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Factors Influencing American Tourists' Behavioral Intentions and Use Behavior of Tourism Apps

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Abstract

Purpose: This paper investigates the factors influencing American tourists' behavioral intention and use behavior of tourism apps. The framework considers perceived destination quality, satisfaction, memorability of a trip experience, performance expectancy, social influence, behavior intentions and use behavior as variables. **Research design, data and methodology:** A quantitative research method (n=500) was used in this study to survey American tourists who experienced the use of three tourism apps. Sampling methods included judgmental, quota, sampling judgment, and snowball sampling. Data analysis included structural equation modeling (SEM) and confirmatory factor analysis (CFA) for model fit, reliability, and construct validity. **Results:** Satisfaction, memorability of a trip experience, performance expectancy, and social influence have a significant effect on the behavior intentions and use behavior of American tourists' app use, with performance expectancy had the greatest influence. In addition, the perceived destination quality had a significant effect on satisfaction, while the behavior intentions had a significant effect on the use behavior. **Conclusions:** The study recommends that travel app developers, creators, and managers understand the intent to use and use behaviors of American users in the development of new apps, provide appropriate reference information, and promote more possibilities for American tourist services to create more economic value.

Keywords : Social Influence, Behavior Intentions, Use Behavior, Tourists, Tourism App

JEL Classification Code: E44, F31, F37, G15

1. Introduction

The global economy is in rapid development, along with the rapid emergence of mobile Internet, tourism, and Internet integration, which has changed people's way of traveling and views; people's choices are flexible and diverse (Li & Yang, 2018). The current tourism market has many tourisms first choice; many traditional enterprises or new tourism enterprises have carried out the development of tourism APP front-end service platform; the United States has many Internet users, which is undoubtedly the best support for the development of tourism APP front-end service platform, all kinds of tourism enterprises are increasingly fierce competition (Mudrova et al., 2020). In today's tourism market, many factors affect the traveler's customer experience, and personalized experience, continuous attraction of customers, and market share are the hot issues that major travel companies are most concerned about (Wang, 2020). Therefore, whether from the perspective of tourists or travel companies, studying the factors of tourists' behavioral intention and use behavior of travel apps is very necessary.

Many tourism apps play an important role from the perspective of AMERICAN tourists' behavioral intentions and usage behaviors toward tourism (Rampai et al., 2024). When tourists generate tourism behavior, the feelings they generate about services are associated with destination perception and satisfaction, and the same influence is also exerted by tourists' behavioral intentions and usage behaviors (Phuthong et al., 2022).

There are many tourism APPs in the current tourism market; overall, among the many influencing factors, unforgettable tourism experience is a core factor influencing

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tourism behavior and intention, and unforgettable tourism experience is a part of the current tourism research that is worth paying attention to (Kim, 2018). Performance expectancy usually plays a role in researching behavioral intention and usage behavior and can make suggestions related to consumption intention and behavior (Kelly, 2022). social influence is related to attitudes and behaviors and is a function of what happens to attitudes or behaviors (Afaq et al., 2023).

This paper constructs a research framework based on the TPB model, which considers satisfaction, memorable tourism experience, performance expectancy, and social influence as factors influencing AMERICAN tourists' behavioral intentions and usage behaviors towards tourism APPs. In many studies on consumer satisfaction, Perceived destination quality directly correlates with satisfaction, which in turn influences individuals' behavioral intention and usage behavior (Chen, 2023). In addition, memorable travel experiences, task orientation, performance expectancy, and social influence also impact intention, influencing behavior (Keskin et al., 2024).

Therefore, this study's framework includes seven variables: perceived destination quality (PDQ), satisfaction (S), memorability of a trip experience (MOATE), performance expectancy (PE), social influence (SI), behavior intentions (BI), and use behavior (UB), to further explore the factors that influence the behavioral intentions (BI) and use behavior (UB) of AMERICAN tourists towards tourism APPs.

2. Literature Review

2.1 Perceived Destination Quality

Perceived destination quality refers to the consumers' assessment of the overall quality of a particular product or service for their purposes. It is needed for the product (Sugandini et al., 2019), which involves the consumer's assessment of the overall quality of a particular product or service and their expectations (Cambra-Fierro et al., 2022). In addition, perceived destination quality can be an abstract and subjective assessment of a product or service, synthesizing relevant information obtained formally or informally (Stojanovic et al., 2022).

There is a direct relationship between tourists' perceived destination quality and their satisfaction and willingness to revisit, as well as the impact of the evaluation of tourism services and destination image on various social media (Tran et al., 2022). Understanding travelers' perceived destination quality will provide a general impression of tourist satisfaction with tourism services or scenic spots and provide meaningful guidance for service enhancement (Can et al., 2023). Perceived destination not only affects satisfaction but also impacts decision intention and behavior (Warsito, 2024). Hence, this research hypothesizes that:

H1: Perceived destination quality has a significant influence on satisfaction.

2.2 Satisfaction

From a psychological point of view, satisfaction is a psychological state, a subjective evaluation of a relationship by a person (Adamo et al., 2024). Satisfaction is the psychological state and pleasure of the consumer's needs being met, which is directly related to expectations and feelings after using the product or service (Calderón-Fajardo et al., 2024). Satisfaction is presented using numbers to show this state (Jeong, 2024).

Improving service quality is the main means of increasing customer satisfaction (Sun et al., 2024). Some studies show that multiple dimensions have an impact on behavioral intentions and usage behavior, among which satisfaction is one of the factors that have an important impact on behavioral intentions and usage behavior (Wang & Jia, 2024). In the economic era, consumers attach importance to the process of consuming products and services, and enhancing the value of experience to achieve increased customer satisfaction can enhance behavioral intentions (Yang et al., 2024). Hence, this research hypothesizes that:

H2: Satisfaction has a significant influence on behavioral intentions.

2.3 Memorability of a Trip Experience

The term experience is understood in various ways and is usually considered to be first-hand experience, experience gained through practice, checking, or examining, and embodiment or examination, and experience mainly refers to the knowledge, feelings, and experiences that people gain through first-hand experience and practical activities (Sthapit & Björk, 2019). Tourism experience is the process by which a traveling individual changes and adjusts the structure of his or her mental state by getting in touch with the external world (Sthapit et al., 2019). Unforgettable tourism experiences are often associated with unique landscapes, profound cultural experiences, or special people and events that are memorable during the trip (Balakrishnan et al., 2024).

The success of the tourism industry is often related to its ability to satisfy tourists' experiential needs and understand their behavioral patterns (Guleria et al., 2024). Tourists' behavioral intentions are undoubtedly affected by outstanding problems such as the large gap between expectations and actual perceptions, the mismatch between

hard and soft facilities, the weakness of cultural empowerment, and the lack of experiential experience (Jeong, 2024). Focusing on creating a unique and memorable experience for consumers is one of the important goals of tourism companies (Sthapit et al., 2024). Hence, this research hypothesizes that:

H3: Memorability of a trip experience has a significant influence on behavioral intentions.

2.4 Performance Expectancy

Performance is a widely used term in the work and business world that refers to the results, outcomes, or performance of an individual, team, or organization in a particular task or job (Oh et al., 2009). Performance forecasting refers to the organization's estimate of future performance (Hateftabar, 2023). Expected performance requires a context-specific analysis of its meaning and is usually closely related to expected accomplishments, performance, etc. (San Martín & Herrero, 2012).

Performance is a combination of achievement and effectiveness: the behavior, approach, results, and objective impact over some time (Araújo Vila et al., 2021). Performance forecasting is a key tool in management planning (Hassan et al., 2022). Oliver and DeSarbo (1988) stated that when the performance of a product is lower than expected, consumers will evaluate the product worse than the actual situation. When the product's performance is higher than expected, consumers will evaluate the product better than the actual situation, which guides the consumers' future behavior. Hence, this research hypothesizes that:

H4: Performance expectancy has a significant influence on behavioral intentions.

2.5 Social Influence

Social influence is the effect that occurs on the attitudes or behavior of others (Boto-García & Baños-Pino, 2022). The main characteristics of social influence are reflected in the interaction of people in social life, as well as the generators, transmitters, and receivers of influence (Book & Tanford, 2020). Most psychologists believe that social influence is not a single person's attribute; it is people's interaction (Tanford & Montgomery, 2015).

Social influence is the interaction of people in social life (Josiassen & George Assaf, 2013). Social influence is unavoidable in people's daily lives and can affect individual thinking and behaviors in many ways (Book et al., 2016). People adjust their behaviors and attitudes according to social influence to meet social expectations and avoid social punishment (Butcher, 2005). Hence, this research hypothesizes that:

H5: Social influence has a significant influence on behavioral intentions.

2.6 Behavior Intentions

Behavioral intentions are goals or wishes a person desire to achieve in each situation (Ali et al., 2016). Characteristics of behavioral intentions include being purposeful, motivationally driven, personal, observable, and sensitive to environmental change (Williams & Soutar, 2009). Behavioral intentions are associated with behavioral consistency, obviousness, behavioral intentions, consequences, goals, and control (Pan et al., 2018).

Any act or occurrence in life will have an intention corresponding to it (Coudounaris & Sthapit, 2017). When people experience something, they can consider the outcome of their actions and be influenced by their behavioral intentions (Erul et al., 2020). Behavioral intentions regulate people's behavioral decisions, and research on the role of behavioral intentions and outcomes in other domains has been emphasized (Rasoolimanesh et al., 2022). Hence, this research hypothesizes that:

H6: Behavioral intentions have a significant influence on use behavior.

2.7 Use Behavior

Use behavior refers to people's behavior when using products or services, including the frequency of use, the duration of use, the use of the scene, and so on (Palos-Sanchez et al., 2021). Use behavior is the cognition and familiarization process of the product, as well as the decision of whether to continue to consume and use the product after the trial (Zhao, 2023). The use of behavior can also refer to the actor in commercial activities through improper means of obtaining and using trade secrets (Zhang et al., 2019).

From the perspective of the tourism market, people's behavior, and habit of using new media is a complex and diversified process influenced by various factors (Pillai & Sivathanu, 2020). Tourism apps allow people to interact and share their lives, feelings, and insights with friends, classmates, relatives, etc. (Bilynets et al., 2023). Some tourism researchers have derived the degree of influence of tourism behavior by investigating the data and analysis of rural tourism, and the more obvious ones are cognition, attitude, subjective norms, and perceptual behavioral control, respectively (Shen et al., 2020).

3. Research Methods and Materials

3.1 Research Framework

This conceptual framework was developed from three theoretical models from previous research frameworks. The first was proposed by Rajaratnam et al. (2015), which examined the effect of perceived destination quality (PDQ) on satisfaction (S) and satisfaction (S) on behavior intentions (BI). Secondly, it was presented by Sthapit et al. (2019), who investigated the effect of the memorability of a trip experience (MOATE) on behavior intentions (BI). Finally, it was presented by Hateftabar (2023), which studied the effect of performance expectancy (PE) on behavior intentions (BI), and the effect of social influence (SI) on behavior intentions (BI), behavior intentions (BI) on use behavior (UB) (see Figure 1).

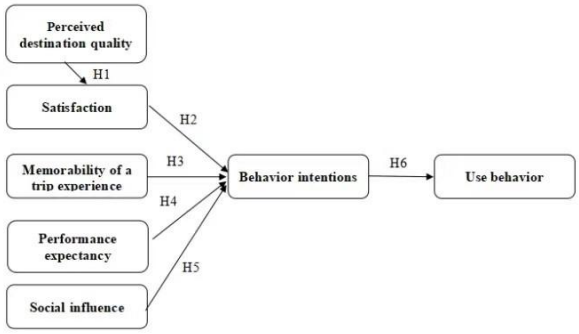

Figure 1: Conceptual Framework

H1: Perceived destination quality has a significant influence on satisfaction.
H2: Satisfaction has a significant influence on behavioral intentions.
H3: Memorability of a trip experience has a significant influence on behavioral intentions.
H4: Performance expectancy has a significant influence on behavioral intentions.
H5: Social influence has a significant influence on behavioral intentions.
H6: Behavioral intentions have a significant influence on use behavior.

3.2 Research Methodology

The researcher used a non-probability sampling quantitative method to send questionnaires to AMERICAN tourists via the Internet. The key factors that significantly influence American tourists' behavioral intention and usage behavior towards tourism apps were collected and analyzed. The survey was divided into three parts. The first part identified the characteristics of the respondents through screening questions. The second part used a Likert scale to test seven suggested variables ranging from strongly disagree to agree strongly. Finally, demographic questions were asked about gender and the three app uses.

Prior to data collection, the questionnaire underwent rigorous validation procedures, including an Item-Objective Congruence (IOC) test and a pilot test to assess reliability. The IOC test ensured a minimum score of 0.6, indicating alignment between questionnaire items and research objectives. Additionally, a pilot test was conducted with 50 selected students to evaluate internal consistency reliability using Cronbach's Alpha coefficient. The resulting Cronbach's Alpha score surpassed 0.7, indicating strong reliability of the questionnaire in measuring the intended construct, as outlined by Nunnally (1978).

After the reliability test, the questionnaire was distributed to the target respondents, and 500 responses were received. The researcher analyzed the collected data using statistical software. They then used confirmatory factor analysis (CFA) to test its convergence and validity. The fitted measures of the model were calculated by synthesizing the given data to ensure its validity and reliability. Finally, the researcher used Structural Equation Modeling (SEM) to test the effects of the variables.

3.3 Population and Sample Size

This paper's population consists of tourists using three tourism APPs. Structural equation modeling suggests a sample size of at least 428 individuals. Five hundred respondents were used in this study (Kline, 2015). Therefore, this study achieved 500 participants for the analysis.

3.4 Sampling Technique

The researcher used non-probability sampling to select American tourists who had experienced the use of three apps using judgmental sampling, followed by quota sampling. Afterward, the researchers distributed an online questionnaire using the convenience sampling tool Questionnaire Star (see Table 1).

Table 1: Sample Units and Sample Size

Country	Population Size (Million)	Proportional Sample Size
United States (Male)	169.23	247
United States (Female)	172.45	253
Total	**341.68**	**500**

Source: Constructed by author

4. Results and Discussion

4.1 Demographic Information

The demographic objective of this study was to gather information from 500 participants. All respondents were from the United States and used three apps: TripAdvisor, Expedia.com, and Booking.com. This demographic data provides insights into their most used travel app and age distribution. Among the respondents, Booking.com is the most frequently used app, with 41.4% of respondents using it. In terms of age distribution, the majority of respondents (41.2%) fall within the 18-30 years old category, followed by 37.0% in the 31-40 years old category, and 21.8% over 40 years old (see Table 2).

Table 2: Demographic Profile

Demographic and General Data (N=500)		Frequency	Percentage
Most Use app	TripAdvisor	168	33.6%
	Expedia.com	125	25.0%
	Booking.com	207	41.4%
Age	18-30 Years Old	206	41.2%
	31-40 Years Old	185	37.0%
	Over 40 Years Old	109	21.8%

4.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) was used in this study. All items in each variable were significant, representing the factor loadings for testing convergent validity. Hair et al. (2006) emphasized the importance of the factor loadings for each item. The factor loading requirement was set at 0.5 with a p-value coefficient of less than 0.05. In addition, according to the critical. Fornell and Larcker (1981) cut-off point was set at CR greater than 0.7 and AVE greater than 0.5. As shown in Table 3, the factor loading values were all above 0.5, with the CR greater than 0.7 and the AVE greater than 0.5. The results indicated that the CFA test was good. The results of the data analysis are valid and reliable (see Table 3).

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variables	Source of Questionnaire (Measurement Indicator)	No. of Item	Cronbach's Alpha	Factors Loading	CR	AVE
Perceived destination quality (PDQ)	(Rajaratnam et al., 2015)	5	0.865	0.707-0.803	0.866	0.564
Satisfaction (S)	(Rajaratnam et al., 2015)	7	0.908	0.700-0.792	0.908	0.586
Memorability of a trip experience (MOATE)	(Sthapit et al., 2019)	7	0.889	0.646-0.788	0.889	0.535
Performance expectancy (PE)	(Chua et al., 2018)	5	0.890	0.742-0.822	0.891	0.621
Social influence (SI)	(Chua et al., 2018)	5	0.886	0.744-0.826	0.887	0.610
Behavior intentions (BI)	(Rajaratnam et al., 2015)	5	0.885	0.728-0.823	0.886	0.608
Use behavior (UB)	(Chua et al., 2018)	6	0.886	0.683-0.844	0.887	0.568

As shown in Table 4, the square root of AVE for each variable was greater than its correlation with other variables, indicating that the model had good discriminant validity (see Table 4). In addition, we also used CMIN/DF, GFI, AGFI, NFI, CFI, TLI, and RMSEA as model fit indices in the CFA test.

Table 4: Goodness of Fit for Measurement Model

Fit Index	Acceptable Criteria	Statistical Values
CMIN/DF	≤ 5.0 (Wheaton et al., 1977)	1388.776/719 1.932
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.880
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.863
NFI	≥ 0.80 (Wu & Wang, 2006)	0.885
CFI	≥ 0.80 (Bentler, 1990)	0.941
TLI	≥ 0.80 (Sharma et al., 2005)	0.936
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.043
Model Summary		**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

As shown in Table 5, the values obtained in this study were higher than the acceptable values, verifying that the model had a good fit. Furthermore, the measurement results of these models strengthened their discriminant validity and verified the effectiveness of subsequent structural model estimation (see Table 5).

Table 5: Discriminant Validity

	PDQ	S	MOATE	PE	SI	BI	UB
PDQ	**0.751**						
S	0.27	**0.765**					
MOATE	0.258	0.398	**0.732**				
PE	0.339	0.251	0.346	**0.788**			
SI	0.373	0.34	0.304	0.372	**0.781**		
BI	0.417	0.398	0.43	0.52	0.45	**0.780**	
UB	0.218	0.268	0.436	0.323	0.224	0.342	**0.754**

Note: The diagonally listed value is the AVE square roots of the variables
Source: Created by the author.

4.3 Structural Equation Model (SEM)

Structural equation modeling (SEM) is a generalization of regression model, which has many advantages that regression modeling does not have. SEM can deal with multiple independent variables and dependent variables at the same time, which meets the needs of increasingly complex theoretical models in social science research (Vongurai, 2024). These advantages make SEM an important statistical method in social science research (Wang et al., 2022).

The goodness of fit indices for the Structural Equation Model (SEM) is measured as demonstrated in Table 6. The calculation in SEMs and adjusting the model by using SPSS AMOS, the results of the fit index were presented as a good fit, which are CMIN/DF = 2.321, GFI = 0.851, AGFI = 0.833, NFI = 0.860, CFI = 0.915, TLI = 0.909 and RMSEA = 0.051, according to the acceptable values are mentioned (see Table 6).

Table 6: Goodness of Fit for Structural Model

Fit Index	Acceptable Criteria	Statistical Values Before Adjustment	Statistical Values After Adjustment
CMIN/ DF	≤ 5.0 (Wheaton et al., 1977)	1827.996/734 2.490	1696.370/731 2.321
GFI	≥ 0.85 (Sica & Ghisi, 2007)	0.841	0.851
AGFI	≥ 0.80 (Sica & Ghisi, 2007)	0.823	0.833
NFI	≥ 0.80 (Wu & Wang, 2006)	0.849	0.860
CFI	≥ 0.80 (Bentler, 1990)	0.903	0.915
TLI	≥ 0.80 (Sharma et al., 2005)	0.897	0.909
RMSEA	≤ 0.10 (Hopwood & Donnellan, 2010)	0.055	0.051
Model Summary		**Unacceptable Model Fit**	**Acceptable Model Fit**

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, NFI = normalized fit index, CFI = comparative fit index, TLI = Tucker Lewis index, and RMSEA = root mean square error of approximation

4.4 Research Hypothesis Testing Result

The research model determines the significance of the regression path coefficients based on their t-values and calculates the explanatory power of the independent variables on the dependent variable based on R2. Table 7 shows that at the significance level, *P < 0.05, **P < 0.01, ***P < 0. 001. All hypotheses are supported. The coefficient of influence of perceived destination quality on satisfaction is 0.311, that of satisfaction on behavior intentions is 0.193, that of memorability of a trip experience on behavioral intentions is 0.329, that of performance expectancy on behavioral intentions is 0.378, that of social influence on behavioral intentions is 0.167, and finally, that of behavioral intentions on use behavior is 0.711. Behavioral intentions influence behavior the most (see Table 7).

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	t-value	Result
H1: PDQ→S	0.311	6.112*	Supported
H2: S→BI	0.193	4.950*	Supported
H3: MOATE→BI	0.329	7.610*	Supported
H4: PE→BI	0.378	8.563*	Supported
H5: SI→BI	0.167	4.399*	Supported
H6: BI→UB	0.711	6.991*	Supported

Note: * p<0.05
Source: Created by the author

H1 has confirmed that perceived destination quality affects satisfaction with a result of 0.311. Among the many factors affecting satisfaction, perceived destination quality is one of the bases of satisfaction. Customer satisfaction helps travel companies improve service quality (Kuo et al., 2013). The result of H2 is 0.193, which shows that satisfaction affects behavioral intentions. There is also a reciprocal relationship between user behavior analysis and user satisfaction, where user satisfaction affects their behavioral choices and behavior (Shankar et al., 2003). The result of H3 is 0.329, which indicates that memorability of a trip experience affects behavioral intentions. Tourism experience is consumption behavior, while memorable tourism experience helps tourists to revisit and influences tourists' intention to revisit (Zhang et al., 2018). The result of H4 is 0.378, which indicates that performance expectancy affects behavioral intentions. Behavioral intentions are heavily influenced by performance expectancy in the use of information technology in the information age perspective (Na et al., 2021). The result of H5 is 0.167, which indicates that social influence impacts behavioral intentions. Social influence plays an important role in individual behavioral decision-making, shaping individuals' characteristics and profoundly impacting the development of society as a whole (Galster & Killen, 1995). Finally, the result of H6 is 0.711, which indicates that behavioral intentions affect use behavior. When people form reputational representations of others, they can take into account not only the consequences of their behavior but are also influenced by the intentions of their behavior (Zinko et al., 2007).

5. Conclusion and Recommendation

5.1 Conclusion

This study investigates the factors influencing AMERICAN tourists' behavioral intentions and use behavior towards tourism apps. The model consists of seven variables and six hypotheses. The hypotheses are perceived destination quality affects satisfaction, satisfaction influences behavior intentions, the memorability of a trip experience influences behavior Intentions, performance expectancy influences behavior intentions, social influence influences behavior intentions, and behavior intentions influence use behavior. In the questionnaire survey conducted to influence AMERICAN tourists' behavioral intentions and use behavior towards the three tourism APPs, the data analysis aims to explore the factors that influence the behavioral intentions and use behavior of AMERICAN tourists towards the three tourism APPs. Confirmatory factor analysis (CFA) was used to measure the validity and reliability of the conceptual model. Structural equation modeling (SEM) was used to analyze the proposed relationships among the hypotheses.

The results of the study are as follows. Firstly, the behavior intentions have the greatest influence on use behavior; that is to say, any behaviors that occur in life will have intentions corresponding to them, and the intentions have an important influence on the behavior. Secondly, performance expectancy has a huge impact on behavior intentions, and expected benefits have a huge impact on consumers' intention to participate and behavior. Memorability of a trip experience has an impact on behavior intentions. This indicates a close relationship between memorable tourism experiences and behavior intentions, which involves choosing a destination, participating in activities, and making consumption decisions. Thirdly, perceived destination quality affects satisfaction. Service quality is also an important aspect of destination quality perceived by tourism consumers, and it is closely related to tourism satisfaction. Satisfaction affects behavior intentions; when service failure occurs, the firm's response is likely to restore consumer satisfaction. When service failure occurs, the firm's response may either restore consumer satisfaction or exacerbate the bad situation and push consumers to competitors, and consumer satisfaction has a direct relationship with consumers' intentions and behaviors. Finally, social influence impacts behavioral intentions, and personal changes resulting from the behavior of others, and behavioral intentions are considered the closest precursor to perceived behaviors. In summary, this study concluded that satisfaction, memorability of a trip experience, performance expectancy, and social influence are important factors influencing behavioral intentions and tourists' use of tourism APPs in the AMERICAN Perceived destination quality greatly influences satisfaction. In contrast, performance expectancy has the greatest influence on behavior intentions, which indirectly positively affects behavior intentions.

5.2 Recommendation

The researcher found that by investigating the factors affecting the behavioral intention and use behavior of AMERICAN tourists towards tourism apps, it can be concluded that the factors affecting behavioral intention and use behavior are satisfaction, memorability of a trip experience, performance expectancy, and social influence. The main factor affecting behavioral intention and use behavior is performance expectancy. Therefore, performance expectancy is one of the important reasons for generating behavioral intention and behavioral outcome, and behavioral intention and use of behavior are important methods for judging the effectiveness of the behavior. Therefore, it is suggested that the researcher determines the effectiveness of the behavior based on the results of AMERICAN tourists on tourism apps. First of all, the memorability of a trip experience is the main factor affecting behavioral intention and behavior in influencing the behavior of AMERICAN tourists toward tourism apps. Therefore, this researcher suggests that tourism APPs in the application market should be used to create memorable tourism experiences for tourists and satisfy the higher-level needs of AMERICAN tourists, such as recreation, knowledge, aesthetics, and self-actualization in the use of tourism APPs. Secondly, satisfaction is one of the factors affecting behavioral intention and usage behavior. In the use of tourism apps, American tourists have a clear understanding of the dimensions of tourist service perception and its performance, as well as the influence of each dimension on the satisfaction of tourist destinations and their behavior and intentions, to lay a good foundation for improving services. Finally, social influence is one of the factors affecting behavioral intention and usage behavior. This researcher believes that understanding social influences can help creators of tourism APPs to understand their own and others' behaviors better and better respond to social pressures and expectations, guiding people's behavioral intentions and using the behavior of tourism APPs. In addition, the study of factors influencing AMERICAN tourists' behavioral intentions and use behaviors of tourism APPs found that perceived destination quality impacts satisfaction. Perceived destination quality impacts tourists' satisfaction and future behavioral intentions. It is worthwhile for managers and creators of tourism apps to pay attention to it. In addition, behavior intentions have the

greatest impact on use behavior. This researcher believes that intentions can influence the behavioral approach and effort of tourism APP developers, provide direction for their behavior, and anticipate users' use behavior. In summary, the results of this study will help tourism APP developers, creators, and managers to understand the use intentions and use behaviors of AMERICAN users in new APP development, provide appropriate reference information, and promote more possibilities for AMERICAN tourist services to create more economic value.

5.3 Limitation and Further Study

First and foremost, the study's reliance on online survey tools, such as Questionnaire Star, for data collection introduces a limitation. The physical distance between researchers and participants prevented face-to-face interactions, potentially hindering a comprehensive understanding of respondents' real-life situations. Using self-reported data through questionnaires may result in respondents providing information influenced by their perceptions or mental states during the survey, leading to a possible bias in the collected data.

Another limitation arises from using a stratified sampling method to select suitable samples. While this approach was adopted to enhance the study's representativeness, determining appropriate strata was challenging. Consequently, the selected subgroups may not accurately represent the target population, affecting the precision and generalizability of the research outcomes. Future studies should explore alternative sampling strategies to address this limitation and improve the robustness of the results.

Additionally, the current study primarily synthesizes and analyzes information derived from existing literature and surveys. This focus may need to pay more attention to other crucial facets of this topic. While the reviewed literature provides a comprehensive foundation, future research must delve into these overlooked aspects to obtain a more holistic understanding of the subject matter.

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