McLeay (2014) emphasized that visually and textually coherent UGC increases users' perception of content usefulness, which in turn promotes destination loyalty and repeat visitation. Based on this line of research, the following hypotheses are proposed in this study:

H7: Perceived representational information quality in user-generated content (UGC) has a positive effect on the formation of the perceived cognitive destination image of Lampung.
H8: Perceived representational information quality in user-generated content (UGC) has a positive effect on the formation of the perceived affective destination image of Lampung.
H9: Perceived representational information quality in user-generated content (UGC) has a positive effect on the formation of the perceived conative destination image of Lampung.

Social information quality refers to the perceived relevance, usefulness, and supportiveness of information derived from social interactions, particularly in the decision-making process (C. Liu et al., 2019). In the tourism sector, user-generated content (UGC) such as reviews, peer recommendations, and travel discussions plays a vital role in shaping

the cognitive destination image by offering authentic and credible insights into key aspects like safety, accommodations, and service quality (Lee, 2015; Lariba, 2023). Additionally, socially validated and emotionally rich content enhances the affective destination image by eliciting feelings of trust, enthusiasm, and emotional connection (Wyer Jr & Srull, 2014). When UGC is perceived as trustworthy and reflects widespread approval—often referred to as social proof—it significantly increases revisit intention by reinforcing the destination's popularity and reliability (Rahimizhian et al., 2020). Based on these findings, the following hypotheses are proposed in this study:

H10: Perceived social information quality in user-generated content (UGC) has a positive effect on the formation of the perceived cognitive destination image of Lampung.
H11: Perceived social information quality in user-generated content (UGC) has a positive effect on the formation of the perceived affective destination image of Lampung.
H12: Perceived social information quality in user-generated content (UGC) has a positive effect on the formation of the perceived conative destination image of Lampung.

Previous research has demonstrated that destination image serves as a mediating factor between information quality and tourists' revisit intention (Liang & Xue, 2021). Within the context of user-generated content (UGC), the intrinsic quality of information—reflected in its accuracy and credibility—supports the development of a strong cognitive destination image (Asyraff et al., 2023). Likewise, contextual relevance and engaging content help shape tourists' perceptions and influence their behavioral intentions (Jani & Hwang, 2011). In the case of Lampung, UGC that aligns with tourist preferences and expectations strengthens these effects. Moreover, the representational dimension of UGC, characterized by clarity and consistency, enhances both cognitive image formation and revisit behavior (Molinillo et al., 2018). Socially sourced content, such as peer reviews and recommendations, adds layers of credibility and emotional resonance, which further boost cognitive and affective responses (Nur'afifah & Prihantoro, 2021; Yacout & Hefny, 2015). Collectively, these findings suggest that high-quality UGC across all dimensions plays a significant role in shaping destination image and increasing the intention to revisit. Based on this framework, the following hypotheses are proposed in this study:

H15a: The perceived cognitive destination image of Lampung significantly mediates the relationship between perceived intrinsic information quality in user-generated content (UGC) and tourists' behavioral intention.
H15b: The perceived cognitive destination image of Lampung significantly mediates the relationship between perceived contextual information quality in user-generated content (UGC) and tourists' behavioral intention.
H15c: The perceived cognitive destination image of Lampung significantly mediates the relationship between perceived representational information quality in user-generated content (UGC) and tourists' behavioral intention.
H15d: The perceived cognitive destination image of Lampung significantly mediates the relationship between perceived social information quality in user-generated content (UGC) and tourists' behavioral intention.

Tourists' affective destination image—referring to their emotional responses toward a place—plays a crucial mediating role in the relationship between user-generated content (UGC) quality and revisit intention. High intrinsic information quality, characterized by accuracy and credibility, not only aids tourists in understanding a destination but also stimulates emotional engagement, such as feelings of interest, enjoyment, or excitement, thereby increasing the likelihood of return visits (Prayag et al., 2017). In the context of Lampung, factual and emotionally compelling UGC about attractions like Kiluan Bay can evoke positive emotional responses and create stronger personal connections with the destination. Additionally, content with contextual relevance (Guo & Pesonen, 2022), clear and coherent representation (Molinillo et al., 2018), and authentic social validation (Ukpabi

& Karjaluoto, 2018) further enhance emotional resonance and trust among potential tourists. These findings suggest that affective destination image significantly bridges the impact of UGC quality and behavioral outcomes. Built on the above research, the following hypotheses are proposed in this study:

H16a: The perceived affective destination image of Lampung significantly mediates the relationship between perceived intrinsic information quality in user-generated content (UGC) and tourists' behavioral intention.

H16b: The perceived affective destination image of Lampung significantly mediates the relationship between perceived contextual information quality in user-generated content (UGC) and tourists' behavioral intention.

H16c: The perceived affective destination image of Lampung significantly mediates the relationship between perceived representational information quality in user-generated content (UGC) and tourists' behavioral intention.

H16d: The perceived affective destination image of Lampung significantly mediates the relationship between perceived social information quality in user-generated content (UGC) and tourists' behavioral intention.

Based on the extensive discussion of relevant literature supporting the study hypotheses, the proposed research framework is illustrated in Fig. 1 below.

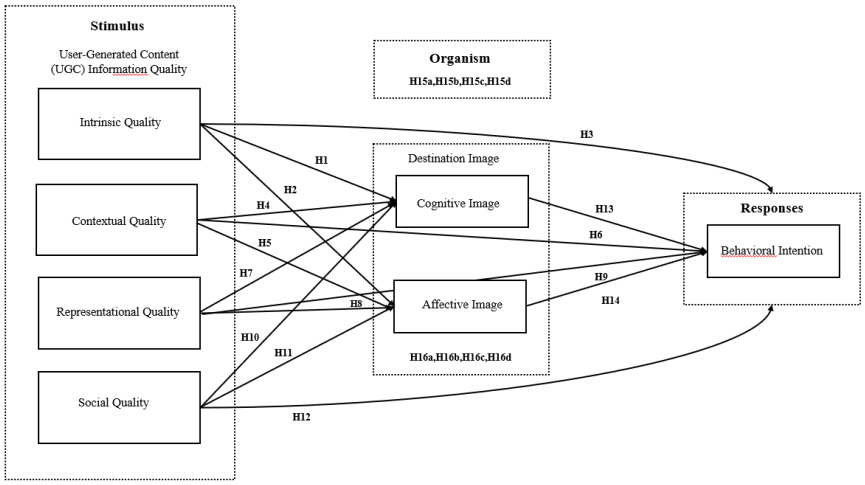

Fig. 1. Study framework
(Asyraff et al., 2023)

3.2 Findings

3.2.1 Measurement model assessment

The first step in assessing the reflective measurement model involves evaluating the indicator loadings. As shown in Table 1, all indicator loading values range from 0.814 to 0.924, exceeding the recommended threshold of 0.70 (Hair et al., 2019). This indicates satisfactory indicator reliability for all measured items across constructs. No items were removed, as all loading values met the minimum requirement. The second step assesses internal consistency reliability using Cronbach's Alpha and Composite Reliability (CR).

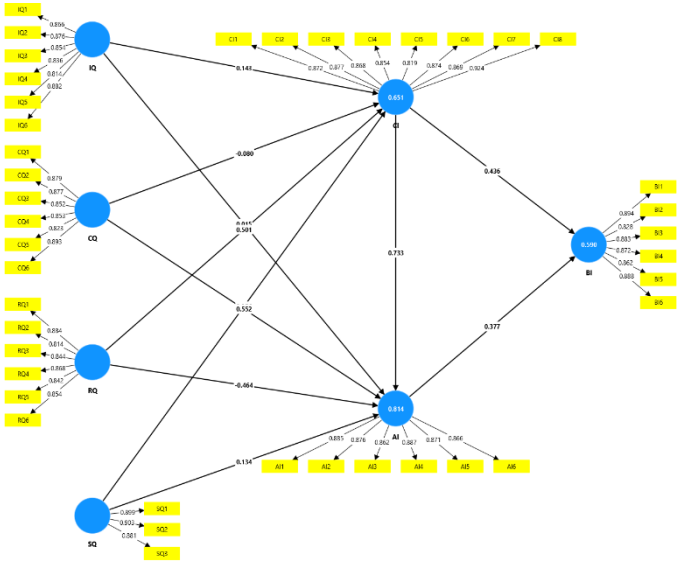

Fig. 2. Cronbach's alpha and composite reliability

The Cronbach's Alpha values for all constructs range from 0.830 to 0.944, while the Composite Reliability values range from 0.849 to 0.938, both exceeding the recommended minimum of 0.70 (Hair et al., 2019). These results confirm strong internal consistency among the indicators of each latent variable. The third step examines convergent validity using the Average Variance Extracted (AVE). All AVE values range from 0.713 to 0.799, surpassing the 0.50 benchmark recommended by Hair et al. (2019).

Table 1. Results of measurement model assessment

Latent variable	Code	Outer loading	Cronbach alpha	Composite reliability	AVE
Intrinsic informational quality	IQ1	0.864	0.914	0.830	0.731
	IQ2	0.874		0.911	
	IQ3	0.856		0.776	
	IQ4	0.838		0.810	
	IQ5	0.815		0.763	
	IQ6	0.882		0.984	
Contextual informational quality	CQ1	0.878	0.944	0.862	0.745
	CQ2	0.876		0.875	
	CQ3	0.853		0.849	
	CQ4	0.853		0.938	
	CQ5	0.824		0.927	
	CQ6	0.893		0.969	
Representational informational quality	RQ1	0.884	0.861	0.791	0.725
	RQ2	0.814		0.811	
	RQ3	0.843		0.744	
	RQ4	0.869		0.776	
	RQ5	0.843		0.979	
	RQ6	0.853		0.830	
Representational informational quality	RQ1	0.898	0.846	0.850	0.799
	RQ2	0.904		0.895	
	RQ3	0.880		0.880	
Cognitive image	CI1	0.872	0.926	0.784	0.757
	CI2	0.877		0.917	
	CI3	0.868		0.713	
	CI4	0.854		0.809	
	CI5	0.819		0.848	
	CI6	0.874		0.717	
	CI7	0.869		0.870	
	CI8	0.924		0.836	

Affective image	CQ1	0.885	0.910	0.874	0.765
	CQ2	0.876		0.912	
	CQ3	0.862		0.755	
	CQ4	0.887		0.831	
	CQ5	0.871		0.843	
	CQ6	0.866		0.777	
Behavioral intention to revisit	BI1	0.885	0.904	0.836	0.759
	BI2	0.876		0.776	
	BI3	0.862		0.842	
	BI4	0.887		0.812	
	BI5	0.871		0.785	
	BI6	0.866		0.885	

Based on the data presented in Table 3, discriminant validity was evaluated using the Heterotrait–Monotrait ratio of correlations (HTMT), a modern and robust criterion introduced by Henseler et al. (2015) to assess the degree to which constructs are truly distinct from one another. Discriminant validity ensures that each construct in the model captures phenomena not represented by other constructs, thereby confirming the uniqueness of each latent variable. In this study, the HTMT values range between 0.564 and 0.833, which are all below the recommended conservative threshold of 0.90. This threshold is widely accepted in structural equation modeling literature as an indicator of adequate discriminant validity.

The results indicate that the correlations between constructs do not exceed the critical limit, thus confirming that the constructs are not only conceptually distinct but also empirically discriminable. This is essential for the credibility and robustness of the structural model, as it eliminates concerns about multicollinearity or overlap between different constructs. The relatively low HTMT values also suggest that each construct measures a different dimension of the conceptual framework, such as the different types of perceived information quality (intrinsic, contextual, representational, and social), destination image (cognitive and affective), and behavioral intention to revisit. Overall, the findings affirm that the measurement model demonstrates strong discriminant validity and supports the integrity of the structural path analysis in this research.

3.2.2 Structural model assessment

The collinearity test (VIF) was first conducted to determine the multicollinearity issue among the independent variables. The results indicate the VIF values for the structural model are between 1.575 and 3.761. It shows the absence of a strong indication of multicollinearity among predictors (Hair et al., 2019). Table 3 reports the path analysis of the direct effect by examining the path coefficient (β) from a bootstrapping with 5000 subsamples.

Table 2. Results of heterotrait–monotrait ratio of correlations (HTMT)

	IQ	CQ	RQ	SQ	CI	AI	BI
IQ							
CQ	0.715						
RQ	0.700	0.740					
SQ	0.571	0.564	0.622				
CI	0.636	0.575	0.783	0.733			
AI	0.630	0.757	0.579	0.722	0.833		
BI	0.819	0.618	0.615	0.672	0.774	0.767	

The significance test results indicate that out of all examined relationships, eight were statistically significant while six were not. Significant relationships include the influence of Contextual Information Quality (CQ) on Affective Image (AI) with a T-statistic of 7.886 and a p-value of 0.000, as well as the effect of Representational Information Quality (RQ) on both

Cognitive Image (CI) and Affective Image (AI), with T-statistics of 6.676 and 6.541 respectively (p = 0.000). Social Information Quality (SQ) also significantly affected CI and AI, with T-statistics of 4.892 and 2.551 (p = 0.000 and 0.011). In addition, Cognitive Image (CI) and Affective Image (AI) significantly influenced Behavioral Intention to Revisit (BI), with T-statistics of 3.303 and 2.279 (p = 0.001 and 0.000), while Intrinsic Information Quality (IQ) also had a significant direct effect on BI (T = 5.544, p = 0.000). On the other hand, six relationships did not meet the threshold for significance (p > 0.05). These include the influence of IQ on CI (T = 1.598, p = 0.110) and AI (T = 0.259, p = 0.795), as well as CQ on CI (T = 1.035, p = 0.301) and BI (T = 0.426, p = 0.670). The effects of RQ and SQ on BI were also non-significant, with T-statistics of 1.337 and 1.355 (p = 0.181 and 0.175), respectively.

Table 3. Results of path analysis coefficient (β), t-values and significance level (p-value)

Variable relations	Path coefficient (β)	T-statistics	P- values	Conclusion
Intrinsic information quality -> Cognitive image	0.142	1.598	0.110	Not significant
Intrinsic information quality -> Affective image	0.015	0.259	0.795	Not significant
Intrinsic information quality -> Behavioral intention to revisit	0.520	5.544	0.000	Significant
Contextual information quality -> Cognitive image	-0.080	1.035	0.301	Not significant
Contextual information quality -> Affective image	0.552	7.886	0.000	Significant
Contextual information quality -> Behavioral intention to revisit	-0.039	0.426	0.670	Not significant
Representational information quality -> Cognitive image	0.501	6.676	0.000	Significant
Representational information quality -> Affective image	-0.465	6.541	0.000	Significant
Representational information quality -> Behavioral intention to revisit	-0.133	1.337	0.181	Not significant
Social information quality -> Cognitive image	0.356	4.892	0.000	Significant
Social information quality -> Affective image	0.134	2.551	0.011	Significant
Social information quality -> Behavioral intention to revisit	0.086	1.355	0.175	Not significant
Cognitive image -> Behavioral intention to revisit	0.322	3.303	0.001	Significant
Affectuve -> Behavioral intention to revisit	0.202	2.279	0.023	Significant

The predictive accuracy results show that Cognitive Image has a moderate level of explained variance (R^2 adjusted = 64.6%) from Intrinsic Information Quality, Representational Information Quality, and Social Information Quality. Affective Image demonstrates high predictive accuracy (R^2 adjusted = 81.1%) explained by Contextual Information Quality, Representational Information Quality, and Social Information Quality. Similarly, Behavioral Intention to Revisit shows strong predictive power (R^2 adjusted = 72.6%) as influenced by Intrinsic Information Quality, Cognitive Image, and Affective Image.

The remaining variance in each case is attributed to other variables not covered in this study. Among all constructs assessed through the f^2 effect size, only three were found to have a large effect. These include: Contextual Information Quality on Affective Image (f^2 = 0.711) and Representational Information Quality on Cognitive Image (f^2 = 0.380) on Affective Image, as well as Intrinsic Information Quality (f^2 = 0.461) on Behavioral Intention to Revisit. These values indicate that removing these constructs would cause a substantial decrease in the R^2 value of their respective dependent variables, highlighting their strong predictive contribution within the model.

3.2.3 Hypothesis testing

The hypothesis testing results, supported by statistical data, reveal the complex dynamics between user-generated content (UGC) information quality, destination image, and behavioral intention to revisit in the context of Lampung tourism. Among the four types of information quality, intrinsic information quality (IQ) only had a significant direct effect on behavioral intention (H3: β = 0.520, t = 5.544, p = 0.000), while its influence on cognitive (H1: β = 0.142, t = 1.598, p = 0.110) and affective image (H2: β = 0.015, t = 0.259, p = 0.795) was not significant. Contextual information quality (CQ) had a strong effect on affective image (H5: β = 0.552, t = 7.886, p = 0.000), but failed to influence cognitive image (H4: β = -0.080, t = 1.035, p = 0.301) and revisit intention (H6: β = -0.039, t = 0.426, p = 0.670). Representational quality (RQ) significantly shaped cognitive image (H7: β = 0.501, t = 6.676, p = 0.000) but had a negative effect on affective image (H8: β = -0.465, t = 6.541, p = 0.000) and no significant effect on revisit intention (H9: β = -0.133, t = 1.337, p = 0.181). Social quality (SQ) significantly impacted both cognitive (H10: β = 0.356, t = 4.892, p = 0.000) and affective images (H11: β = 0.134, t = 2.551, p = 0.011), but not revisit intention (H12: β = 0.086, t = 1.355, p = 0.175).

Table 4. Results of path analysis coefficient (β), t-values and significance level (p-value)

No.	Hypotesis question	Research result	Path coefficient (*β*)	T-value	P-value
H1	IQ -> CI	Not supported	0.142	1.598	0.110
H2	IQ -> AI	Not supported	0.015	0.259	0.795
H3	IQ -> BI	Supported	0.520	5.544	0.000
H4	CQ -> CI	Not supported	-0.080	1.035	0.301
H5	CQ -> AI	Supported	0.552	7.886	0.000
H6	CQ -> BI	Not supported	-0.039	0.426	0.670
H7	RQ -> CI	Supported	0.501	6.676	0.000
H8	RQ -> AI	Supported	-0.465	6.541	0.000
H9	RQ -> BI	Not supported	-0.133	1.337	0.181
H10	SQ -> CI	Supported	0.356	4.892	0.000
H11	SQ -> AI	Supported	0.134	2.551	0.011
H12	SQ -> BI	Not supported	0.086	1.355	0.175
H13	CI -> BI	Supported	0.322	3.303	0.001
H14	AI -> BI	Supported	0.202	2.279	0.023
H15 (a)	IQ -> CI -> BI	Not supported	0.046	1.297	0.195
H15 (b)	CQ -> CI -> BI	Not supported	-0.026	0.862	0.389
H15 (c)	RQ -> CI -> BI	Supported	0.161	2.963	0.003
H15 (d)	SQ -> CI -> BI	Supported	0.115	2.494	0.013
H16 (a)	IQ -> AI -> BI	Not supported	0.003	0.210	0.834
H16 (b)	CQ -> AI -> BI	Supported	0.112	2.143	0.032
H16 (c)	RQ -> AI -> BI	Supported	-0.094	2.023	0.043
H16 (d)	SQ -> AI -> BI	Not supported	0.027	1.887	0.059

The mediation analysis further clarified these relationships through the Stimulus-Organism-Response (S-O-R) lens. Cognitive image significantly mediated the relationship between RQ and revisit intention (H15c: β = 0.161, t = 2.963, p = 0.003) and between SQ and revisit intention (H15d: β = 0.115, t = 2.494, p = 0.013), while no mediation was found for IQ

(H15a: β = 0.046, t = 1.297, p = 0.195) or CQ (H15b: β = -0.026, t = 0.862, p = 0.389). Affective image significantly mediated the effects of CQ (H16b: β = 0.112, t = 2.143, p = 0.032) and RQ (H16c: β = -0.094, t = 2.023, p = 0.043) on revisit intention, but not IQ (H16a: β = 0.003, t = 0.210, p = 0.834) or SQ (H16d: β = 0.027, t = 1.887, p = 0.059). These results emphasize that while some UGC dimensions have direct impacts, others work indirectly through emotional and cognitive evaluations, with representational and contextual qualities playing dual roles across cognitive and affective pathways.

3.3 Discussion

This study aims to examine the effect of user-generated content (UGC) on tourists' behavioral intention to revisit Lampung, with cognitive and affective destination image serving as mediating variables. The findings reveal that the cognitive image is the most influential factor in shaping revisit intention, indicating that tourists' rational understanding, such as perceptions of infrastructure, attractions, and service quality, plays a crucial role in their decision to return. Additionally, intrinsic information quality (IQ) of UGC, which refers to the accuracy, credibility, and reliability of the content, shows a direct and positive effect on revisit intention. This relationship is not mediated by either cognitive or affective image, suggesting that trustworthy and factual content alone is strong enough to encourage tourists to revisit without necessarily shaping their emotional or cognitive perceptions.

In contrast, contextual information quality (CQ), which deals with how relevant and engaging the information is to a user's personal interests, does not directly affect revisit intention. However, it does have a significant indirect effect when mediated by affective image, meaning that personalized and interesting content becomes effective only when it successfully evokes positive emotional responses such as pleasure, enjoyment, or inspiration. Representational information quality (RQ), related to the clarity, structure, and visual presentation of UGC, also does not directly influence revisit intention. However, when mediated by cognitive image, RQ significantly contributes to tourists' intention to revisit, implying that well-presented content helps tourists form a rational understanding of the destination. Interestingly, mediation through affective image in the case of RQ shows a negative effect, indicating that emotional responses to the visual or accessible aspects of content might backfire, possibly by creating mismatched expectations or emotional detachment.

Lastly, social information quality (SQ), which includes indicators such as likes, comments, and overall engagement, also lacks a direct impact on revisit intention. Nevertheless, it becomes effective when mediated by cognitive image, suggesting that social validation is only influential when it helps tourists develop a clearer understanding of the destination. Mediation through affective image in this case does not yield significant results, implying that while viral or socially engaging content might entertain or attract attention, it does not necessarily lead to action unless backed by rational evaluation. Overall, the study concludes that cognitive destination image and intrinsic information quality are the strongest direct predictors of revisit intention, while the other dimensions of information quality are only effective when they contribute to shaping the tourist's perception of the destination. Emotional appeal alone is insufficient to drive revisit behavior without rational support.

4. Conclusions

This study aimed to analyze the influence of user-generated content (UGC) information quality, comprising intrinsic, contextual, representational, and social dimensions, on tourists' behavioral intention to revisit Lampung, with cognitive and affective destination images as mediating variables based on the S-O-R framework. Findings reveal that intrinsic information quality is the only dimension that has a direct and significant effect on revisit intention, especially in destinations with inconsistent image, where tourists rely more on

credible information. Interestingly, intrinsic quality does not significantly influence either cognitive or affective image, suggesting a direct unmediated effect. Meanwhile, contextual information quality has a significant impact on affective image, which then fully mediates its influence on revisit intention, emphasizing the importance of emotional responses triggered by relevant and engaging content. However, it does not affect cognitive image nor directly influence revisit intention. In contrast, representational information quality enhances cognitive image but negatively affects affective image and revisit intention directly. Still, cognitive image fully mediates its positive effect on revisit intention, highlighting the value of clear and accessible content in shaping rational perceptions. Affective image, however, acts as a negative mediator in this pathway.

The study also finds that social information quality positively influences both cognitive and affective images, yet only cognitive image significantly mediates its impact on revisit intention, indicating another case of full mediation. Both cognitive and affective images themselves significantly influence tourists' intention to revisit Lampung, reinforcing the role of both rational and emotional destination perceptions. Notably, only 12 out of 22 hypothesized paths were statistically significant, potentially due to the broad and unsegmented respondent demographics. The lack of stricter inclusion criteria, such as age, education level, income, or frequency of visits, may have introduced heterogeneity that masked clearer relationships among variables. For future research, more targeted respondent segmentation is recommended to yield sharper, more reliable insights into tourist behavior.

Acknowledgement
We extend our appreciation to Mr. Dr. Karto Adiwijaya, S.E., M.M., and Ms. Sri Daryanti, S.E., M.M., for their valuable contributions and feedback in reviewing and refining this research report.

Author Contributions
The authors contributed to the data acquisition, analysis, and interpretation in this study. Conceptualization: Muhammad C. Hadrian, Nissa G. Ratnasari; Methodology: Muhammad C. Hadrian, Nissa G. Ratnasari; Data Curation: Muhammad C. Hadrian; Writing – Original Draft Preparation: Muhammad C. Hadrian, Nissa G. Ratnasari; Writing – Review & Editing: Muhammad C. Hadrian, Nissa G. Ratnasari.

Funding
This research received no external funding.

Ethical Review Board Statement
Not available.

Informed Consent Statement
Not available.

Data Availability Statement
Not available.

Conflicts of Interest
The authors declare no conflict of interest.

References

Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioral intentions: A meta-analysis. *Tourism Management, 81*, 104154. https://doi.org/10.1016/j.tourman.2020.104154

Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological bulletin*, *82*(2), 261. https://psycnet.apa.org/doi/10.1037/h0076477

Asyraff, M.A., Hanafiah, M.H., Aminuddin, N. & Mahdzar, M. (2023), Adoption of the stimulus–organism–response (SOR) model in hospitality and tourism research: Systematic literature review and future research directions, *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, *12*(1). https://fslmjournals.taylors.edu.my/adoption-of-the-stimulus-organism-response-s-o-r-model-in-hospitality-and-tourism-research-systematic-literature-review-and-future-research-directions/

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research, 26*(4), 868–897. https://doi.org/10.1016/S0160-7383(99)00030-4\

Cheung, M. L., Leung, W. K. S., Cheah, J. H., & Ting, H. (2022). Exploring the effectiveness of emotional and rational user-generated contents in digital tourism platforms. *Journal of Vacation Marketing*, *28*(2), 152–170. https://doi.org/10.1177/13567667211030675

Eppler, M. J. (2006). *Managing information quality: Increasing the value of information in knowledge-intensive products and processes*. Berlin, Heidelberg: Springer Berlin Heidelberg.

Fang, Y. S., & Fang, L. C. (2022). A review of Chinese e-commerce research: 2001–2020. *IEEE Access*, *10*, 49015-49027. https://doi.org/10.1109/ACCESS.2022.3172433

Filieri, R., & McLeay, F. (2014). E-WOM and accommodation: An analysis of the factors that influence travelers' adoption of information from online reviews. *Journal of travel research*, *53*(1), 44-57. https://doi.org/10.1177/0047287513481274

Ghorbanzadeh, D., Zakieva, R. R., Kuznetsova, M., Ismael, A. M., & Ahmed, A. A. A. (2023). Generating destination brand awareness and image through the firm's social media. *Kybernetes*, *52*(9), 3292-3314. https://doi.org/10.1108/K-09-2021-0931

Gupta, D. K., & Kumar, V. (2019). Indian e-journals in library and information science: A study based on coverage in UGC approved list of journals. *Annals of Library and Information Studies (ALIS)*, *65*(4), 252-260. https://nopr.niscpr.res.in/handle/123456789/45727

Guo, X., & Pesonen, J. A. (2022). The role of online travel reviews in evolving tourists' perceived destination image. *Scandinavian Journal of Hospitality and Tourism*, *22*(4-5), 372-392. https://doi.org/10.1080/15022250.2022.2112414

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, *31*(1), 2-24. https://doi.org/10.1108/EBR-11-2018-0203

Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. *International Journal of Multivariate Data Analysis*, *1*(2), 107-123. https://doi.org/10.1504/IJMDA.2017.087624

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*(1), 115-135. https://doi.org/10.1007/s11747-014-0403-8

Iglesias-Sánchez, P. P., Correia, M. B., Jambrino-Maldonado, C., & de las Heras-Pedrosa, C. (2020). Instagram as a co-creation space for tourist destination image-building:

Algarve and Costa del Sol case studies. *Sustainability, 12*(7), 1–26. https://doi.org/10.3390/su12072793

Jani, D., & Hwang, Y. H. (2011). User-generated destination image through weblogs: A comparison of pre-and post-visit images. *Asia Pacific Journal of Tourism Research*, *16*(3), 339-356. https://doi.org/10.1080/10941665.2011.572670

Jeong, J. E., & Yeu, M. (2023). Can mental imagery enhance review helpfulness and product evaluation? The role of contextual background and mental simulation. *Journal of Research in Interactive Marketing*, *17*(6), 959-974. https://doi.org/10.1108/JRIM-08-2022-0237

Laletsang, M., Ndubi, E. O., & Muthengi, S. (2023). The Impact of Affective Destination Image on Domestic Tourist Preferences: A Study of Gaborone City, Botswana. *Journal of Hospitality and Tourism Management*, *6*(1), 58-73. https://doi.org/10.53819/81018102t4124

Lariba, C. (2023). The role of user-generated content in shaping brand perceptions. *International Journal of Public Relation and Communication*, *1*(1), 25-37. https://forthworthjournals.org/journals/index.php/IJPRC/article/view/58

Lee, Y. J. (2015). Creating memorable experiences in a reuse heritage site. *Annals of Tourism Research*, *55*, 155-170. https://doi.org/10.1016/j.annals.2015.09.009

Liang, X., & Xue, J. (2021). Mediating effect of destination image on the relationship between risk perception of smog and revisit intention: A case of Chengdu. *Asia Pacific Journal of Tourism Research, 26*(9), 1024–1037. https://doi.org/10.1080/10941665.2021.1941156

Llodrá-Riera, I., Martínez-Ruiz, M. P., Jímenez-Zarco, A. I., & Izquierdo-Yusta, A. (2015). Influence of social media on motivations for visiting a destination and image formation. *International Journal of Technology Marketing*, *10*(4), 413-430. https://doi.org/10.1504/IJTMKT.2015.072173

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.

Milano, R., Baggio, R., & Piattelli, R. (2011). The effects of online social media on tourism websites. In *Information and communication technologies in tourism 2011* (pp. 471-483). Springer, Vienna. https://doi.org/10.1007/978-3-7091-0503-0_38 Molinillo, S., Liébana-Cabanillas, F., Anaya-Sánchez, R., & Buhalis, D. (2018). DMO online platforms: Image and intention to visit. *Tourism management*, *65*, 116-130. https://doi.org/10.1016/j.tourman.2017.09.021

Mustonen, N. (2024). *The benefits of user-generated content for small businesses* [Bachelor's thesis, Laurea University of Applied Sciences]. Theseus. https://urn.fi/URN:NBN:fi:amk-2024121034559

Nur'afifah, O., & Prihantoro, E. (2021). The influence of social media on millennial generation about travel decision-making. *Jurnal The Messenger*, *13*(3), 238-255. https://doi.org/10.26623/themessenger.v13i3.2328

Papadimitriou, D., Kaplanidou, K., & Apostolopoulou, A. (2018). Destination image components and word-of-mouth intentions in urban tourism: A multigroup approach. *Journal of Hospitality & Tourism Research*, *42*(4), 503-527. https://doi.org/10.1177/1096348015584443

Paul, H. S., Roy, D., & Mia, R. (2019). Influence of social media on tourists' destination selection decision. *Scholars Bulletin, 5*(11), 658–664. https://doi.org/10.36348/SB.2019.V05I11.009

Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of travel research*, *56*(1), 41-54. https://doi.org/10.1177/0047287515620567

Rahimizhian, S., Avci, T., & Eluwole, K. K. (2020). A conceptual model development of the impact of higher education service quality in guaranteeing edu-tourists' satisfaction and behavioral intentions. *Journal of Public Affairs*, *20*(3), e2085. https://doi.org/10.1002/pa.2085

Rasoolimanesh, S. M., Iranmanesh, M., Seyfi, S., Ari Ragavan, N., & Jaafar, M. (2022). Effects

of perceived value on satisfaction and revisit intention: Domestic vs. international tourists. *Journal of Vacation Marketing*, *29*(2), 222-241. https://doi.org/10.1177/13567667221086326

Şahin, A., & Kılıçlar, A. (2023). The effect of tourists' gastronomic experience on emotional and cognitive evaluation: an application of SOR paradigm. *Journal of Hospitality and Tourism Insights*, *6*(2), 595-612. https://doi.org/10.1108/JHTI-09-2021-0253

Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism management*, *53*, 40-60. https://doi.org/10.1016/j.tourman.2015.09.006

Ukpabi, D. C., & Karjaluoto, H. (2018). What drives travelers' adoption of user-generated content? A literature review. *Tourism management perspectives*, *28*, 251-273. https://doi.org/10.1016/j.tmp.2018.03.006

Unnikrishnan, T., & Sibi, P. S. (2023). Congruity and incongruity between projected (DMO) and perceived (UGC) destination image: A comparative content analysis. *Atna Journal of Tourism Studies, 18*(2). https://doi.org/10.12727/AJTS.30.7

Varkaris, E., & Neuhofer, B. (2017). The influence of social media on the consumers' hotel decision journey. *Journal of Hospitality and Tourism Technology*, *8*(1), 101-118. https://doi.org/10.1108/JHTT-09-2016-0058

Vigo, R. (2011). Representational information: A new general notion and measure of information. *Information Sciences*, *181*(21), 4847-4859. https://doi.org/10.1016/j.ins.2011.05.020

Wyer Jr, R. S., & Srull, T. K. (2014). *Memory and cognition in its social context*. Psychology Press.

Yacout, O. M., & Hefny, L. I. (2015). Use of Hofstede's cultural dimensions, demographics, and information sources as antecedents to cognitive and affective destination image for Egypt. *Journal of Vacation Marketing*, *21*(1), 37-52. https://doi.org/10.1177/1356766714538444

Yin, J., Feng, J., Wu, R., & Jia, M. (2023). Tourists' perception of Macau's city image: Based on the analysis of user-generated content (UGC) text data. *Buildings*, *13*(7), 1721. https://doi.org/10.3390/buildings13071721

Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of destination marketing & management*, *8*, 326-336. https://doi.org/10.1016/j.jdmm.2017.06.004

Biographies of Authors

Muhammad Cyril Hadrian, Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, West Java 16424, Indonesia.

- Email: muhammad.cyrilh@gmail.com
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: N/A
- Homepage: N/A

Nissa Ghulma Ratnasari, Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, West Java 16424, Indonesia.

- Email: n.ghulma@ui.ac.id
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: N/A
- Homepage: https://scholar.ui.ac.id/en/persons/nissa-ghulma-ratnasari