THE IMPACT OF GROUP FACEBOOK USER-GENERATED CONTENT ON CONSUMER PURCHASE INTENTION – A CASE IN TOURISM INDUSTRY

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Abstract: Consulting social networks has become a common practice for tourists when planning their trips. However, there is a relative scarcity of scientific literature on this topic. The purpose of this study is to test the model of predictors of group Facebook user-generated content on tourists' purchase intention. To accomplish this, online surveys were conducted, gathering data from both tourists and individuals planning to travel. The theory of Planned Behavior and Information Acceptance Model were adapted and empirically examined by using Confirmatory Factor Analysis and Structural Equation Modeling. Results and findings reveal significant and meaningful relationships between various factors of Facebook user-generated content and tourists' purchase intention. Additionally, the study offers practical suggestions for hospitality management, administrative teams, and Facebook businesses to effectively leverage user-generated content for attracting online tourists.

Key words: Facebook marketing, eWom travel, user-generated content, online group, travel online

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INTRODUCTION

Online community has been increasingly receiving the trust of consumers when consulting for information to make purchasing decisions or to experience hospitality services (Hajli, 2018). The online community allows user accounts to share their own opinions, experiences, and practical experiences in many forms on the public forum. Once looking to book a hotel or search for a restaurant, consumers tend to rely on opinions, reviews or information provided by relevant online communities (Moliner-Velázquez et al., 2022). Besides, after the consequences of the global Covid-19 pandemic, hospitality agencies tend to prompt tourists to share their reviews on online social media, fostering a secure atmosphere for specific destinations (Wut et al., 2022). Launched in 2004, Facebook has been still proving its strong attraction to be one of social networks with the highest number of users in the world with nearly 3 billion monthly users. According Statista (2023), the number of Facebook users in Vietnam in 2023 is around 66 billion. User figures, shown here regarding the platform Facebook, have been estimated by taking into account company filings or press material, secondary research, app downloads and traffic data. Not only stopping at a simple application, Facebook is also ambitious in entering the e-commerce market, with the launch of a series of new features through each development stage such as Fanpage, Facebook Group, Marketplace, Facebook Shop and most recently the Metaverse virtual reality platform.

In fact, there are some previous studies have discussed the interdependent relationship between Facebook and factors related to the hospitality industry (Van, 2017; Ngoc et al., 2019). Although these authors have focused on researching individual business-owned Facebook Fan pages, they have not extensively explored the nature, function, and distinguishing features of Facebook Groups - an online community that is considered superior to other Facebook features. Facebook Groups are online communities designed to connect individuals who share similar interests, goals or issues. However, there have been limited studies that have systematically examined Facebook Groups in-depth.

On the other hand, according to statistics by June 2021 of NapoleonCat (a tool to measure social network indicators), the total number of Facebook users in Vietnam is nearly 76 million people, accounting for more than 70% of the national population, Facebook, therefore, is a leading social network in Vietnam. Consequently, it is necessary to study the motivation behind the process leading to behavioral intention through User-Generated Content (UGC) on Facebook groups about tourism. This is the basis for proposing solutions to build, consolidate and develop Facebook communities about tourism in order to properly meet the needs of searching, evaluating and choosing the right service of customers.

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The purposes of this investigation are: 1) finding factors of UGC in affecting customers' purchase intention; 2) identifying key drivers of UGC contributing towards enhancement of customers' purchase intention in hospitality sectors; 3) proposing some suggestions for enhancing online community about tourism on the Facebook Group platform from the perspective of tourists based on the results and findings of this research.

LITERATURE REVIEW
Theoretical background

Information Acceptance Model (IAM): to explain how an individual is affected in the process of receiving/using ideas or information, Sussman and Siegal (2003) considered UGC in a dual theoretical model dubbed the Information Acceptance Model. The process of evaluating and accepting knowledge can be conceived as a form of information influence, whereby individuals affected by information received from others would evaluate the practical usefulness of the information at varying degrees. The IAM model consists of four variables: argument quality, source credibility, information usefulness, and information adoption. IAM is highly appreciated by many scholars when applied in UGC studies (Cheung et al., 2008; Shu and Scott, 2014).

Theory of Planned Behavior (TPB): developed from theory of reasoned action by Fishbein and Ajzen (1975), TPB by Ajzen (1991) has been widely accepted and used in studies with the aim of predicting the intention to use and specific behavior of individuals. Hansen et al. (2004) tested both TRA and TPB models, the results showed that the TPB model explains customer behavior better than the TRA model. Furthermore, in the context of research in Vietnam, several studies have demonstrated that TPB is more suitable in predicting consumer behavioral intentions. According to TPB, three factors that affect the intention to perform a behavior are: (1) "Attitude towards behavior" is an individual's positive or negative assessment of the performance of a behavior. Attitudes often form from an individual's beliefs about the consequences of engaging in a behavior as well as the results of that behavior. (2) "Subjective norms" are social pressures on individuals, leading to behavior. Subjective norms come from the expectations of people around (relatives, colleagues, friends...) for an individual in complying with certain standards as well as the individual's motivation in complying with the standards to meet the expectations of those around. (3) "Perceived behavioral control" is an individual's perception of the ease or difficulty of performing a particular behavior. This depends on the availability of resources and opportunities to perform the behavior

The combination of IAM and TPB: while IAM tents to focus on the characteristics of information, TPB is used to invoke to explain other factors related to information behavior. Thereupon, combining IAM and TPB models made it more complete when studied the impact of online word of mouth on the purchase intention of social network users (Chi and Nghiem, 2018).

Through the literature scanning process, the research direction on the Facebook Group online community and their impact on issues related to service and tourism activities remains quite new. In predicting customers' intention to use UGC to plan their future travel program, Julian et al. (2012) proposed and tested variables related to the intention to use UGC on online communities to plan their travel. The results are also consistent with the extant findings of the TAM hypothesis (Davis et al., 1989) where perceived usefulness still has a significant impact on behavioral intention. However, some other research results show that a large proportion of internet users still do not use UGC on online communities for travel planning (Cox et al., 2009). This shows the need to better understand the impact factors of UGC leading to the service choice intention of tourists in particular and consumers in general. The feasibility of the research model has provided a theoretical basis for the author to prove the hypotheses about the impact of perceived usefulness on the acceptance of information and its influence on the intention to plan travel program.

UGC and factors affecting customer behavior: According to Krumm et al. (2008), UGC "comes from regular people who voluntarily contribute data, information, or media that then appears before others in a useful or entertaining way, usually on the Web, for example, restaurant ratings, wikis, and videos''. In a more understandable sense, UGC is any form of content (images, video, text, audio) uploaded by users to the online platform through media to share information about products, services or suppliers. In another research, UGC is material created by online users, posted to the Internet through highly interactive (non-media) online exchange communities (Presi et al., 2014). With great influence on consumers, UGC is shared mainly on social networking platforms such as: Facebook, Twitter, YouTube and Instagram. This concept does not address the commonly shared topic of UGC, the author emphasizes that the main channel of appearance of User Generated Content type is non-media sharing communities (i.e., many participants can receive information from many sides, and can contribute, share and discuss on a public forum) is different from media (only one message transmitter and many recipients, for example: magazines, television broadcasters, pictures, newspapers, etc.). This concept clearly indicates that one of the popular means of non-media is social networking.

Factors related to information sender (source of information): UGC information sources play an important role in consumer decision-making activities. The higher the sender's experiential knowledge, the more interesting the information is to the receiver and the greater the impact on the receiver (Bansal and Voyer, 2000). Moreover, Brown et al. (2007) found that in the online environment, trust lies closely to the hidden environment but bears some unique attributes due to the nature of the environment and consumers seem to rate trustworthiness of UGC in relation to the website, as well as the person providing information. Information posted by consumers is more reliable than information given by marketers (Dellarocas, 2003). Furthermore, Sen and Lerman (2007) revealed that UGC review messages are more influential and online consumers are always trying to find the messages which evaluate the product that best suits their needs because consumers often trust their peers more than advertising or marketing. As a result, consumers increasingly tend to make decisions based on reviews created by other consumers.

Factors related to message of UGC: Sweeney et al. (2008) suggested that a UGC message that includes cognitive and affective elements is most effective when it is clear, informative, rich in content, and has strong dispersal power. The quality

of the information is an important factor that people use to evaluate the information being transmitted. UGC quality directly affects recipients' attitudes, especially in online communities. If the UGC is perceived as having strong argumentative power, the recipient will develop a positive attitude towards the information and believe it to be trustworthy. Park et al. (2007) explained that high-quality message, which includes specific, objective and reasonable information, increases purchase intention. When consumers search for online reviews, the number of UGCs makes the reviews more visible to users. Reading as many other people's reviews as possible about a certain brand can reduce consumer anxiety when making a purchasing decision because consumers assume that more people choosing to buy a product with multiple reviews will help them feel more secure when choosing products (Thao and Anh, 2020; Cheung et al., 2008). Besides that, properties of UGC should be taken into consideration. UGC properties can be positive, neutral or negative. Many previous studies have shown that negative UGC has a much stronger influence than positive UGC. Negative UGC has been reported to spread faster than positive UGC.

UGC about travel on Facebook groups: According to Simms (2012) X and Y Generation are very eager to share travel experiences on Facebook. In a survey by Gretzel et al. (2007), 82% of users responded that they use Facebook in planning their trips. Travel service experience cannot be assessed before consumption, so experience sharing is very influential on tourists' travel consumption behavior (Buhalis, 1998; Litvin et al., 2008), social networks are effective means and reliable source for consumers. Facebook's public mode allows everyone to receive UGC on the forum, but they also allow users to share experiences, write reviews, post photos and videos of their travel with many built-in features (such as attaching location, sharing photos on map, check-in) (Xiang and Gretzel, 2010). UGC about travel on Facebook is trusted by consumers (Haralabopoulos et al., 2016). Moreover, tourists' trust rate will be higher for UGC if the published reviews provide the right needs and interests of tourists (Ayeh et al., 2013). The free act of collecting UGC on the social network Facebook will lead to the community of individuals in the perception and behavior of travel (Kim et al., 2014). On travel Facebook groups, UGC is primarily related to hospitality service, travel, and users' real experience. After actually experiencing a service or a certain travel itinerary, members post various types of articles such as checking-in places, sharing feelings, reporting the journey, drawing experiences, or giving reviews. UGC not only provides information related to a tourist destination, but also provides an incentive for visitors, a basis for planning and organizing an entire trip in the future (Nezakati et al., 2015).

Intention to consume travel services: According to Ajzen (1991), behavioral intention is an indication of an individual's willingness to perform a certain behavior and it motivates an individual to be willing to perform the behavior. Intention is a measure of the ability to perform a behavior in the future. Behavioral intention is the willingness to perform a certain behavior and this concept also asserts the direct influence of intention on behavior. Later on, to predict intention to use online User-Generated Media (CGM) to plan future travel, Julian et al. (2012) proposed and tested variables related to technology consumers' intention to do something, namely the intention to use user-generated content on online community to plan their travel. This study shows the important role of perceived usefulness, ease of use, perceived enjoyment in predicting tourists' attitude and intention to use CGM for planning. Pleasure and ease of use have a greater impact in the context of using CGM for travel planning. At another aspect, Binder et al. (2017) studied on the influence of UGC on Facebook on choosing travel destination, they compared two groups of tourism majors and amateurs in Austria. Research results show that, when searching for information to make travel plans, the thing that people notice the most on Facebook is images (51.7%), followed by videos (27.7%). The authors concluded that UGC on Facebook influences the decision to choose a traveling destination. However, they also affirmed that tourism motivation and new information sources definitely determine the intention to consume travel services of tourists.

Hypotheses development: In this study, if only the original IAM model is applied, the factors affecting the acceptance of information are limited only by the characteristics of the information. However, the users' intentions and behavior towards the adoption of the information also need to be carefully considered. Therefore, the Theory of Intended Behavior - TPB model should also be invoked to explain other factors related to behavioral intention. Combine 4 variables: Argument quality, Source credibility, Information usefulness, and Information adoption (from IAM) and 3 variables: Attitude towards behavior, Subjective norms, and Perceived behavioral control (from TPB) to help this study objectively determine in a general way the influence of UGC on the tourists' intention to choose services on the online community platform Facebook Group. Moreover, based on the success of the research conducted by Chi and Nghiem (2018) when they combine IAM and TPB to a wider conceptual model on the study of the influence of electronic word of mouth on the purchase intention of social network users, that create a stronger basis for us to apply the similar combination in this research. With the review of above literature and significant conceptual frameworks above, it is concluded that this research should examine relationship between Group Facebook UGC and tourists' purchase intention with the following factors: Argument quality of UGC, Source credibility of UGC, Information usefulness of UGC, Information adoption UGC, Attitude towards using UGC, Subjective norms towards using UGC, Perceived behavioral control towards UGC, and Tourists' purchase intention

Argument quality of UGC: previous studies have shown that the quality of online reviews has a positive impact on consumers' purchase intention (Park et al., 2007). According to Petty and Cacioppo (1986), the quality of information is considered to be the degree of persuasion of that information. When an individual is able and motivated to make a thorough assessment of the content of information, the arguments and data conveyed in the information content would have the effect of convincing the recipient of the information to believe in the information posted. Therefore, this study hypothesizes that:

H1: Argument quality of UGC positively affects Information usefulness of UGC

Source credibility of UGC: according to Wathen and Burkell (2002), UGC reliability is a prerequisite in the process of persuading an individual. If consumers think that reviews posted by an individual are highly trustworthy, they would perceive reviews to be more useful than reviews posted by one with lower trust. Therefore, this study hypothesizes that:

H2: Source credibility of UGC positively affects Information usefulness of UGC

Attitude towards using UGC: attitudes towards the use of UGC are formed from an individual's beliefs about his or her

experience participating in receiving UGC from the online community such as the positive effects this content has, responding to user needs. If travel consumers have a positive attitude towards UGC, they would perceive the usefulness of the reviewers higher than those with a negative attitude (Hansen et al., 2004). Hence, this study hypothesizes that:

H3: Attitude towards using UGC positively affects information usefulness of UGC

Subjective norms towards using UGC: Subjective norms are social pressures on individuals that lead to behavior. Subjective norms come from the expectations of people around (relatives, colleagues, friends...) for an individual in complying with certain standards as well as the individual's motivation in complying with these standards to meet the expectations of those around. When people around want social media users to use UGC about travel on the online community to plan a trip, then the opinions of surrounding people positively influence the information usefulness of UGC (Ajzen, 1991). Accordingly, this study hypothesizes that:

H4: Subjective norms towards using UGC positively affects information usefulness of UGC

Perceived behavioral control towards UGC: This refers to an individual's perception of how easy or difficult it is to perform a behavior (Ajzen, 1991). It comes from the confidence of the individual who intends to perform the behavior and the ease and favorable conditions for performing behavior. The ability that individual recipients of information find it easy and convenient to approach UGC when needed would help users feel the usefulness of UGC (Ajzen, 1991; Jun, H., 2008). Therefrom, this study hypothesizes that:

H5: Perceived behavioral control towards UGC positively affects information usefulness of UGC

According to Ajzen's TPB (Ajzen, 1991), behavioral intention is directly influenced by "attitude", "subjective norm" and "perceived behavioral control". In the context of thriving online communities, consumers' attitudes towards UGC adoption have been shown to have a positive influence on their purchase intention (Yoh et al., 2003). In addition, Lin (2007) concluded that subjective norms reflect consumers' perceptions of the influence of reference groups on trust in using UGC; Moreover, with a Southeast Asian country that upholds the community culture, the phenomenon of an individual's behavioral intentions being influenced by surrounding people is possible. Also, for UGC on the Facebook Group community, perceived behavioral control describes consumers' perceptions of the availability of necessary resources, knowledge, and opportunities in order to get ready to choose products and services that suit their needs. Hence, perceived behavioral control has been shown to have a positive impact on consumers' online purchase intention (Lin, 2007). Accordingly, this study hypothesizes that:

H6: Attitude towards using UGC positively affects tourists' purchase intention.
H7: Subjective norms towards using UGC positively affects tourists' purchase intention.
H8: Perceived behavioral control towards UGC positively affects tourists' purchase intention.

Information usefulness of UGC: Information usefulness refers to an individual's judgment that the use of UGC information contributes to an effective decision (Cheung et al., 2008). Other researchers argued that information usefulness can be seen as a major component in predicting information acceptability and even purchase intention (Sussman and Siegal, 2003) as people tend to incorporate information which they consider to be useful. Especially in the social network environment, customers will be faced with a large amount of electronic word of mouth information (Chu and Kim, 2011), so their ability to accept and apply when they find something useful is high. Subsequently, this study hypothesizes that:

H9: Information usefulness of UGC positively affects information adoption UGC

Information adoption UGC: Social media users, whether knowingly or unknowingly, leave a large amount of information on the internet, and many previous studies have also shown that UGC has significant influence on consumers' purchase intention (See-To and Ho, 2014). If consumers perceive a review/comment to be reliable and helpful, they would accept the information and to be more confidence to use UGC before making a purchase decision (Sussman and Siegal, 2003; Cheung et al., 2008). Therefore, this study hypothesizes that:

H10: Information adoption UGC positively affects tourists' purchase intention.

RESEARCH MODEL

Based on the literature and hypotheses adaptation, the conceptual model for this research is presented as Figure 1.
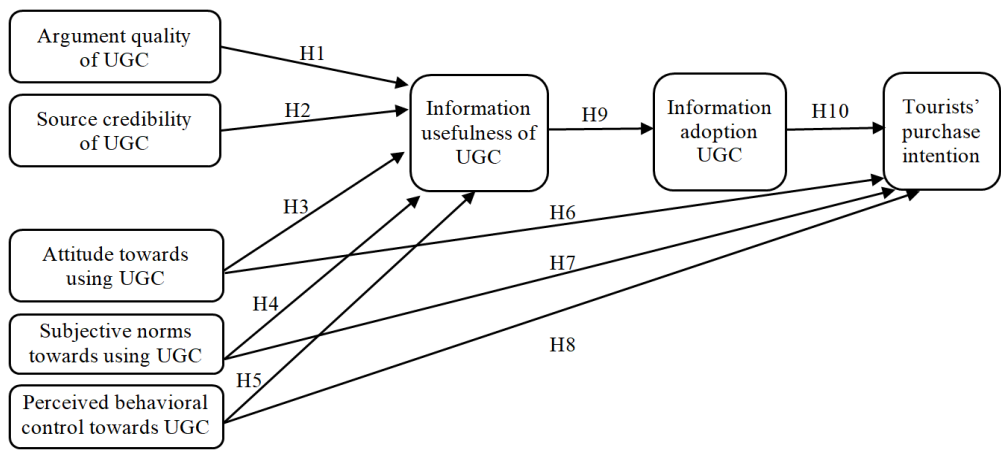

Figure1. The adapted conceptual model

RESEARCH METHODOLOGY
Questionnaire Design and Data Collection

This study is conducted following the quantitative approach with the aim of analyzing numerical data to explore the effects of Group Facebook UGC on tourists' purchase intention. Target population of this research is Facebook users who are interested in Facebook groups about tourism. They were random Facebook users who interacted (viewed, posted, commented, shared, dropped emoticons, etc. on the three big Facebook groups about tourism: Ghien Dalat, Review Tat Tan Tat, and Ranh Dalat. Survey was by using online questionnaires (Google Form) with 17 independent variables, 5 mediator variables, and 3 dependent variables. According to Trong and Ngoc (2008), the sample size for quantitative research to study relationship should be at least 5 times of variables. Using their method, a sample of minimum 5×25=125 participants is sufficient. Due to large population estimation, the researcher decided to survey 20% bigger than the minimum number of needed respondents to cover the significance of statistical analyses. Therefore, nearly 160 direct structured questionnaires are delivered to targeted respondents as mentioned above. After eliminating numbers of questionnaires which was uncompleted or not satisfied conditions of the research, 153 fully done samples were accepted for the study.

Questionnaire design: the "questionnaire was designed through the following stages: the first step in the design of the questionnaire is to establish the attributes that are relevant to the variables; next, ask for the opinions of experts who have the deep expertise and experience to establish the trial questionnaire and to explore the issues around the research topic; then, edit the questionnaire and conducted the trial survey with the sample size of 15 respondents via direct interviews; last, finalize the questionnaire. The questionnaire was translated into Vietnamese before delivering. The questionnaire includes two sections: section 1 is aimed to collect demographic information and section 2 is designed to include factors of independent variables, mediator variables, and dependent variable. The structured questionnaire design is based on measured variables derived from the literature reviews for all 8 factors: Argument quality of UGC, Source credibility of UGC, Information usefulness of UGC, Information adoption UGC, Attitude towards using UGC, Subjective norms towards using UGC, Perceived behavioral control towards UGC, and Tourists' purchase intention. Most of the questions are set as statements with

Table 1: Summary of the variables		
Given names	Number of items	Cronbach's Alpha
AQ	3*	.877
SC	4*	.886
AT	4*	.888
SN	3*	.803
PB	3*	.825
IU	2*	.890
ID	3*	.928
PI	3*	.878

* items that have corrected item-total correlation > 0.3

Table 2. Rotated component matrix								
	Component							
	1	2	3	4	5	6	7	8
AT03	.907							
AT01	.858							
AT04	.840							
AT02	.825							
SC01		.892						
SC02		.856						
SC03		.856						
SC04		.811						
ID02			.949					
ID03			.925					
ID01			.908					
AQ03				.939				
AQ02				.901				
AQ01				.810				
PI02					.931			
PI03					.864			
PI01					.840			
PB02						.873		
PB03						.864		
PB01						.799		
SN02							.845	
SN01							.840	
SN03							.830	
IU02								.918
IU01								.902
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.								
a. Rotation converged in 6 iterations.								
KMO index = .807 and Sig. of Bartlett's test = .000								

five-point Likert scale which was equivalent" to "1 = strongly disagree", "2 = disagree", "3 = neutral", "4 = agree", and "5 = strongly agree". Coding and analyzing: data collected from the population were analyzed by SPSS version 22.0.0.0 and AMOS version 20 to generate the descriptive and inferential statistics. For the purpose of running statistical software, the variables Argument quality of UGC, Source credibility of UGC, Attitude towards using UGC, Subjective norms towards using UGC, Perceived behavioral control towards UGC, Information usefulness of UGC, Information adoption UGC, and Tourists' purchase intention are coded as followings: AQ, SC, AT, SN, PB, IU, ID, and PI, respectively.

Reliability and Factor Analysis

As demonstrated in Table 1, all factors have Cronbach's Alpha indexes in the interval [0.75; 0.95], meaning that these factors experience relative high reliable measurement (Trong and Ngoc, 2008). In addition, the KMO equals to 0.739 > 0.5 proved that factor analysis is appropriate with the data (Kaiser, 1974). As the Sig. of Balett's test equaled to 0.0, so the null hypothesis that the observation items are not correlated within the factor is rejected. On the other word, this claimed that the data used into analysis were totally suitable, the test was statistically significant. All items (observation variables) in those factors have corrected item-total correlation higher than 0.3 meaning that those factors have high internal consistency". Thus, all of the observation variables can be then used for exploratory factor analysis (EFA).

Output from EFA analysis was presented on Table 2. Principal component analysis and varimax with Kaiser normalization were applied to verify the scale value and determine the Pattern Matrix. According to Nunnally (1978), the KMO index = 0.807 (> .5) and Bartlett's test = 0.00, hence the EFA analysis was consistent with the collected data. No item (factor) was loaded lower than 0.5. This totally meet conditions of convergent validity and discriminant validity. Eventually, eight factors were extracted out of eight input factors and still remained the similar order. For this reason, these eight new extracted factors were then remained based on meaning of observations items (observation questions in

questionnaires). They were then grouped into factors and recodes as followings, respectively: Argument quality of UGC (AQ03, AQ02, AQ01) – AQ; Source credibility of UGC (SC01, SC02, SC03, SC04) – SC; Attitude towards using UGC (AT03, AT01, AT04, AT02) - AT; Subjective norms towards using UGC (SN02; SN01; SN03) – SN; Perceived behavioral control towards UGC (PB02, PB03, PB01) – PB; Information usefulness of UGC (IU02; IU01) – IU; Information adoption UGC (ID02, ID03, ID01) – ID; and Tourists' purchase intention (PI02, PI03, PI01) - PI.

RESEARCH FINDINGS AND DISCUSSIONS
Confirmatory Factor Analysis (CFA)

CFA is a factor analysis technique. CFA analysis aims to confirm whether a scale is accurate and satisfactory. CFA test is used to prove the fit of the model; at the same time, when the observing variables were included in the CFA analysis, it is also assumed that the observing variables had belonged to which factor in the EFA analysis. The function of the CFA at this time is to assess whether the observing variables within that scale are appropriate and meet the standards. The results of the CFA analysis (Figure 2) show that the Chi-square/df = 1.439 (< 3), GFI = 0.855 (> 0.8), TLI = 0.944 (> 0.9), CFI = 0.954 (> 0.95) and RMSEA = 0.054 (< 0.08); therefore, it can be said that the model fits the research data. At the same time, the normalized weights are all greater than 0.5 (Table 3). It is statistically significant that the items achieve convergent values. As for, with the results of CFA analysis, the main factors are included in the analysis, which are: AQ, SC, AT, SN, PB, IU, ID, and PI.

Test hypotheses by Structural Equation Modeling (SEM) analysis

SEM is a statistical analysis technique developed to analyze multidimensional relationships between multiple variables in a model (Haenlein and Kaplan, 2004). Multiple relationships between variables can be represented in a variety of simple and multiple regression equations. Thus, the authors perform SEM analysis to study the influence of independent factors on the factors Information usefulness of UGC and Tourists' purchase intention, and the influence of factor Information usefulness of UGC on the factor Information adoption UGC, and then, the influence of factor Information adoption UGC on factor Tourists' purchase intention. The authors transformed the model had been obtained from the

Table 3. Output of CFA		
Relationship		Regression coefficients
AT03	AT	.845
AT01	AT	.825
AT04	AT	.793
AT02	AT	.799
SC01	SC	.932
SC02	SC	.846
SC03	SC	.829
SC04	SC	.652
ID02	ID	.924
ID03	ID	.920
ID01	ID	.860
AQ03	AQ	.894
AQ02	AQ	.783
AQ01	AQ	.844
PI02	PI	.874
PI03	PI	.818
PI01	PI	.832
PB02	PB	.751
PB03	PB	.866
PB01	PB	.735
SN02	SN	.802
SN01	SN	.787
SN03	SN	.691
IU02	IU	.899
IU01	IU	.892

results of CFA to the SEM. Inheriting from the results of CFA, it can be easily seen the results of the SEM linear structure model are consistent with the research data. That is illustrated through indicators such as: Chi-square value/df = 1.515 (<3), GFI = 0.846 (>0.8), TLI = 0.935 (>0.9), CFI = 0.944 (>0.9) and RMSEA = 0.058 (<0.08). The results show that the model has a good fit index, meeting the criteria according to statistical regulations (Figure 3).
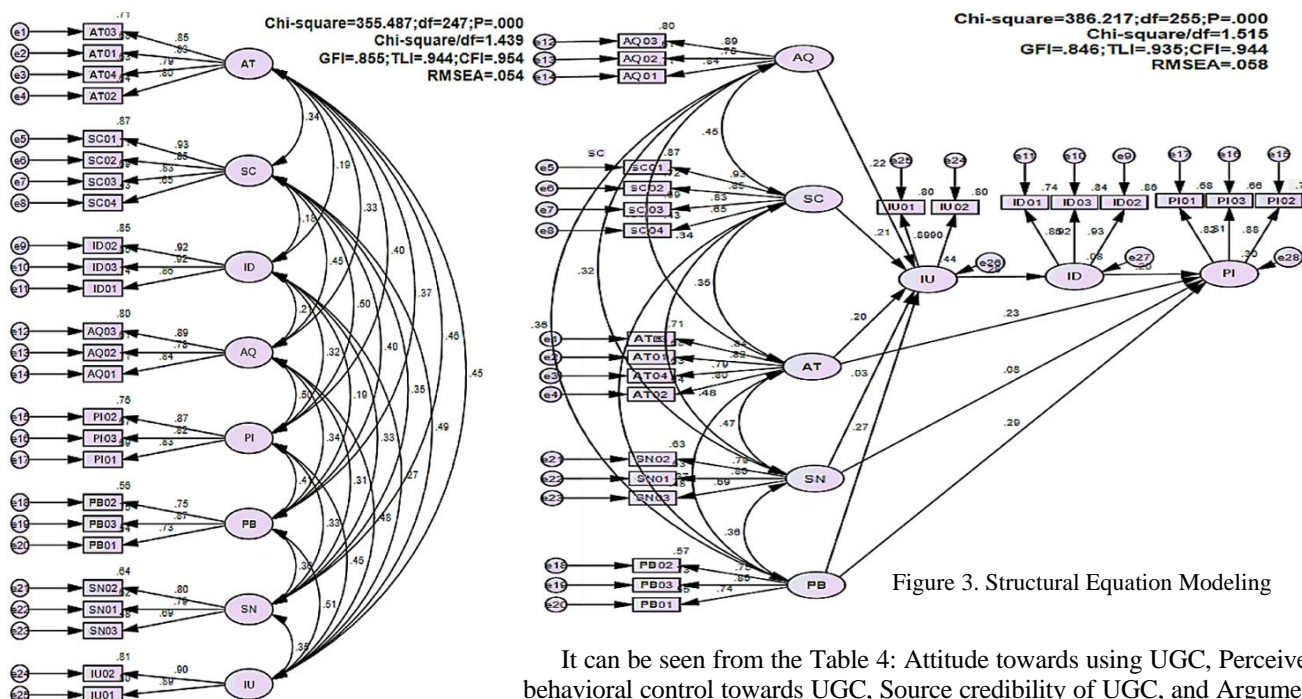

Figure 2. Standardized Regression Weights

Figure 3. Structural Equation Modeling

It can be seen from the Table 4: Attitude towards using UGC, Perceived behavioral control towards UGC, Source credibility of UGC, and Argument quality of UGC positively and directly affects information usefulness of

UGC with weights of regression coefficient are 0.223, 0.247, 0.202, and 0.246, respectively, with P-value <0.05. This means that hypotheses H3, H5, H2, and H1 are accepted. However, there is not enough statistical evidence to show the relationship between Subjective norms towards using UGC and Information usefulness of UGC due to P-value = 0.787 (> 0.05), hypothesis H4 therefore is rejected. It is also affirms that Attitude towards using UGC, Perceived behavioral control towards UGC with weights of regression coefficient are 0.225 and 0.228 (P-value <0.05). Nevertheless, once again, there is no relationship between factor Subjective norms towards using UGC and Tourists' purchase intention with P-value = 0.441 (> 0.05), meaning that the hypotheses H6 and H8 are accepted, and hypothesis H7 is rejected. Consequently, in short, factor

Table 4. Synthesized output of SEM

Relationship			Unstandardized regression coefficients	P-value	Hypothesis	Result	Standardized regression coefficient	Rounded regression coefficient
IU	<---	AT	.223	.030	H3	Accept	.196	.20
IU	<---	SN	.031	.787	H4	**Reject**		
IU	<---	PB	.247	.004	H5	Accept	.269	.27
IU	<---	SC	.202	.021	H2	Accept	.206	.21
IU	<---	AQ	.246	.013	H1	Accept	.218	.22
ID	<---	IU	.268	.001	H9	Accept	.282	.28
PI	<---	AT	.225	.018	H6	Accept	.232	.23
PI	<---	SN	.082	.441	H7	**Reject**		
PI	<---	PB	.228	.002	H8	Accept	.293	.29
PI	<---	ID	.179	.012	H10	Accept	.201	.20

Subjective norms towards using UGC must be removed from the proposed model.

Similarly, Table 4 also shows that Information usefulness of UGC has a direct and positive impact on Information adoption UGC, then, Information adoption UGC has a direct and positive impact on Tourists' purchase intention. Thus hypotheses H9, H10 are accepted. Following is the confirmation of conceptual model and degree of influence (Figure 4):
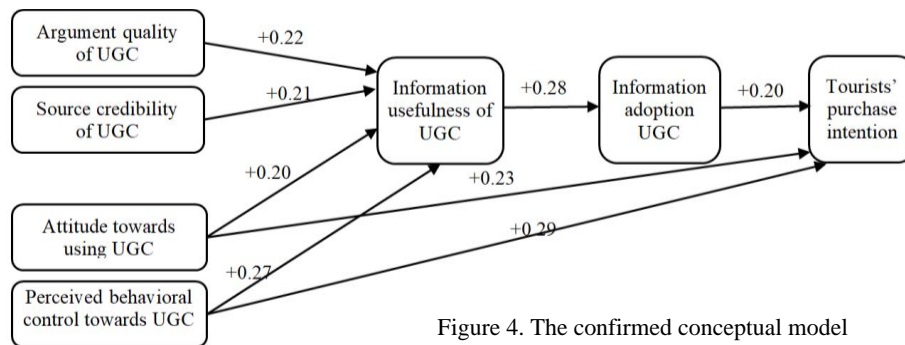

Figure 4. The confirmed conceptual model

DISCUSSIONS AND RECOMMENDATIONS
Discussions

In this study, the proposed model is a combination of IAM (Sussman and Siegal, 2003) and the TPB model (Ajzen, 1991). The IAM explains the characteristics of the UGC, while the related components of the TPB represent consumers'/tourists' behavior towards the UGC. Thus, influencing factors are determined with good theoretical and systematic characters. This helps to build a more basic empirical model. The results of the thesis have illustrated facts related to influences of UGC to tourists' purchase intention. While the elements of UGC have an indirect positive influence on tourists' purchase intention through 2 factors Argument quality of UGC, Source credibility of UGC, behavioral factors of UGC directly and indirectly affect tourists' purchase intention through 2 factors Attitude towards using UGC and Perceived behavioral control towards UGC.

Implications

Argument quality of UGC indirectly affects Tourists' purchase intention and directly affect Information usefulness of UGC. This proves that UGC on Facebook groups about travel provides intending tourists many useful information, then this helps them satisfy their needs and intentions for their future trips. Thus, in order to improve quality of UGC, Facebook group admins should not only encourage members to post purely written reviews, images, and videos to the Facebook group but also enhance the use of Facebook Group tools such as creating sub-groups, creating chat groups right in the group (Chats), hosting a Q&A/ Poll, livestream, etc. Besides, in order to get quality "reviews", administrators should have high quality reviewers like Tikokers, travel experts, or travel bloggers, etc. posting on their Facebook group.

Source credibility of UGC indirectly affects Tourists' purchase intention and directly affect Information usefulness of UGC. Accordingly, the thing tourists consider important besides the quality of information is the reliability of the UGC. Therefore, to enhance the credibility of UGC on travel Facebook groups, the admin team can review and collaborate with frequent travelers, encourages them to objectively self-assess their experiences on Facebook group. Besides, sources of information from local/indigenous people will provide interesting and deeper perspectives on local values, objective experiences, and constantly updated information about new places or products or services that worth experiencing.

Attitude towards using UGC directly affect Information usefulness of UGC and Tourists' purchase intention. So, when travel consumers have a positive attitude towards the use of UGC, they will perceive the usefulness of reviews higher. Moreover, the positive attitude of travelers towards the reference of UGC for their travel plan also helps urge them make final travel decision. Therefore, administrators need to classify content groups through sub-groups, topics by hashtag so that members can easily access UGC in an overview and systematic way. This helps intending travelers feel comfortable referencing, comparing between different service groups. Having the opportunity to compare and contrast, users have more diverse options, confidently make the right decision for their travel intentions.

Perceived behavioral control towards UGC directly affect Information usefulness of UGC and Tourists' purchase intention. When consumers feel fully self-sufficient opportunities, available to be able to use UGC online, they will perceive the usefulness of reviews higher. Moreover, the easy perception of personal behavior control for UGC also easily helps them make the right, reliable and fast decisions for their travel intentions. So, Facebook admin team should, in order to enhance level of perceived behavioral control towards UGC, have articles pinned in the remarkable section of the Facebook group to guide the operation of using the functions, thoroughly deploying the tools through simple, easy-to-understand instructions. As well, the admin team also needs to have plans to exchange benefits so that members are motivated to participate on Facebook groups. Since then, the recipients themselves will feel that accessing UGC content on Facebook groups is very interesting, diverse and useful; then they can confidently decide with their own intentions through UGC information about DVDL products. The probability that tourists choose tourism products and services through UGC on Facebook groups is very high, but almost for the next time. That means they need more time to search for more options to get the most general view of interested service. Admin team of Facebook group should: focus on developing group content according to a specific direction and purpose; if the Facebook group is built for business purpose like Ghien Dalat and Dalat Review Tat Tan Tat, the admin team needs to balance the types of content and produce really quality, trustworthy and accurate reviews; and, enhance the ability of admin team in orienting, controlling, spreading and connecting people.

Limitations

Conducting this research, besides the contributions to the empirical field, it is inevitable to cope with the limitations and difficulties. Initially, research results may be limited by location because the analysis data is only in some big cities. Secondly, the data collection method was purposive sampling. This is a non-probability sampling method, so there are natural limitations when it comes to generalization. Thirdly, the role of subjective norms in this study has not been verified because the scale is not reliable. Even so, this may be an important factor when it is considered in the cultural characteristics of the Asian market. Future studies, therefore, should take this factor in to consideration.

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