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Research Article

Social Media Communication & Information Adoption: An Implication of Luxury Accommodation Consumption Behavior Among Consumers

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ABSTRACT

Introduction: Tourism plays a huge role in boosting Indonesia's economy. Bali stands out as an attractive tourist centre. Bali's tourism industry has experienced tremendous development, especially in the consumption of the luxury accommodation market.

Objectives: Therefore, this research is important to find out what factors influence consumer behaviour in the luxury accommodation market.

Methods: Respondents were exclusively selected and after data collection, a total of 457 responses could be used as the research sample. Data were evaluated using Partial Least Squares Structural Equation Modelling to explore the direct impact and moderator impact. This finding shed light on the fact that argument quality and source credibility have a positive effect on luxury accommodation consumption, UGC (User-Generated Content) and FGC (Firm-Generated Content) moderate the association between source credibility, argument quality, and luxury accommodation consumption.

Results: This finding shed light on the fact that argument quality and source credibility have a positive effect on luxury accommodation consumption, UGC (User-Generated Content) and FGC (Firm-Generated Content) moderate the association between source credibility, argument quality, and luxury accommodation consumption.

Conclusions: The providers of luxury accommodations need to enhance the quality of information or arguments they communicate and improve the credibility of their information sources. It is necessary for luxury accommodation providers to increase the likelihood of users providing information to other users, such as by providing a forum platform discussing their stay experiences, thus influencing other consumers and potential consumers.

Keywords: Argument Quality, Source Credibility, UGC, FGC, Luxury Accommodation Consumption.

INTRODUCTION

Tourism has become a strategic sector to help developing countries in their attempts to strengthen their economies. In Indonesia, the tourism industry is a major contributor to as one of the main drivers of economic growth (Shah, Yan, Shah, & Ali, 2020). As an internationally renowned tourist destination, Bali stands out as a captivating tourism centre that attracts domestic and international travelers interest [1]. One of Bali's main attractions is its cultural diversity, which allows visitors to explore and experience the island's unique cultural heritage. With its broad and diverse appeal, tourism in Bali continues to attract interest from various market segments, both domestic and international, contributing to Indonesia's overall economic growth [2].

Tourism development in Bali has shown significant trends, particularly in the luxury accommodation sector. Luxury accommodation has emerged as a dominant component of Bali's tourism industry [3]. The popularity of luxury accommodation marks a shift in tourist preferences towards more exclusive and high-quality experiences. However, to maintain and enhance its competitiveness, a more detailed approach is required to get inside people's heads and expectations of consumers in the luxury accommodation segment [4]. Through careful analytical approaches, stakeholders can identify specific needs and design appropriate strategies to enhance the services' quality, ensuring a satisfying experience for luxury guests in Bali.

Communication media has undergone significant transformation alongside improvement in the way people use technology to communicate and share information. A prominent phenomenon is the rise of social media as a platform for interactive communication. Social media platform enables users to post content, interact, and communicate in real time [5]. The diversity of social media platform, tailored to specific niches and user demographic, facilitates a wide range communication style. Information can be disseminated through individual and business contributions within the social media ecosystem. The appeal of social media lies in its user-friendliness and relevance to user's interest and needs [6], [7]. The ease of access provided by social media has turned it into a primary source of information for many, influencing how they consume and share information in their daily lives [8].

The process of information adoption plays a critical role in shaping individual behavior. Consumers now primarily rely on social media to get their news and information [6]. Exploration has consistently shown that the information we absorb can significantly impact the consumer's choices and behaviors [9], [10]. This study constantly evaluates the information that received, deciding whether to accept it or dismiss it. This process plays a crucial role in how the consumers choose and experience luxury accommodations. The images, reviews, and travel tips that consumers see on social media can heavily influence their choices, from which hotels to book to their expectations for future stays [4], [11]. Recognizing how social media shapes the consumer's understanding of the world and influences our travel decision is key to getting arround the complexities of the digital age.

Research suggests that the variable selected can significantly impact on purchasing decisions as a consumer [10]. However, the findings from these studies aren't always consistent. Some research suggests that how consumers act is not always influenced by the information they receive, either in general or in a specific way [12]. However, the variation in these results emphasizes that the phenomenon is complex and requires further study to clarify and support the conclusion that can be drawn. In addition, social media is like a giant library where people can find information on just about any topic, including FGC and UGC [13]. With this diversity, it is essential to expand research on information adoption to encompass various information sources to more comprehensively understand how this information influences consumer behavior.

LITERATURE REVIEW

In today's digital age, the internet has revolutionized how information is disseminated and accessed, allowing individuals and organizations to share thoughts, ideas, and information effortlessly through various media platforms like social media and personal websites [2]. Real-time transmission of customized information to potential consumers is enabled by this easy access to information, supported by the ubiquity of mobile commerce, shaping their attitudes and behaviors [2], [14]–[17]. However, the impact of information varies among individuals, as highlighted by [18], who developed a model based on the ELM (Elaboration Likelihood Model) to explore the complexities of knowledge adoption processes.

To enhance the understanding of the factors affecting consumption behavior within information adoption, this study exteded traditional consumer behavior models with the ELM. The ELM, created by Petty & Cacioppo [19], posits that a recipient's cognitive elaboration of a message varies dendeing on the context and influences the success persuasion attempts [18]. Many researchers have adapted the ELM to better understand how consumers accept and use new information in different situation [18], [20].

We are constantly surrounded by information from countless online sources. This has made it essential to be able to rely on credibility of source we encounter. As communication experts Petty & Cacioppo [19] explained, the credibility of the source significantly influence how people perceive and interpret information, determining wether they believe it to be reliable and trustworthy. With social media dominating the news feeds, it's more critical than ever to critically evaluate the source of the informations they were consuming, especially during times of crisis when traditional news outlets might not have all the information [12], [21]. Study by Badenes-Rocha et al. [5] has shown that the source of

information, such as UGC like social media posts and FGC like official websites, can have a profound impact on the consumers choices. This underscores the critical importance of considering the source of information when they were making judgements and decisions.

This research focuses on two key sources of information: User-Generated Conttent (UGC) and FGC, both of which play a significant role on how people book luxury accommodation. UGC, created and shared by everyday people on platforms like social media, includes think like reviews and personal stories that can have powerful impact on consumer perceptions and ultimately their purchasing decisions [7], [9]. In contrast, FGC is created by travel business with the goal of marketing its products and building relationship with potential customers [6], [10]. Understanding how these different sources of information are perceived and how they impact our trust and confidence in their reliability is crucial for understanding how they influence their decision making process. Paerticularly within the framework of the ELM on information absorbsing.

The abundance of information available online makes it crucial to understand how individuals process and accept information, especially when it comes to making decisions about luxury accommodation. The ELM gives consumers a tool to explore the deeper workings of how people process information by looking at how strong the arguments are and how much they trust the source of the information [2], [18]. By using ELM to study how people make decisions about luxury accommodations, this reseach can better understand about the different types of information influence their choices. This knowledge is icredibly valuable for marketers and anyone else who wants to understand how to reach luxury travelers.

The ELM (Elaboration Likelihood Model), a framework constructed by Petty et al. [19], helps us understand why different messages have different effects on different people in different situations. Sussman & Siegal [18] further refined this model, especially when it comes to how people adopt new information. The ELM explains that people vary in their ability to carefully think through and analyze message. This “thinking depth” or “elaboration” significantly impacts how easily people at persuaded. With the rise of mobile commerce, information is now readily available and can be delivered in a personalized way in real-time, which greatly influence on consumer attitudes and behaviors [16].

The ELM highlights two key factors that influence people to use and accept information there are the characteristics of the arguments and the trusted source [20]. The argument quality depends on how complete, personalized, relevant, secure, and easy to understand the online content is. This kind of high-quality information can really shape people how they think and act [2]. People generally prefer services that provide them with through and reliable information, theu like it when the information is clear and easy to understand and when it encourages them to think critically. This kind of positive experience can have a big impact on consumers behavior [22]–[24].

Research has consistently shown that people tent to make decisions based on careful thought and logical reasoning, primarily by evaluating the strength and soundness of the arguments presented rather than simply reacting emotionally [25]. Pee & Lee [24]suggested that high-quality communication has the power to capture our attention and stimulate active thinking, encouraging consumer to learn, analyze, and reason through the information being presented. This process ultimately leads to greater confidence in the information received. Li [23] highlighted the importance of individual factors, such as motivation and ability to process information, in shaping consumers decision making. Furthermore, Bhattacherjee & Sanford [22] emphasized the significant impact that the quality of arguments can have on consumers actions and behaviors. Consequently, businesses that offer consumers relevant, timely, and consistent information are more likely to attract, retain, and influence their decision-making processes [26].

Additionally, argument quality contributes to decision support, aiding consumers in addressing issues and adapting adaptively through the central channel of information processing [27]. Persuasion is effective in changing attitudes or behaviors when messages evoke predominantly positive thoughts. In the case of luxury accommodations, the accuracy of information or argument received significantly influences consumer consumption behavior [25]. Therefore, the following hypothesis is proposed:

H1a. Argument quality positively influences consumers' luxury accommodation consumption.

The ELM (Elaboration Likelihood Model) incorporates the credibility of the source as a critical component of information adoption [19]. Source credibility refers to how trustworthy and competent information receivers perceive

the source to be [2]. Consumers tend to trust information from sources they deem reliable and competent while distrusting information from unreliable sources [20], [28]. Source credibility encompasses factors such as expertise, trustworthiness, and attractiveness, influencing consumers' perceptions of credibility, competence, and trust [29]–[31]. The impact of source credibility on persuasion varies based on consumer involvement levels, with source credibility being more persuasive for weak arguments or low consumer participation levels, especially when consumers are highly engaged [30].

Messages originating from highly credible sources tend to evoke positive responses, unlike those from low-credibility sources [32]. High source credibility can facilitate persuasion by reducing the need for effortful judgment on the part of the audience, as they may assume the argument has been validated by experts [19]. Source trustworthiness influences various consumer motivations, including information-seeking, enjoyment, and relationship maintenance [33]. Consumers place greater value on information from trustworthy sources, especially expert informants who possess the conceptual understanding of products and can efficiently address product-related issues [34]. Source trustworthiness saves consumers time, reduces ambiguity, and enhances their willingness to use a product or service [34]. Understanding source credibility is crucial in predicting consumer behavior when adopting information. In light of the proceeding, this study posits the following hypothesis:

H1b. Source credibility positively influences consumers' luxury accommodation consumption.

The credibility of the message source plays a pivotal role in shaping perceptions of objectivity and reliability [19], [35]. Consumers often assess the source of information to determine whether consumers can trust it, especially on social media where information isn't always checked by professional journalists [12], [21]. Reseach has shown that source of information, whether it's created by users (UGC) or by company itself (FGC) can significantly impact the consumers behaviors and the effective message are communicated [5]. Study has shown that UGC tends to content tends to be more closely linked to predicted connections and relationships compared to content created by companies, highlighting the importance of considering the source of information when trying to understand consumer responses [5]. Furthermore, the perceived quality of information can also be influenced by the source. Consumers evaluate factors such as how complete the information the relevance, and the security when they accessing the information [36], [37]. Therefore, the source of information can significantly influence how consumers process information and ultimately make decisions about luxury accommodation

This study examines two distinct sources of information they are UGC and FGC [38]. UGC serves many important purposes for consumers, such as helping them reduce risk, ensure quality, and feel more confident in their choices, especially when it comes to travel and accommodation [39], [40]. On platform like Facebook, UGC encompasses a wide range of content, including user posts, interactions with brand content, and personal stories shared by other travelers. This provides valuable insight into experiences, opinions, and preferences of other travelers and more human perspective [9], [41]. Online reviews as a common form UGC offer unbiased perspectives from other travelers, helping consumers make informed decisions and feel more confident in their choices [42]. Consumers often seek out UGC to simplify the decision-making process, save time, and benefit from the wisdom of the crowd by getting recommendation from other travelers [10], [43]. Given the significant impact of UGC to consumer behavior, it's crucial to understand how it influences their choices related to luxury accommodations, particularly how it provides valuable insight and shapes their perceptions and preference. Consequently, the following hypothesis is advanced:

H2a. UGC strengthen the relationship between argument quality and luxury accommodation consumption.

H2b. UGC strengthen the relationship between source credibility and luxury accommodation consumption.

FGC is another important source of information. It includes content created and shared by travel companies on social media platform, that include videos, photos, and other marketing materials to attract the consumers [10]. These marketing efforts are designed to engage consumers, promote their products, and build relationships with potential customer [9]. However, travel companies use social media platforms to promote their brands, gather arket research, and understand the needs and preferences of potential travelers [6], [10]. By interacting with this content, consumers provide valuable feedback and insight to travel companies which can influence how companies market their products. This information can also significantly influence how consumers choose and experience travel, especially when it comes to choosing luxury accommodation. argue that social media platforms are essential for travel producers to execute promotional plans, brand recognition, consumer interaction, and market research. By interacting with FGC, consumers provide direct feedback and insights to marketers, shaping their perceptions and influencing their

consumption decisions [44]. The information conveyed through FGC holds the potential to influence consumers' consumption behavior, especially in the case of luxury accommodations for tourists. Thus, based on the information of this exploration, we can suggest:

H2c. FGC strengthens the relationship between argument quality and luxury accommodation consumption.

H2d. FGC strengthens the relationship between source credibility and luxury accommodation consumption.

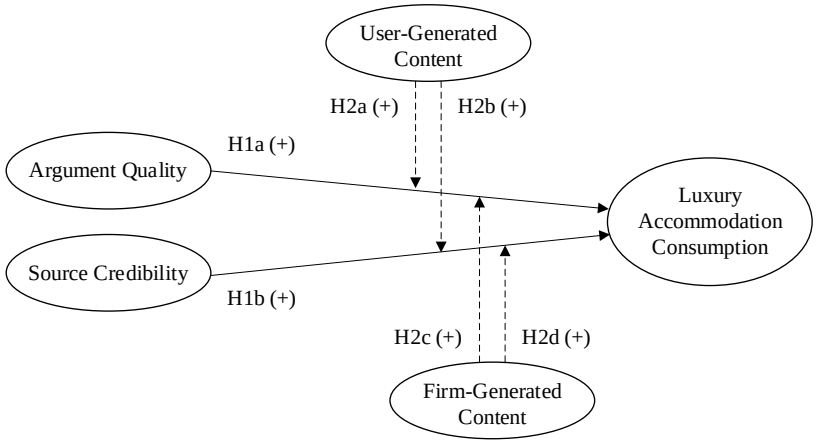


Figure 1. Proposed research model.

METHODOLOGY

The current study uses the quantitative research method to discover relationships among the constructs of interest, which argument quality, source credibility, UGC, FGC, and luxury accommodation consumption. This research will be conducted in Bali, Indonesia which is a favorite tourist destination attracted by foreign tourists and domestic tourists. The major technique of data collecting is a self-administered survey, which is a structured form of questionnaire. Many studies target individual constomer who have experienced luxury accommodation, focusing on domestic and international tourists in Bali, Indonesia. The research population comprises Bali's domestic and inbound visitors who have stayed in luxury accommodation services.

The non-probability quota and purposive sampling methods are used in this study to obtain data from respondent in Bali Province. To qualify as study participants, individuals must be at least 18 years old, employed in a permanent job, and have stayed at a luxury accommodation at least once in the past year. Additionally, they should have experience interacting with UGC (User-Generated Content) and FGC (Firm-Generated Content), which include reviews from blogs or social media, as well as official websites and social media accounts of service providers. These criteria aim to ensure that respondents accurately represent the current conditions relevant to the study's focus on factors influencing luxury accommodation consumption among tourists in Bali.

In collaboration with the tourism office of Bali province, this research conducts direct data collection via the direct interception method, targeting 500 respondents from five luxury hotels across Bali. Selection criteria for luxury accommodations, including five-star hotels and luxury lodges based on rental price range, aim to ensure data accuracy. Only qualified respondents participate to ensure an accurate representation of luxury accommodation consumption behaviors. The questionnaire, requiring agreement degrees, allows individuals to express their choices independently. This voluntary engagement mitigates response bias. Respondents are allotted 15-20 minutes to complete the questionnaire, ensuring thorough information collection.

This study collects the data within five luxury accommodation properties in Bali, comprising three five-star hotels and two luxury cottages. The goal was to collect 500 responses from guests who stayed at these establishments. Responses with insufficient answers or inaccuracies are filtered out during screening [45]. Respondents were exclusively chosen from these luxury accommodations, and after information collection, a total of 457 usable responses were obtained, resulting in a response rate of 91.40%. All collected responses met the predetermined criteria and were complete and usable. To mitigate non-response issues, respondent anonymity was ensured, emphasizing that there were no right or wrong answers. As an appreciation for their response, respondents received local souvenir gifts.

RESULTS

Based on the gathering source, insights into the demographic profile of the respondents involved in this examination might be obtained. Most people who took survey identified as female, comprising 55.1%, while males accounted for 44.9%. The majority of respondents were domestic tourists, constituting 58.4 percent, with foreign tourists making up 41.6 percent. The biggest group of people in the survey were late 20s and early 30s, on behalf of 36.8% of the total respondents. Regarding other demographic aspects, most respondents were married (64.8 percent) and reported an annual income ranging from Rp. 250,000,001 to Rp. 500,000,000 (41.1%), worked for a private business (39.2%), and held a bachelor's degree as their highest educational attainment (40.9%). A conclusion of the demographic profile of the respondents involved in this study is presented in Table 1.

Table 1. Structure of Respondent (n = 457)

Variables	n	%
Gender		
Male	205	
Female	252	44.9
Age (years old)		
18 – 24	34	7.4
25 – 34	168	36.8
35 – 44	110	24.1
45 – 54	88	19.3
55 – 64	44	9.6
Above 64	13	2.8
Marital Status		
Single	161	35.2
Married	296	64.8
Highest Education		
High School	15	3.3
Diploma	58	12.7
Bachelor Degree	187	40.9
Master Degree	172	37.6
Postgraduate Degree	25	5.5
Occupation		
Private Sector	179	39.2
Government/Semi-Government	68	14.9
Not Working	52	11.4
Own Business	158	34.6
Yearly Income		
≤ Rp, 100.000.000	49	10.7
Rp. 100.000.001 – Rp. 250.000.000	56	12.3
Rp. 250.000.001 – Rp. 500.000.000	188	41.1
Rp. 500.000.001 – Rp. 750.000.000	43	9.4
Rp. 750.000.001 – Rp. 1.000.000.000	60	13.1
> Rp. 1.000.000.000	61	13.3
Tourist Group		
Domestic Tourist	267	58.4
Foreign Tourist	190	41.6

This study utilizes two primary types of data processing. Those are descriptive and inferential statistics. Initially, the dataset undergoes preparation and screening using SPSS 25 to minimize errors and ensure accuracy. Descriptive statistical analysis, including measures such as mean, median, and standard deviation, directs to gain insights into the collected data, while Missing Value Analysis (MVA) and Z-Score examination are conducted to address data completeness and identify outliers [46]. Furthermore, SmartPLS 4.0.9.5 was applied for inferential statistical

analysis, especially in Structural Equation Modeling (SEM) to test formulated hypotheses. SEM makes it possible to explore complex relationships among multiple variables simultaneously, thus facilitating hypothesis testing and assessment of moderating effects in the model [47]–[49]. This method, which is widely used in various fields of science, enables effective evaluation of latent variables and theoretical relationships [50].

This exploration utilized a personal survey, with focus on careful questionnaire design to ensure the collection of appropriate and valuable data in quantitative research [51]. We divided the questionnaire into logical segments, with the demographic section placed at the end to prioritize important information first and reduce losing respondent [52]. Clear instructions and a professional appearance were maintained throughout, including an introduction revealing the intention of the study. The first segment screened respondents for sustainability based on their experience with luxury accommodation in Bali and interaction with UGC and FGC. The second segment measured predictor constructs relating to the ELM of information acceptance. Moderating constructs and assessing involvement with UGC and FGC are addressed in the third section. The fourth section collects responses on the outcome construct and luxury accommodation consumption, utilizing statement items for all variables. Finally, demographic questions are included in the last section, ensuring data alignment with measurement principles for hypothesis testing.

In this research, variables within the research model are measured using multiple items through a self-administered questionnaire, aligning with Churchill [53] recommendation that multiple items can reduce measurement error compared to single-item scales. The questionnaire comprises statements for exogenous, endogenous, and moderator variables, where respondents rate how much they agree or disagree, from 1 to 5. This scale is deemed suitable for marketing research, particularly when the target population may not be familiar with surveys [54]. All items are either adapted from previous studies or modified to fit the context of luxury accommodation marketing research. To mitigate method biases arising from using the same measurement context and item attributes for both predictor and criterion variables, the study employs various scale endpoints, including negative statements, as suggested by [55]. By doing this, we hope to make sure that the data we collect is accurate and reliable.

The measure applied in this study are drawn from several literature reviews which include concept studies on the use of luxury accommodation. The Luxury Accommodation Consumption (LAC) construct is taken from Kaur et al. [11] research on consumption values on Food Delivery Apps (FDA), with adjustment to make it relevant to the luxury accommodation context. The possibility elaboration model on the information adjustment construct is taken from Shah et al. [2] investigation on the dimensions of information adoption in choosing a place to eat through a mobile application with adjustment to the context that matches the use of luxury accommodation. The information source constructs including UGC and FGC were adapted from Tsiakali [10] study on travel-related information sources that are adapted to the context of luxury lodging consumption and includes information source adapted to the context of luxury accommodation. These constructs were operationalized based on data from relevant empirical studies known for their reliability and validity to ensure robustness in measurement.

This research employs SmartPLS 4.0.9.5 software for statistical inferential analysis, particularly Partial Least Squares Structural Equation Modeling (PLS-SEM), to analyze the gathered data. PLS-SEM allows for the evaluation of both the measurement and structural models [47], [56]. Validation and reliability assessment of the measurement model comes before hypothesis testing, ensuring the robustness of the constructs incorporated into the conceptual model. Once validity and reliability are confirmed, researchers proceed to test the proposed hypotheses, facilitating comprehensive analysis and interpretation of the study's findings.

This study utilizes a simple 1 to 5 rating where 1 is a big disagree and 5 is a big agree to measure all constructs, including exogenous (Argument Quality and Source Credibility), endogenous (Luxury Accommodation Consumption), and moderator (UGC Involvement and FGC Involvement) constructs. The descriptive analysis conducted on the collected construct data showed that the lowest scores fluctuated between 1 to 3 across all construct, with “source credibility” recording the highest minimum score at 3. In contrast, the highest scores for all constructs uniformly recorded 5. The mean scores ranged from 3.669 to 4.503, where “luxury accommodation consumption” obtained the highest mean score, while “FGC involvement” showed the lowest mean score of all constructs analyzed.

Before proceeding with more in-depth analysis, this study conducted an outlier check to ensure data quality by applying Z-score with a cut-off value 3.92 [57], [58]. in addition, to evaluate the normality of the data skewness and kurtosis were examined compared using conventional normality test such as Kolmogorov-Smirnov and Shapiro-

Wilks [45]. Skepticism about the symmetry of the data distribution. Using WebPower software [59], [60], the assessment results indicate that the data exhibits Mardia's multivariate skewness (β = 1567.519, $p < 0.01$) and Mardia's multivariate kurtosis (β = 1808.926, $p < 0.01$), indicating non-multivariate normality. SmartPLS 4.0.9.5 is a non-parametric analysis tool that uses the PLS-SEM method and does not require data to be averaged to converge to an average distribution [47]. This is important because it provides unbiased data measurements for statistical analysis.

After identifying the distributional shape of the collected data, potential bias known as common method bias was acknowledged, with its potential to influence behavioral study outcomes[61]. This bias can compromise the validity of results regarding construct relationships [62]–[64], particularly when cross-sectional data from the same respondents using the same questionnaire are collected. Safeguards, such as ensuring confidentiality and anonymity of participants were implemented in the design of this study to minimize methodological biases that often arise [61]. Harman's single-factor test was arranged in this study into exploratory factor analysis (EFA), with the results indicating that the single factor explained only 27.58 percent of the variance, suggesting the data is probably free from the usual kinds of bias [65], [66].

To ensure the validity of the measurement model, factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE) are carefully evaluated against specific criteria. The CR values exceeding 0.7 and AVE values surpassing 0.5 indicate satisfactory convergent validity [67]–[69]. For factor loadings, a stringent cutoff of 0.71 (excellent) is set to ensure data quality [70], [71]. In the reliability and convergent validity assessment, all constructs exhibit CR and AVE values above their respective thresholds. However, several indicators fall below the threshold factor loading of 0.71. Consequently, eight indicators, namely SC3, SC4, UGC4, UGC7, UGC10, FGC1, FGC2, and FGC11, are eliminated based on the convergent validity assessment results.

Following the convergent validity assessment of the measurement model, the study proceeds to evaluate discriminant validity to ensure that indicators differ from one another. Discriminant validity demonstrates that each latent construct has more variance in its own indicators than with other constructs. Utilizing the Heterotrait-Monotrait Ratio (HTMT) method, chosen for its reliability according to previous studies [60], the study confirms discriminant validity by ensuring that all HTMT values for each pair of constructs are below 0.9 in matrix format. This indicates no discriminant validity issues among the constructs analyzed in this study.

Table 2. Heterotrait-Monotrait (HTMT) Ratio Criteria.

Research Constructs	1	2	3	4	5
1. AQ					
2. FGC	0.299				
3. LAC	0.493	0.131			
4. SC	0.81	0.432	0.459		
5. UGC	0.707	0.234	0.557	0.812	

To avoid collinearity problems between predictor and criterion constructs in the study, the lateral collinary test (VIF) is necessary during the first stage. Collinearity problems can obstruct robust causal relationships in the model [72]. A VIF (Variance Inflation Factor) vale of 5 or higher is indicative of collinearity [73]. The summary assessment results for collinearity issues in the structural model reveal that all predictor constructs have VIF values below 5, confirming the absence of literal multicollinearity issues in the study.

Amounts of bootstrap samples needed for the conditions under which data is collected before it is used to perform path analysis. Following previous research recommendations, employing at least 5000 bootstrap samples, equal to the total number of valid respondents, facilitates the calculation of standard error and standard deviation for estimated coefficients. This study implemented the bootstrapping procedure with 5000 resamples. In analyzing the path analysis results, several criteria must be met to confirm hypothesis support. Critical values for a one-tailed test are considered at significance levels of 5%, 10%, and 1%. Additionally, standard beta, t-values, p-values, and effect

size f2 are essential considerations. A hypothesis relationship is deemed statistically supported if it has p-values < 0.05 and t-values > 1.645. The results of the hypothesis analysis are presented in Table 3.

Table 3. Research Hypotheses Testing

Hypotheses	Std Beta	t-value	p-value	f-value	Result
H1a: AQ → LAC	0.259	3.538	0.000	0.040	Supported
H1b: SC → LAC	0.249	3.131	0.002	0.039	Supported
H2a: UGC*AQ → LAC	0.135	1.559	0.119	0.015	Rejected
H2b: UGC*SC → LAC	-0.292	2.566	0.010	0.032	Supported
H2c: FGC*AQ → LAC	0.154	4.490	0.000	0.022	Supported
H2d: FGC*SC → LAC	0.139	1.485	0.138	0.007	Rejected
R^2 LAC	0.416				
Q^2 LAC	0.334				

For hypothesis H1, based on the ELM in information adoption, H1a predicts a positive influence between Argument Quality and Luxury Accommodation Consumption. H1b predicts a positive influence between Source Credibility and Luxury Accommodation Consumption. Based on the yield of the path analysis in the assessment of relationships in the structural model, the results indicate that H1a is supported (beta=0.259, p<0.05, t-values=3.538) and H1b is supported (beta=0.249, p<0.05, t-values=3.131).

In analyzing the moderating effect, there are four hypotheses to be tested in this study. H2a predicts that User-Generated Content strengthens the link between Argument Quality and Luxury Accommodation Consumption. H2b predicts that User-Generated Content strengthens the link between Source Credibility and Luxury Accommodation Consumption. H2c predicts that Firm-Generated Content strengthens the relationship between Argument Quality and Luxury Accommodation Consumption. H2d predicts that Firm-Generated Content strengthens the link between Source Credibility and Luxury Accommodation Consumption. Based on the results of the path analysis in the assessment of relationships in the structural model, it is indicated that H2a is rejected (beta=0.135, p>0.05, t-values=1.559), H2b is supported (beta=-0.292, p<0.05, t-values=2.566), H2c is supported (beta=0.154, p<0.05, t-values=4.490), and H2d is rejected (beta=0.139, p>0.05, t-values=1.485).

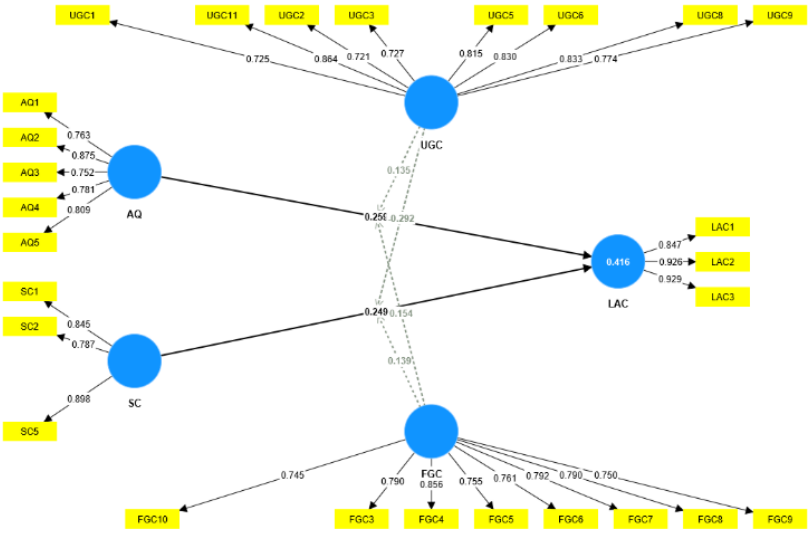
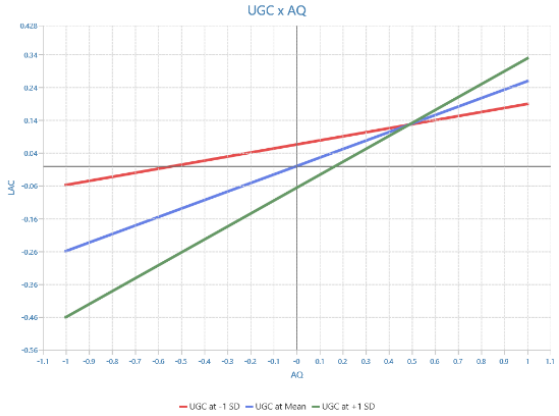


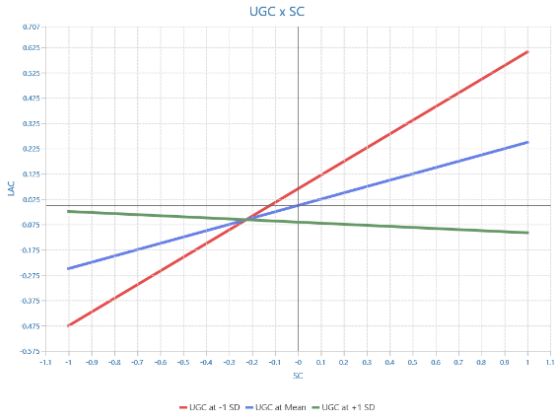
Figure 2. The result of the framework model analysis using PLS-SEM

In addition to path analysis, the moderation effect is examined through interaction slope analysis, which illustrates how a moderator construct influences a relationship in the structural model. This analysis involves plotting lines

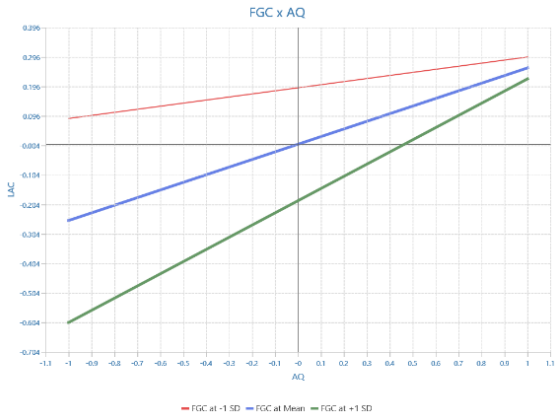
from points representing -1 SD, mean, and +1 SD of the moderator construct. The results of interaction slope analysis reveal that for UGC*SC-LAC, there is a negative moderating effect that weakens the relationship as the moderator construct, UGC, increases. Conversely, for FGC*AQ-LAC, a positive moderating effect strengthens the relationship with increasing FGC. Furthermore, moderation relationship hypotheses for UGC*AQ-LAC and FGC*SC-LAC are examined, revealing non-significant effects in altering the link between the constructs and their respective moderators. Graphs depicting these interactions are provided in Figure 3.



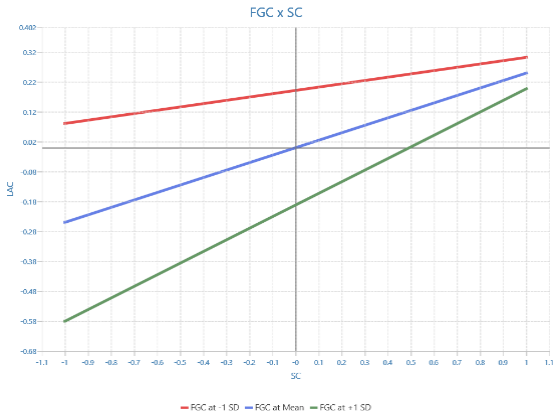
(a)



(b)



(c)



(d)

Figure 3. Slope analysis result for (a) UGC*AQ-LAC (b) UGC*SC-LAC (c) FGC*AQ-LAC (d) FGC*SC-LAC

The R^2 assessment outcomes reveal that 41.6% of the variance in Luxury Accommodation Consumption is explained by the dimensions of ELM in information adoption consist of argument quality and source credibility, indicating a moderate coefficient of determination. The effect sizes (f^2) on predictor constructs for Luxury Accommodation Consumption demonstrate small effects for both direct and moderation relationships, with FGC and UGC contributing negligible influences on Argument Quality and Source Credibility. Furthermore, the Q2 value of 0.334 suggests that the proposed structural model possesses moderate predictive quality.

DISCUSSION

Several findings emerged from this study. First, the outcome indicate that argument quality has a positive impact on consumers' consumption of luxury accommodations (H1a). This aligns with prior research, which has consistently highlighted argument quality as a significant factor influencing consumer consumption of luxury goods or services [2], [18], [74]. It illustrates that consumers are more inclined to buy luxury items or services when they believe that the arguments presented by an information source are better quality. In addition, the research represents that consumers use of luxury accommodation is positively impacted by source credibility (H1b). This finding aligns with other studies that found that source trustworthiness has a big impact on how much luxury goods and services consumers buy [2], [18], [27]. It illustrates how buyers are usually drawn to buying expensive things when they believe that the information source is reliable.

This study also explores how UGC and Firm-Generated Content (FGC might influence the impact of factors like source credibility and argument quality on how people adopt information and choose luxury accommodations. Focusing on UGC, this finding suggests that UGC can influence the relationship between how credible the consumer perceives the source of information and whether they choose to stay in a luxury hotel (H2b). However, this influence is negative, meaning UGC weakens the connection between source credibility and their decision to stay in a luxury hotel. This aligns with previous research that UGC can influence how much weight we give to the source's credibility when making decisions about luxury goods and services [5], [36]. Interestingly, this research didn't find that UGC had a significant impact on how consumers respond to the strength of arguments about luxury accommodation (H2a). This agrees with what other studies have found, which is that UGC as a source of information doesn't always alter how consumers react to the quality of arguments when making purchasing decisions for luxury goods or services [37], [38]. In other word, the presence of UGC doesn't appear to significantly change how consumers perceive and process information about the strength of arguments related to luxury accommodation.

Secondly, when considering the effect of FGC, this study found that FGC significantly impacts the connection with the quality of arguments and consumer's decisions to choose luxury accommodation (H2c). this result aligns with earlier studies that have consistently suggest that FGC plays a crucial role in how consumers respond to the credibility of information sources when making decisions about luxury products [5], [7], [75]. FGC led consumer decision-making can enhance the quality of arguments on luxury accommodation consumption as indicated by the evidence. On the other hand, FGC does not show a moderating impact on the correlation between consumption of luxury accommodation and the trust in sources. The results are aligning with earlier research that FGC, as an information

source, fails to mitigate the impact of consumer behavior on luxury goods or services by adjusting for source credibility. Luxury lodging consumers are not impacted by FGC involvement in term of their argument quality.

This study includes a number of theoretical aspects. Initially, it is essential for academic advancement of consumer behavior. It contributes to the development of knowledge about luxury consumer behavior, specifically consumption in luxury lodging. The study extends the ELM theory in information adoption within the field of luxury consumption. This is evidenced by the significant influence of all dimensions of ELM in information adoption on luxury accommodation consumption. Thus, this research clarifies the relationship between these two constructs.

Secondly, the study also provides substantial contributions to the advancement of scholarly knowledge in the domain of customer communication. It broadens the knowledge base of customer communication by examining the connection between what consumers learn and what consumers decide to purchase. This is supported by the study's findings, which elucidate the influence of involvement of each of the two types of information sources on the relationship between ELM dimensions and luxury accommodation consumption. Hence, the study contributes to examining the moderation relationship of the two types of information sources involved.

CONCLUSION

This research provides several practical contributions that enhance understanding of key factors to consider in luxury accommodation consumption. Firstly, the study confirms the relationship between argument quality and service quality, which influences luxury accommodation consumption. Practically, this implies that providers of luxury accommodations need to enhance the quality of information or arguments they communicate and improve the credibility of their information sources. This will subsequently enhance consumer behavior towards luxury accommodation consumption.

Secondly, the study confirms the relationship between information sources and information reception, which affects consumer behavior. Based on the findings, it is confirmed that the involvement of various information sources such as UGC and FGC in the relationship between ELM dimensions in information reception and consumer behavior in consuming luxury accommodation. Consequently, it is necessary for luxury accommodation providers to increase the likelihood of users providing information to other users, such as by providing a forum platform discussing their stay experiences, thus influencing other consumers and potential consumers. Additionally, luxury accommodation providers need to improve the quality of information provided through official company channels to convince consumers and potential consumers in their decision-making process regarding luxury accommodation consumption.

This study has some inherent constraints. Firstly, there is a limitation regarding the number of respondents involved in the study. This will affect the generalization of the study results, and involving a vary and more diverse sample size would improve the quality of the generalization of the study results. Secondly, the limitation concerning the constructs involved in the study. This study only involved one moderator, which is an information source. This will limit the scope of analysis to the direct connection between external and internal elements. Involving mediating constructs such as attitude can provide a more detailed analysis for future studies. Thirdly, there is a limitation regarding the source of respondents involved in this study. This study only involved luxury hotels and luxury lodges. Involving a more diverse range of luxury accommodations can enhance the quality of the study results and help understand consumer behavior in the realm of digital information more effectively.

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