

The Mediating Role of Social Media Use and Perceived Value between Tourist Knowledge and Tourist Attitudes: A Study on the Digital Native Generation

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Abstract

Objective: This study examines the relationship between tourist knowledge and attitudes mediated by social media use and perceived value.

Design/Methods/Approach: Data was collected using a questionnaire with a judgment sampling technique. A total of 358 participants from the Gen Z generation were chosen for the study. The data was analyzed using the Partial Least Square Structural Equation Model (PLS-SEM) through outer and inner models, using SmartPLS 4.

Findings: The research findings indicate that the level of tourist knowledge does not have a direct impact on their attitudes. However, it indirectly affects their attitudes through mediating factors such as social media use and perceived value.

Originality: This research adopts the KAB (Knowledge Attitude Behaviour) theory and extends previous studies' results by adding mediation from the constructs of social media use and perceived value. This study aims to fill this gap by examining the relationship between tourist knowledge and attitudes toward visiting a destination while also investigating the mediating roles of perceived value and social media use.

Practical/Policy implication: To promote knowledge and positive attitudes towards a destination, stakeholders must ensure that the perceived value remains excellent. It necessitates understanding the destination well and highlighting its unique value to visitors through attractions, prices, or other relevant variables. Therefore, to cultivate awareness and favorable opinions toward a destination, stakeholders must dedicate themselves to upholding its perceived value.

Keywords: Tourist knowledge, Social media use, Perceived value, Tourist attitudes

JEL Classification: L83, M31, M37



I. Introduction

Tourism has become increasingly popular in recent years and has now become an integral part of modern life (Francis & Hoefe, 2018). Beach tourism, in particular, has emerged as a vital economic activity for many countries. More than half of the tourists are attracted to "sun, sea, and sand" locations, making beaches the main attraction. It has been observed that clean beaches are one of the top preferences for tourists (Mestanza et al., 2019). Several countries, including Thailand, the Maldives, Indonesia, Singapore, and Malaysia, rely heavily on revenue generated from beach-based tourism attractions (Sangpikul, 2018). As a result, beach areas have become major tourist destinations in many countries worldwide, including Southeast Asia. Tourist attitudes play an essential role in the tourism sector. According to Xie et al. (2022), tourists' knowledge of foreign environments influences their attitudes.

Tourist knowledge and attitudes are critical constructs in tourism research. Tourist knowledge refers to travelers' knowledge and understanding of a particular destination or activity (Zhu et al., 2020). On the other hand, tourist attitudes refer to tourists' feelings, beliefs, and judgments about a destination or activity. Regarding the theoretical approach and findings of tourist knowledge and attitudes, knowledge has a strong positive influence on travel intentions. If tourists believe their knowledge is weak, they will not engage in tourism activities (Zhang et al., 2023). Generation Z is an important player in the future of the tourism industry. They are perceived to be more connected to the implementation of sustainable practices than previous generations. They are expected to make meaningful contributions to environmental protection through their behavior and commitment to environmental sustainability (Shen et al., 2023). As digital natives, Generation Z easily combines virtual and authentic experiences and is adept at obtaining information from many sources (Nowacki et al., 2023). According to the Central Statistics Agency, Generation Z accounts for 27.94% of the Indonesian population, which means this generation plays a crucial role in consumer and travel decision-making.

This research analyzes the connection between knowledge and attitudes concerning the KAB (Knowledge-Attitude-Behavior) theory. The theory suggests that attitude is the most accurate indicator of behavior, and knowledge forms the basis for attitude alteration. Furthermore, the degree of knowledge acquisition determines the consistency of attitude and behavior. In the context of tourism, knowledge acquisition is essential for developing travel attitudes and behaviors. Using this theory, this study can better understand how tourists' knowledge affects their attitudes toward the destination (Jiang et al., 2022). However, in the context of tourism, there hasn't been a study that thoroughly explains how tourist knowledge affects visitors' attitudes toward a destination. We also added two new mediator variables, such as social media use Rather (2021) and Homer et al. (2023) and perceived value Zhang et al. (2023), to measure the indirect impact of tourist knowledge on tourist attitudes.

This research has several important contributions. Our study makes significant contributions to the existing research on tourist knowledge and tourist attitudes. Firstly, it is based on previous research examining the relationship between tourist knowledge, attitude, and behavioral intention toward ecotourism (Zheng et al., 2018). It extends the results of previous studies by adding mediation from the constructs of social media use and perceived value. Second, this study will evaluate the effects of tourist knowledge on tourist attitudes, social media use, and perceived value. Third, the results of this research will provide a new perspective for the tourism sector in assessing tourist attitudes toward a destination. The final section discusses the research methodology, findings and discussion, and conclusions, including implications, strengths, limitations, and opportunities for future research. This study addresses the research gap in the relationship between tourist knowledge and tourist attitudes. The novelty of this research lies in the fact that it explores the indirect effect of tourist knowledge on tourist attitudes through the mediator of social media use and perceived value. According to previous study findings, research on tourist attitudes toward Generation Z is rarely conducted. The findings of this study contribute to a better understanding of how Generation Z behaves when traveling by considering several aspects that influenced it.

The following section of this article provides a brief overview of the literature review and the formulation of research hypotheses. Then, we attempt to provide theoretical and empirical support for our hypotheses about the relationship between tourist knowledge and attitudes mediated by social media use and perceived value. The next section discusses the research methodology followed by our research findings. The last section discusses the study's results, implications, limitations, and possible future research.

2. Literature Review and Hypotheses Development

Tourist Knowledge

The tourism industry has experienced significant changes in recent years. Tourist Knowledge plays a crucial role in this multifaceted and highly personalized journey. This study will investigate the concept of Tourist Knowledge, examine its information sources, and analyze its impact on decision-making by tourists, as well as its implications for various sectors of the tourism industry. Tourist Knowledge is more than just a collection of information in brochures or websites. Instead, it is an amalgamation of information, deep understanding, and awareness about a destination, including attractions, culture, social norms, and environmental conditions (Ugantsetseg, 2022). There are various ways

for tourists to access information about destinations, such as mass media, the internet, and personal experience (Naser & Ismail, 2020). Any information obtained by tourists, be it from mass media, the internet, or personal experience, plays a vital role in shaping their perceptions and, ultimately, their decisions. The decision-making process for tourists can encompass various aspects, such as selecting a destination, determining the duration of the trip, and identifying the preferred activities to engage in (Pertami et al., 2021). Devi et al. (2021) noted that tourists' comprehension of a destination could be classified into three stages: the initial stage, characterized by limited knowledge and reliance on stereotypes and general perceptions, and the advanced stage, during which tourists conduct further research to expand their knowledge. The travelers consulted various sources, including tourism websites, forums, and online reviews, to gain insight into their destination. This initial research allowed them to form expectations and make preliminary plans. As they progressed to the expert stage, they acquired an extensive understanding of the destination through multiple visits or thorough research. Tourism professionals have a deep understanding of the intricacies of the culture, history, and distinctive features that define a destination. 'Tourist Knowledge' has significance in the tourism industry, which includes destination marketing, traveler experience design, and crisis management (Salhuteru et al., 2021). In this era of ubiquitous information, 'Tourist Knowledge' has become a powerful instrument.

Tourist Attitude

Tourism is an expanding industry that significantly contributes to the global economy. Technical abbreviations are explained upon their first usage. A crucial factor that impacts the sector's prosperity is the attitude of travelers. The language used is formal, objective, and value-neutral, avoiding biased or ornamental language. Such an attitude influences destination evaluations, choices, and responses. Tourist Attitude, in this context, refers to travelers' evaluation of numerous aspects of their tourism experience, including the destination, attractions, and facilities. This assessment encompasses cognitive, emotional, and behavioral aspects, as tourists' attitudes express their thoughts, emotions, and reactions to their experiences (Libre et al., 2022). There are three components of Tourist Attitude: the cognitive component, which concerns tourists' beliefs and knowledge; the affective component, which encompasses their emotions and feelings while present; and the conative component, which outlines the actions taken by tourists based on their evaluations (Zhang et al., 2020). According to Ugantsetseg (2022), there are various factors that influence how a tourist forms his attitude, previous experience, recommendations, promotions and advertisements, and cultural and social factors. Tourist attitudes play an important role in every decision they make during travel (Naser et al., 2020). To comprehend tourist attitudes, the tourism industry must assess them. This can be executed via surveys, interviews, or analyzing online reviews. These methods can offer valuable insight into the desires and expectations of tourists (Pertami et al., 2021). Measuring tourist attitudes is not a pointless endeavor. With this information, the tourism industry can enhance its marketing strategies, bolster the quality of its products and services, and cultivate positive relationships with tourists (Devi et al., 2021).

Social Media Use

The history of communication technology illustrates the longstanding human aspiration to connect. Today's digital era has seen the emergence of social media, which is not only a byproduct of technological advancement but also a representation of our communal yearning to engage, exchange, and comprehend the world from diverse angles. An analysis of the place of social media in our current society mandates reflection on its theoretical foundations. From a social constructivist viewpoint, reality is created through social interactions. Social media serves as a platform for constructing and comprehending our reality by facilitating these interactions. Every uploaded photo, tweet, or status contributes to a broader collective narrative (Hasan et al., 2022). Nevertheless, social media is more than just a means of sharing; it also entails seeking and processing information. Social information-seeking theory acknowledges the importance of relying on the social environment to make decisions. Nevertheless, this approach presents challenges. According to cognitive resonance theory, individuals seek information that aligns with their beliefs and values. Social media platforms compound this phenomenon by highlighting content that matches users' preferences and agreements (Maharani, 2023).

Perceived Value

Perceived value has emerged as a crucial concept in the business world, particularly in marketing and consumer behavior studies. The rapid evolution of technology and communication and changes in information delivery make understanding perceived value more important than ever. The concept is defined as the subjective evaluation by consumers of the benefits that they will obtain or have obtained from a product or service, compared to the sacrifices they make (Zhang et al. 2020; Libre et al., 2022) identify four components of perceived value: functional value, where a product or service can meet consumer needs and expectations; emotional value because sometimes both product purchases and tourist visits are not entirely based on logic; social value, where the views of others can influence decision-making; and cost value, which encompasses not only monetary expenditure, but also time, energy, and other resources expended. Understanding the factors that influence perceived value is crucial, as Ugantsetseg (2022) noted. Such factors

include previous expectations, experience with the brand or product, recommendations from others, and promotional marketing efforts.

2.1. *Tourist Knowledge on Tourist Attitudes*

In our first hypothesis, we assume that the level of knowledge of individual tourists will have a positive impact on tourist attitudes toward the destination. When making destination decisions, tourists gather all relevant information, including knowledge about tourism (Dube et al., 2018; Kim et al., 2019; Cárdenas et al., 2021). A study discussing environmental behavior intentions found that increasing tourist knowledge and using destination images can encourage more responsible behavior. Tourists with higher levels of environmental knowledge tend to have higher environmental behavior intentions. It is generally understood that knowledge can influence attitudes, which in turn can influence behavior (Abdullah et al., 2019). According to research by Zheng et al. (2018), it was found that good knowledge has a positive correlation with individual attitudes. Environmental knowledge significantly impacts tourist attitudes (Ge et al., 2023). Several studies discuss tourist knowledge about destinations (Pérez et al., 2019; Muniz et al., 2020). Based on the research results of Roy et al. (2020), it was found that knowledge has a significant impact on tourist attitudes. In this context, it can be concluded that tourists' knowledge about a destination has the potential to influence their attitudes towards that destination. Therefore, the following hypothesis is proposed:

H1: Tourist knowledge has a positive and significant impact on tourist attitudes

2.2. *Tourist Knowledge on Social Media Use*

Our second hypothesis predicted a positive and significant relationship between tourist knowledge and social media use. Knowledge and social media have a dynamic relationship; social media platforms are tools to manage and use knowledge for strategic advantage (Archer-Brown et al., 2018). The research of Nisar et al. (2019) states that paying attention to the effective use of social media for knowledge management is necessary. Formal and informal channels, such as corporate portals or intranets, can help facilitate access to knowledge. Social media has been identified as an important tool in knowledge creation and management. Knowledge and social media have a significant relationship, especially in the context of tourism (Muniz et al., 2020). According to the study of Tajpour et al. (2023), which discusses the sustainability caused by the use of social media, knowledge is one of the factors that influence it. Various studies discuss the relationship between knowledge and the use of social media, which have positive correlation results (Kim et al., 2018; Hussain et al., 2022). Therefore, this research proposes:

H2: Tourist knowledge has a positive and significant impact on social media use

2.3. *Tourist Knowledge on Perceived Value*

Our third hypothesis assumes that tourist knowledge has a positive effect on perceived value. In a study by Harahap et al. (2018) discussing products, it was found that the more knowledge consumers have about a product, the higher their perceived value of the product, thus increasing the likelihood of purchasing it. Thus, in the context of this research, having good knowledge about the destination allows tourists to have realistic expectations. They know what to expect when they visit, including the attractions, culture, activities, and facilities available. This helps them to assess the value of the experience. Knowledge can have a significant impact on perceived value (Bering et al., 2019). Based on research conducted by Ling et al. (2023), brand knowledge has a significant positive impact on perceived value. Specifically, the more consumers know about a brand and the more frequently they encounter it, the more they value it. Tourist knowledge has a positive and significant effect on perceived value (Zhang et al., 2023). Therefore, we propose the following hypothesis:

H3: Tourist knowledge has a positive and significant impact on perceived value.

2.4. *Social Media Use on Tourist Attitude*

In the fourth hypothesis, we assume that social media use has a positive effect on tourists' attitudes when visiting a tourist destination. Social media use has become an important part of everyday life for many people and has been used for various purposes, including personal communication, marketing, advocacy, and information dissemination (Bonnievie et al., 2020). In the context of this research, social media use is a source of information and inspiration for tourists when they want to visit a destination. Research by Rather (2021) shows that social media use can positively influence attitudes. Users' attitudes and beliefs are often influenced by their perception of the social consensus that exists among other social media users (Lewandowsky et al., 2019). Social media has had a significant impact on the tourism industry. It has become an important tool for consumers and businesses in the tourism sector (Choi & Noh, 2020). Therefore, we propose the following hypothesis:

H4: Social media use has a positive and significant impact on tourist attitudes

2.5. *Perceived Value on Tourist Attitudes*

Perceived service quality, perceived value, destination image, and satisfaction strongly impact visitor attitude to behavior (Hasan et al., 2020). The perceived conditional value of tourism gentrification has a significant impact on

people's attitudes (Um & Yoon, 2021). Environmental values, such as a sense of concern for the welfare and sustainability of nature, can be predicted to become "pro-environmental attitudes". For Generation Z, this attitude is a priority when it comes to environmental issues. This attitude then influences their behavior, including in the context of culinary tourism. This research shows a positive relationship between values and attitudes in the context of sustainable food consumption by Generation Z (Orea-Giner et al., 2023). Based on Khoi et al. (2018), social value is found to have a strong positive effect on attitude. This suggests that consumers might assume that MC helps to acquire social status, image, and self-concept; to put it another way, social image congruence can be improved by utilizing MC. According to Huang (2023), value expression has a positive relationship with how we experience travel and the extent to which we are attached to food brands in culinary tourism. This value is an important part of self-identity that influences an individual's attitude and loyalty when traveling. The relationship between values and attitudes is important in the value-attitude-behavior theory. This theory explains that perceived value, which is a belief that can last for a long time, can be a driving force that influences individuals' attitudes and subsequent actions. For example, people with certain values, such as tolerance for change and cultural diversity, tend to hold attitudes that reflect those values. These attitudes may ultimately influence their intentions to visit heritage sites consistent with these postmodern values. In other words, these values influence how a person feels and intends to travel to a particular destination (Wang et al., 2023). According to research by Yen et al. (2022), perceived value has a positive relationship with attitude. Tourists may feel that they receive more perceived value benefits through interaction. The personal beliefs and principles held by tourists can impact their likelihood to act in a certain way by affecting their emotional attitude (Li et al., 2016). According to Meng et al. (2018), travelers' personal and sociocultural values positively influence their attitudes and behavior. Based on the findings of the studies stated above, we put forward the following hypothesis:

H5: Perceived value has a positive and significant impact on tourist attitudes

2.6. *The Mediating Effect of Social Media Use between Tourist Knowledge and Tourist Attitudes*

Based on Wang et al. (2021), social media has the power to alter the opinions of its users towards a particular group. Additionally, the excessive amount of information available on social media, which may be uncertain or complex, can weaken a user's ability to maintain their attitudes, ultimately making certain voices more influential. Social media has a significant role in mediating the relationship between advertising and online shopping (Nasidi et al., 2022). A study by Huang (2023) found that social media plays a significant mediating role in the relationship between social media engagement and brand equity. Social media in this digital era has become a communication channel that influences attitudes, behavioral intentions, and actual human behavior. Thus, the results of previous research show that social media plays a role as a mediator in the relationship between marketing activities and pro-tourism behavior (Alzaydi & Elsharnouby, 2023). The role of mediation in this research identifies the experience of slum tourism. With tour guides acting as "gatekeepers" who can make the slums directly accessible to tourists, they play an important role in providing a positive contact experience. They can contribute to changing tourists' perceptions. This research uses social media as a mediator in social representation and contributes to the digital and intercultural processes involved in slum tourism (Sarrica et al., 2021). Therefore, the sixth hypothesis of this research is as follows:

H6: Social media use positively mediates the effect of tourist knowledge and tourist attitudes

2.7. *The Mediating Effect of Perceived Value between Tourist Knowledge and Tourist Attitudes*

According to Yen et al. (2022), the value tourists perceive can mediate the relationship between co-creation behavior obtained as tourist knowledge and attitudes toward the tour guide. In addition, perceived value mediates the relationship between social interaction and customer loyalty (Zhang et al., 2023). Green perceived value partially mediates the relationship between utilitarian environmental benefits and green brand image (Lin & Zhou, 2022). Several previous studies as stated by Deng et al., Shen et al., Su et al. (2021), and Xie et al. (2022) have explored the role of perceived value as a mediating variable in influencing tourist behavior or attitudes. Perceived value acts as a mediator and has a significant influence on the relationship between service quality and tourist loyalty (Wang et al., 2022). This research proposes that tourist knowledge can provide perceptions to tourists to influence perceived value and have an impact on tourist attitudes:

H7: Perceived Value positively mediates the effect of Tourist Knowledge and Tourist Attitudes

The research model explains ideas about research concepts in an interrelated model and contains schematic diagrams that describe and visualize the relationship between variables (Bougie & Sekaran, 2019). Based on the literature review and previous research, the following research model describes the direct and indirect relationship between tourist knowledge and attitudes.

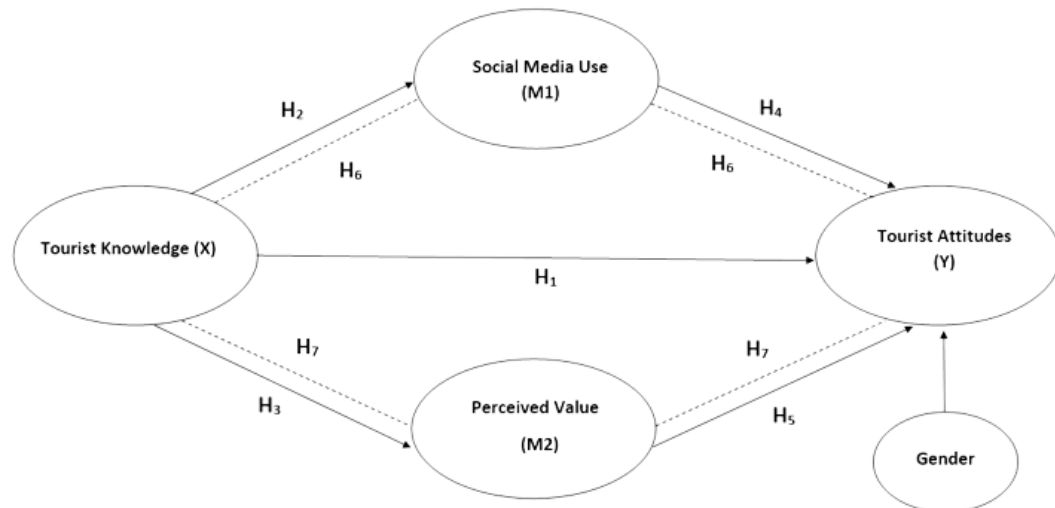


Figure 1. Research Model

3. Method

A tourist destination that is no longer doubted by the world is Bali. It has been proven that the number of foreign and domestic tourists visiting Bali is increasing yearly. Based on data (Badan Pusat Statistik), in August 2023, 522,141 foreign tourists visited this island. Bali has many beautiful beaches, one of the many amazing beaches in the southern part of the island of Bali is Balangan Beach. Balangan Beach is hidden between two steep cliffs, the atmosphere is still very natural and cool. The respondents in this study were domestic tourists aged 11 - 26 years because at Balangan Beach, domestic tourists contribute to local and national income through their spending while at Balangan Beach. Domestic tourists often visit tourist attractions in the country that are more remote or less known to foreign tourists. Using domestic tourists in research can help identify potential destinations that tourism may not yet fully exploit.

This research is a quantitative approach that aims to understand the relationship between tourist knowledge and tourist attitudes, which is mediated by social media use and perceived value. This study uses tourist knowledge as the independent variable, social media use and perceived value as mediating variables, tourist attitudes as the dependent variable, and gender as the control variables. The method used to collect data in this study involves employing a judgment sampling technique, which refers to the deliberate selection of specific elements in the sample for a particular purpose (Hair et al., 2020).

The data for this study were obtained directly from the source through the distribution of online and offline questionnaires to a sample size of 358 respondents. The online distribution of the questionnaire uses the "google docs" application, then the link to the questionnaire is distributed through social media accounts to respondents who meet the sampling criteria set by the author. Online questionnaires are utilized to gain comprehensive insights into the opinions and preferences of consumers. A significant benefit of conducting online survey research is that it optimizes the internet's capability to grant access to groups and individuals that are hard or impractical to reach using other channels (Bougie & Sekaran, 2019). The level of response given by respondents to each question was measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). For this study, the analysis of the data involved utilizing the Partial Least Square Structural Equation Model (PLS-SEM) with SmartPLS 4 software (Ringle et al., 2022). PLS-SEM focuses on explaining the variation in the dependent (endogenous) construct(s) and excludes the concept of "fit" based on the covariance matrix (Hair et al., 2019).

4. Result and Discussion

4.1 Respondent's Characteristics

This research questionnaire was distributed to 358 respondents who are Generation Z with ages ranging from 14-28 years who had visited Balangan Beach for vacation. Then, the selection of respondents was classified based on gender, educational background, and occupation. In the results of this research analysis, it was found that the majority of respondents were women (56.4%). Most of the respondents in the research area are currently studying at a university or high school (77.1%). The majority of Gen Z respondents also have a variety of jobs, ranging from students to entrepreneurs. The characteristics of these respondents will be a factor to consider to obtain research results that are more accurate and relevant in evaluating the results and concluding the research.

Table I. Characteristics of respondents

		Number of Respondents	Percentage
Gender	Female	202	56,4%
	Male	156	43,6%
Job	Student	276	77,1%
	Employees	55	15,4%
	Entrepreneur	13	3,6%
	Government Employees	4	1,1%
	Others	10	2,8%
	1	104	29,1%
Frequency of Visited	2	60	16,8%
	3	39	10,9%
	>3	155	43,3%
	Grand Total	358	100%

4.2 Common Method Bias

The passage describes how to measure the severity of collinearity among indicators in a formative measurement model. The variance inflation factor (VIF) is a commonly used metric for assessing collinearity, and a VIF value of 5 or higher suggests a critical collinearity problem between the indicators of a formatively measured construct (Hair et al., 2019). The Variance Inflation Factor (VIF) is a measure of the severity of multicollinearity among the indicators in a formative measurement model. In particular, the VIF of an indicator in a formative measurement model is directly related to the tolerance value (Hair et al., 2021). The VIF values of tourist knowledge to tourist attitudes, social media use, and perceived value were 2.599, 1.000, and 1.000, respectively. Moreover, the VIF of social media use, perceived value, and gender to tourist attitudes were 2.152, 3.064, and 1.007, respectively. All of the VIF values were less than 5, indicating that there were no potential problems with collinearity issues.

4.3 Measurement Model Assessment: Construct Validity

The study employs the statistical procedure PLS-SEM, which does not require data to be normally distributed (Hair et al., 2021). Before testing hypotheses regarding structural relationships, construct-measuring indicators must undergo measurement model or outer model testing to ensure their reliability and validity. The validity test evaluates the capacity of indicators to measure constructs, whereas the reliability test assesses the consistency with which indicators measure constructs (Hair et al., 2021). Convergent and discriminant validity assessments are required for the outer model or measurement model. Before evaluating the structural model, a measurement model is developed.

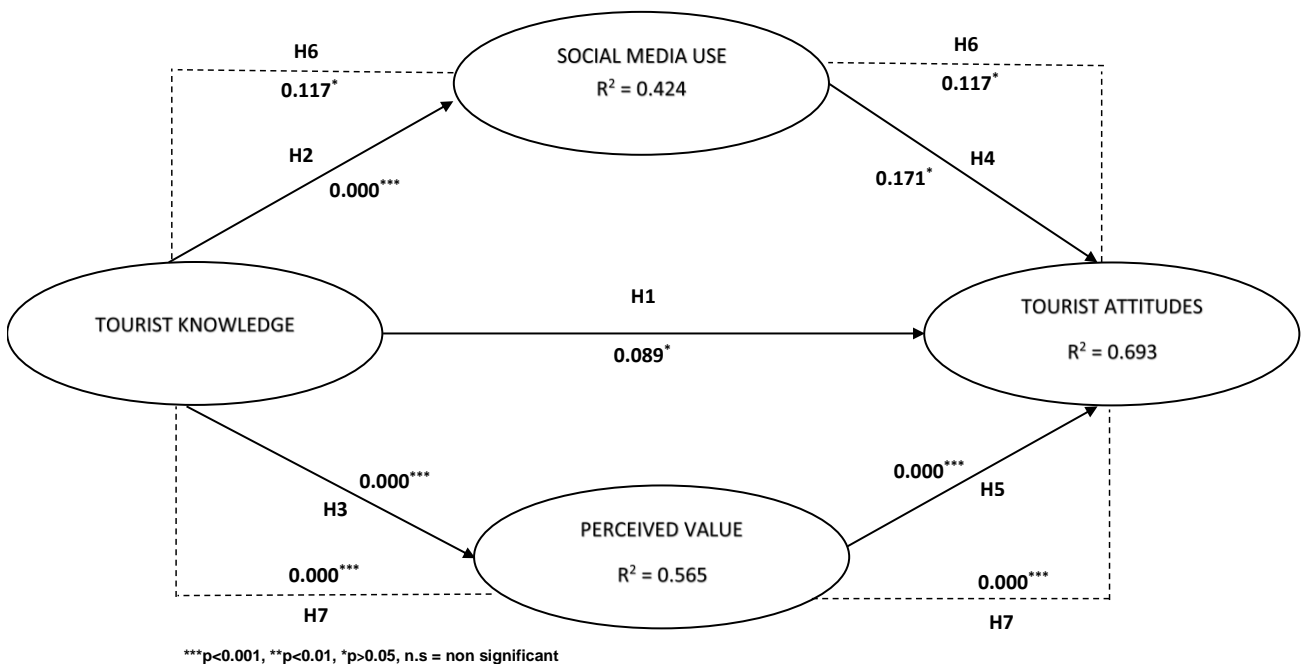


Figure 2. Analysis Result

Convergent validity measures the correlation between distinct instruments used to measure the same construct. Two measures are investigated for convergent validity testing: the loading factor value and the Average Variance Extracted (AVE). The loading factor must be greater than or equal to 0.7, and the AVE must be greater than 0.5. In the reliability test, Cronbach's alpha value, which estimates reliability based on the intercorrelation of the observed indicator variables, can be used as one of the criteria. The general norm is that Cronbach's alpha must be greater than 0.6. However, the composite reliability approach is expected to have greater reliability due to the limitations of Cronbach's alpha, which are regarded as producing comparatively low-reliability values.

Table 2. Convergent validity and reliability

Construct	Item	Outer Loading	Cronbach's alpha	Rho_A	Rho_C	AVE	Conclusion
Perceived Value	PV1.1	0.822	0.956	0.958	0.961	0.637	Valid
	PV1.2	0.718					Valid
	PV1.3	0.800					Valid
	PV1.4	0.834					Valid
	PV1.5	0.770					Valid
	PV1.6	0.843					Valid
	PV2.1	0.752					Valid
	PV2.2	0.875					Valid
	PV2.3	0.733					Valid
	PV2.4	0.749					Valid
	PV2.5	0.806					Valid
	PV3.1	0.849					Valid
	PV3.2	0.821					Valid
PV3.3	0.778	Valid					
Social Media Use	SMU1	0.732	0.887	0.890	0.918	0.691	Valid
	SMU2	0.873					Valid
	SMU3	0.901					Valid
	SMU4	0.814					Valid
	SMU5	0.827					Valid
Tourist Attitudes	TA1	0.900	0.948	0.949	0.959	0.794	Valid
	TA2	0.896					Valid
	TA3	0.905					Valid
	TA4	0.889					Valid
	TA5	0.897					Valid
	TA6	0.858					Valid
Tourist Knowledge	TK1	0.850	0.884	0.886	0.920	0.741	Valid
	TK2	0.866					Valid
	TK3	0.836					Valid
	TK4	0.891					Valid
Gender	Gender	1.000	1.000	1.000	1.000	1.000	Valid

4.4 Discriminant Validity

Discriminant validity refers to the degree to which empirical criteria distinguish a construct from other constructs. This indicates that a construct encompasses phenomena that are not represented by any other constructs in the model. The Heterotrait-Monotrait Ratio (HTMT) is a method used to assess discriminant validity between two constructs. A value less than 0.9 is considered adequate, while a value greater than 0.9 is considered inadequate. In Table 3, all HTMT values were less than 0.9, with the highest value 0.766 and the lowest 0.070. Therefore, the constructs demonstrated an adequate level of discriminant validity.

Table 3. Discriminant validity: heterotrait-monotrait ratio (HTMT)

	Gender	Perceived Value	Social Media Use	Tourist Attitudes	Tourist Knowledge
Gender					
Perceived Value	0.088				
Social Media Use	0.075	0.771			
Tourist Attitudes	0.086	0.868	0.653		
Tourist Knowledge	0.073	0.839	0.735	0.673	

4.5 Structural Model Assessment: Hypothesis Testing

The Table 4 shows that the p-values for hypotheses 1, 4, and 6 are 0.089, 0.171, and 0.117, and the influence of gender as a control variable for tourist attitudes is above 0.05 (> 0.05). As a result, the proposed hypothesis and control variables are neither accepted nor rejected. However, for hypotheses 2 until 5 and 7, the path coefficient (β) is less than 0.05, indicating that the proposed hypothesis can be accepted.

Table 4. Summary of hypotheses testing

Hypotheses	Path	Std. Beta	Std. Error	t-value	p-value	Bias	Confidence Interval Bias Corrected		Decision
							5.00%	95.00%	
Direct Effect									
H1	TK -> TA	-0.065	0.049	1.347	0.089	-0.002	-0.145	0.012	Not Supported
H2	TK -> SMU	0.651	0.037	17.507	0.000	0.001	0.583	0.707	Supported
H3	TK -> PV	0.771	0.026	29.730	0.000	0.000	0.723	0.810	Supported
H4	SMU -> TA	0.047	0.049	0.950	0.171	-0.001	-0.033	0.128	Not Supported
H5	PV -> TA	0.847	0.051	16.644	0.000	0.003	0.759	0.928	Supported
Indirect effect									
H6	TK -> SMU -> TA	0.037	0.031	1.193	0.117	-0.001	-0.015	0.087	Not Supported
H7	TK -> PV -> TA	0.651	0.050	13.084	0.000	0.003	0.567	0.730	Supported
Control Variable									
	Gender -> TA	0.027	0.059	0.463	0.322	0.001	-0.071	0.123	Not Supported

4.6 Coefficient of determination (R^2 Value)

The coefficient of determination or R-squared is a statistical metric that shows how much of the variance for a dependent variable in a regression model is explained by one or more independent variables. The R-squared statistic gauges how closely a model and its dependent variable are related. As a rule of thumb, R^2 values of 0.75, 0.50, and 0.25 are regarded as substantial, moderate, and weak, respectively. R^2 is dependent on the quantity of predictor constructs. This indicates that the R^2 value increases as the number of predictor constructs increases.

Table 5. Coefficient of determination (R^2)

	R-square	R-square adjusted
Perceived Value	0.595	0.594
Social Media Use	0.424	0.422
Tourist Attitudes	0.693	0.690

4.7 Effect Size (f^2 value)

The effect size f^2 is a measure of the impact of exogenous constructs on endogenous constructs. An f^2 value of 0.02, 0.15, or 0.35 indicates a small, medium, or large impact on exogenous constructs, respectively. In this study, the perceived value of tourist knowledge, social media use on tourist knowledge, and perceived value of tourist attitudes were found to have large effect sizes, with values of 1.475, 0.713, and 0.768, respectively. On the other hand, the effect sizes of tourists on social media use, tourist knowledge attitudes, and gender were small, with values of 0.005, 0.005,

and 0.001, respectively. A small effect size means that the exogenous construct has a weak impact on the endogenous construct, while a large effect size means that the exogenous construct has a strong impact on the endogenous construct.

4.8 Discussion

The researchers used tourist knowledge to examine the impact of tourist attitudes on Balangan Beach. They linked tourist knowledge with tourist attitudes by examining social media use and perceived value. This research focuses on the influence of tourist attitudes on domestic tourists from Generation Z. This study analyzes the correlation between knowledge and attitudes based on the KAB (Knowledge-Attitude-Behavior) theory. According to this theory, attitude is the most accurate forecaster of behavior, and knowledge establishes the groundwork for attitude alteration, and the amount of knowledge attained impacts the coherence of attitude and behavior. In the field of tourism, acquiring knowledge is indispensable for nurturing travel attitudes and behavior. This theory facilitates a comprehensive comprehension of the influence of tourists' knowledge on their attitudes towards a destination. The methodology enables scholars to identify and examine the causal connections between tourists' destination knowledge, perceived travel risks, attitudes towards travel, and their behavioral intent to travel (Jiang et al., 2022).

However, the findings of this study show different results, namely that tourists' knowledge does not have a direct impact on tourists' attitudes towards the destination. This is in line with the findings reported by Pandey et al. (2023), who found that although tourists have extensive knowledge about the impact of plastic waste, there is no direct relationship between their knowledge and their attitudes towards waste management. As a result, tourists continue to generate large amounts of waste. The observed negative correlation between waste management knowledge and behavior underscores the current challenge. In the current era of digitalization, "tourist knowledge" has emerged as an important factor in the tourism industry. Whether it is understanding a destination, making travel decisions, or dealing with a crisis, mastering tourist knowledge is critical to understanding and responding to the needs of tourism industry stakeholders. "Traveler knowledge" is the key to success in an ever-changing world. Traveler attitudes play an important role in the tourism industry, affecting various aspects of the tourist experience. By properly addressing and understanding these attitudes, the industry can thrive and provide a more satisfying experience for all visitors.

The use of social media is an interesting aspect that mediates identity formation. It allows individuals to express themselves, demonstrate personal achievements, and share life events with the wider community. However, the pressure to maintain a certain image can cause stress and anxiety, especially among the younger generation, such as Generation Z. Social media use can also influence individuals' attitudes toward expressing their opinions openly and widely. This research shows a negative correlation between the mediation of social media use on tourist knowledge and tourist attitudes, indicating that social media use does not fully mediate these variables. Research by Wang et al. (2021) highlights the impact of social media use and excessive information consumption on users' attitudes. Negative social media posts have a greater impact on attitude change than positive posts. In addition, perceived value serves as a mediating variable that plays an important role in understanding individual behavior. In a constantly evolving tourism industry, change is inevitable. As technology and communication advances, there will be a better understanding of how individuals perceive the value of a product or service, which is critical to success. Companies that understand this concept can make more informed decisions, increase customer satisfaction, and use their positioning to market their products more effectively in competitive markets. Thus, perceived value can act as a mediator in the correlation between tourist knowledge and attitudes, which has a positive and significant relationship.

5. Conclusion

This study investigates the impact of Tourist Knowledge on Tourist Attitudes, Social Media Use, and Perceived Value. This study presents seven hypotheses for direct and indirect relationships between Tourist Knowledge, Social Media Use, and Perceived Value. Furthermore, two hypotheses explore the mediation effects of Social Media Use and Perceived Value on the relationship between Tourist Knowledge and Tourist Attitudes. The findings demonstrate that the extent of tourist knowledge does not have a direct impact on social media use, perceived value, and tourist attitudes. Furthermore, social media use and perceived value did not effectively function as mediators in this investigation. The mediation analysis confirmed that perceived value acts as a mediator between knowledge and tourist attitudes. Based on the findings of this investigation, it can be determined that a comprehensive comprehension of how consumers recognize the worth of a product or service is necessary for success. Companies that understand and apply these concepts can make more prudent judgments to improve consumer gratification and ultimately survive in a competitive business environment.

This research has significant theoretical and practical implications that may interest specific stakeholders. Initially, this study presents data that enhances comprehension of the link between tourists' knowledge and their attitudes towards tourism. The findings indicate a comprehensive causal impact on tourist knowledge and attitudes, with social media use and perceived value acting as mediators. This study thoroughly depicts how visitors can enhance their comprehension of a location while touring its attractions. Earlier studies frequently accentuate the connection between sightseers' cognizance, estimations, or uncertainties about a site (Polas et al., 2022). This research presents a fresh view of knowledge as a fundamental building block for shaping attitudes and conduct. Referring to Jiang et al. (2022), the level

of knowledge mastery has an impact on the consistency between attitude and behavior. Psychologically, greater knowledge can enhance personal control in uncertain situations. Tourists who perceive themselves to have more knowledge than others are more likely to participate in tourism activities, as they feel better equipped to prevent and manage risks. Nonetheless, the findings indicate a negative association between Tourist Knowledge and Attitude. This study demonstrates that tourists with subjective knowledge or familiarity may cause a self-concept mismatch, confirming their negative initial intention to visit a destination. Furthermore, having more subjective knowledge can lead to greater familiarity with the destination, reducing the desire to explore anything new and different (Tassiello & Tillotson, 2020). The use of social media as mediation negatively influences Tourist Attitudes and Tourist Knowledge and Attitude. According to the study results, social media usage does not affect tourist attitudes. Not only do Tourist Knowledge and Tourist Attitude have a negative influence, but so does Social Media Use. However, unsatisfactory online information quality or unfriendly digital content accessibility may adversely affect tourist satisfaction and subsequent behavioral intentions. Genuine web content scarcity has the potential to weaken tourist confidence and satisfaction, leading to the spread of negative online media and a decline in destination attractiveness (Armutcu et al., 2023).

This study indicates a favorable intercorrelation between Tourist Knowledge and Social Media Use, Tourist Knowledge and Perceived Value, and an indirect correlation through the mediation of Perceived Value, which positively correlates with Tourist Knowledge and Tourist Attitude. Knowledge positively impacts Social Media Use and promotes the development of resources in a sustainable manner by taking into account the social, environmental, and economic context. Collaboration between knowledge and social media use with external stakeholders can enhance knowledge sharing and expedite innovation capabilities. This study is congruent with previous research (Tajpour et al., 2023). This study presents the concept of tourism within the domain of heritage tourism, thus broadening the scope of non-heritage tourism research and enhancing comprehension of perceived value within this novel context. Moreover, it deepens understanding of the elements, features, and exclusive aspects of local knowledge tourism from the standpoint of tourism experience and perceived value (Zhang et al., 2023).

This research has practical implications for stakeholder practitioners at tourist destinations. The results of this study can be used to design more effective marketing strategies. An example is customizing marketing materials to showcase new and unique aspects of the destination that tourists will visit. Research in tourism science has suggested that tourists' understanding of the places they visit can shape their attitudes toward destinations that they perceive as valuable. This perceived value can be influenced by factors such as service quality. In addition to this, tourist knowledge has the potential to stimulate or affect their overall attitudes towards these valuable destinations. Perceived value may be connected to various factors, including the quality of services available at the destination, price, and tourist attractions.

Thus, to promote knowledge and positive attitudes towards a destination, stakeholders need to ensure that the perceived value remains excellent. It necessitates understanding the destination well and highlighting its unique value to visitors through attractions, prices, or other relevant variables. Therefore, to cultivate awareness and favorable opinions toward a destination, stakeholders must dedicate themselves to upholding its perceived value. This necessitates a thorough comprehension of the destination and a focus on its distinctiveness that appeals to visitors, as affirmed by research conducted by Tassiello & Tillotson (2020). This study aims to address the gap in prior research by investigating the influence of traveler knowledge and attitudes on the travel industry and tourism. Furthermore, by utilizing multiple mediations, we seek to examine the correlation between the mediating effects of social media use and perceived value. It is important to acknowledge the limitations of the study before drawing conclusions. Only a small number of tourists who had visited Balangan Beach in Bali were included in this study, which may have introduced a bias into the overall methodology. The results of this study include various factors that are considered positive predictors of tourist attitudes. However, it is important to note that this study only examined positive antecedents of tourist attitudes, such as knowledge, social media use, and perceived value. Future research could expand our proposed model to include additional factors, settings, and locations to provide diverse perspectives on tourist knowledge and attitudes across organizations and cultures. Future research could utilize modified mediating or moderating variables, allowing for a more comprehensive exploration of this topic. Further research on tourist attitudes should consider other influencing variables, such as destination image. Studies have shown that destination image can impact tourists' perceptions of the destination and, thus, potentially impact their attitudes toward it. This highlights the importance of considering destination image when examining tourist attitudes (Pereira et al., 2022).

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Author Contribution

Author 1: conceptualization, original draft, data curation, formal analysis, investigation, methodology.

Author 2: conceptualization, original draft, data curation, formal analysis, investigation, methodology.

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Conflict of Interest

The authors declare that the research was conducted without any commercial or financial relationships that could be construed as a potential conflict of interest.

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