

SYSTEMATIC LITERATURE REVIEW: THE USE OF SEM IN BUSINESS AND SOCIAL SCIENCES – INSIGHTS FROM ABAC JOURNAL 2021–2024

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Abstract

Structural Equation Modeling (SEM) is a crucial analytical instrument in business and social sciences, allowing researchers to examine intricate correlations between observable and latent variables while reducing measurement errors. This study conducts a systematic literature review (SLR) of SEM-related research published in the ABAC Journal from 2021 to 2024. The review classifies research articles according to their application domains, estimating techniques, software utilization, theoretical frameworks, and geographical study sites. Research indicates that SEM is mostly employed in marketing, management, travel and tourism, finance, human resource management, education, accounting, and economics. Maximum Likelihood Estimation (MLE) is the predominant method, followed by Partial Least Squares-Structural Equation Modeling (PLS-SEM) and Integrated Generalized Structured Component Analysis (IGSCA). AMOS and SmartPLS are identified as the favored SEM software. The research underscores the growing utilization of hybrid SEM methodologies, which combine factor-based and component-based models to enhance analytical flexibility. These findings offer significant insights for researchers and practitioners, assisting them in choosing suitable SEM approaches according to research aims and data attributes. Future research should investigate the use of IGSCA and conduct comparative assessments of various SEM estimate techniques across varied data situations to improve methodological progress in business and social science research.

Keywords: Structural Equation Modeling (SEM), Systematic Literature Review (SLR), Maximum Likelihood Estimation (MLE), Partial Least Squares-SEM (PLS-SEM), Integrated Generalized Structured Component Analysis (IGSCA), ABAC Journal

1. INTRODUCTION

Structural Equation Modeling (SEM) has emerged as a vital tool in the fields of business and social science research (Zyphur et al., 2023). Its strength lies in its capacity to examine

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intricate relationships between both observed and latent variables, all while minimizing measurement error. These capabilities significantly improve the reliability and validity of analytical results (Ali et al., 2018; del Vecchio et al., 2018). Today, SEM finds its application in various fields of business, such as education, management, marketing, and travel and tourism. This showcases its adaptability and significant potential in exploring behavioral, and managerial phenomena across different levels (Pişirir et al., 2020; Zyphur et al., 2023).

In SEM, various estimation methods are utilized, such as Maximum Likelihood Estimation (MLE), Partial Least Squares-Structural Equation Modeling (PLS-SEM), and Integrated Generalized Structured Component Analysis (IGSCA). Each of these methods has been crafted to meet specific research requirements (Dash & Paul, 2021; Sathatip et al., 2024). These methods provide distinct benefits based on the characteristics of the variables under examination. For example, maximum likelihood estimation is frequently used in structural equation modeling studies, where latent variables are represented as linear combinations of observed data (Barroso et al., 2010). On the other hand, IGSCA stands out for its ability to integrate both factor-based and component-based variables into one conceptual framework, facilitating a deeper understanding of intricate models (Ali et al., 2018; Hwang et al., 2021).

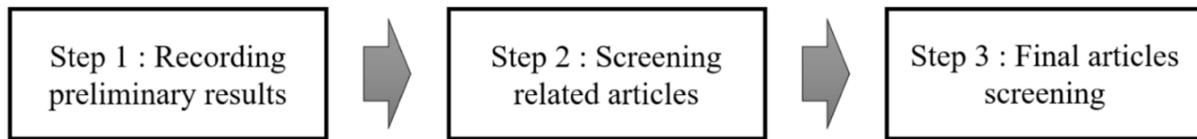
With the variety of SEM estimation techniques available, it's becoming more important to systematically assess how they are applied (Sathatip et al., 2024). These assessments offer important insights for both researchers and business professionals, helping them choose SEM techniques that are most suitable for their research goals and the characteristics of their data (Sathatip et al., 2024). A systematic literature review (SLR) that categorizes and evaluates SEM-based research can provide valuable insight into emerging trends, methodologies, and important considerations, highlighting SEM's significance as a versatile and powerful analytical tool (Sathatip et al., 2024; Zhu et al., 2018).

The ABAC Journal is a well-regarded business journal in the region that shares insightful research from a range of fields, including accounting, finance, economics, marketing, management, human resource management, education, and tourism (ABAC, 2025). The ABAC Journal has become an essential platform for sharing knowledge and showcasing research through its thorough peer-review process, facilitating discussions across various dimensions (Searches, 2025). Nonetheless, even with the increasing amount of SEM-related studies appearing in the ABAC Journal, there is still a noticeable absence of direct comparative analyses of SEM applications across various fields. The lack of these analyses makes it challenging to identify which disciplines are most likely to use SEM, which areas have not yet embraced SEM widely, and which estimation methods are typically used.

Conducting a SLR within the ABAC Journal can offer valuable insights into the diverse applications of SEM across different fields, shedding light on its significance for both academic inquiry and practical business strategies. This method resembles the work of Sathatip et al. (2024), who carried out a review published in the *Journal of Travel & Tourism Marketing (JTTM)*, offering valuable insights for future research avenues. These insights play a vital role in shaping the direction of future research in business-related areas. This study seeks to: (1) Explore how SEM is utilized in various fields, including marketing, management, human resource management, education, and tourism, and (2) Determine the most frequently used SEM estimation methods, such as MLE, PLS-SEM, and IGSCA.

This study aims to achieve its objectives by performing a systematic literature review of SEM-related research published in the ABAC Journal from 2021 to 2024. The results are expected to enrich our understanding of SEM methodologies and how they can be effectively applied in different areas. Furthermore, the findings aim to support both researchers and practitioners in choosing SEM techniques that resonate with their research goals, thereby improving the quality of academic inquiry and strategic decision-making in business and social sciences for sustainable advancement.

Figure 1 Conceptual Research Framework



2. METHODOLOGY

This study utilizes a SLR methodology to methodically seek, assess, and synthesize publications employing SEM in the ABAC Journal from 2021 to 2024. The evaluation encompasses the fields and sectors examined in the chosen articles, along with the estimating methodologies employed by researchers. The research procedure comprises three essential processes, derived from the directions of Tanapon Rungroueng and Paithoon Monpanthong (2023); and Sathatip et al. (2024), as depicted in Figure 1.

The initial phase, Recording Preliminary Results, entails a comprehensive search and preliminary documentation of all articles published in the ABAC Journal from 2021 to 2024, irrespective of discipline or research methodology. This guarantees that the dataset is sufficiently extensive to provide a significant filtering process in the subsequent stages. The search utilizes the ABAC Journal’s web databases to assemble a thorough compilation of pertinent articles. In the second phase, the screening procedure for relevant publications, largely examines the Methodology and Results sections of each article to ascertain whether SEM was utilized in the study. This guarantees the inclusion of only pertinent research in the final analysis. In the concluding phase, Final Article Screening, a comprehensive evaluation and categorization of the chosen articles is conducted according to two primary criteria. Firstly, the articles are classified based on their respective disciplines, which encompass Accounting, Economics, Education, Finance, Human Resource Management, Marketing, Travel and Tourism, and other specific business-related topics. Secondly, they are categorized according to the estimation methods utilized in SEM analysis, including Maximum Likelihood Estimation (MLE), Partial Least Squares-SEM (PLS-SEM), Integrated Generalized Structured Component Analysis (IG-SCA), or other pertinent estimation techniques.

The study systematically organizes information to present an overview of SEM applications within the ABAC Journal, emphasizing disciplinary dispersion and methodological preferences. This classification improves comprehension of SEM application across many study domains, illuminating the complexity and diversity of estimation methods employed in SEM-based studies. Ultimately, these insights enhance comprehension of SEM approaches, facilitating future study in business and social sciences.

3. RESULTS AND DISCUSSION

The results of the SLR, as depicted in Figure 2, encompass all the research articles published in the ABAC Journal from 2021 to 2024, amounting to a total of 238 articles. A total of 108 studies which utilized SEM were identified.

3.1 Research Domain

Table 1 encapsulates the analysis of articles in the ABAC Journal that utilized SEM from 2021 to 2024. Articles were classified into eight primary domains: Marketing, Management, Travel and Tourism, Finance, Human Resource Management, Education, Accounting,

and Economics. Furthermore, the dependent variables, which constitute the central emphasis of each study, were delineated.

Figure 2 Results of the SLR

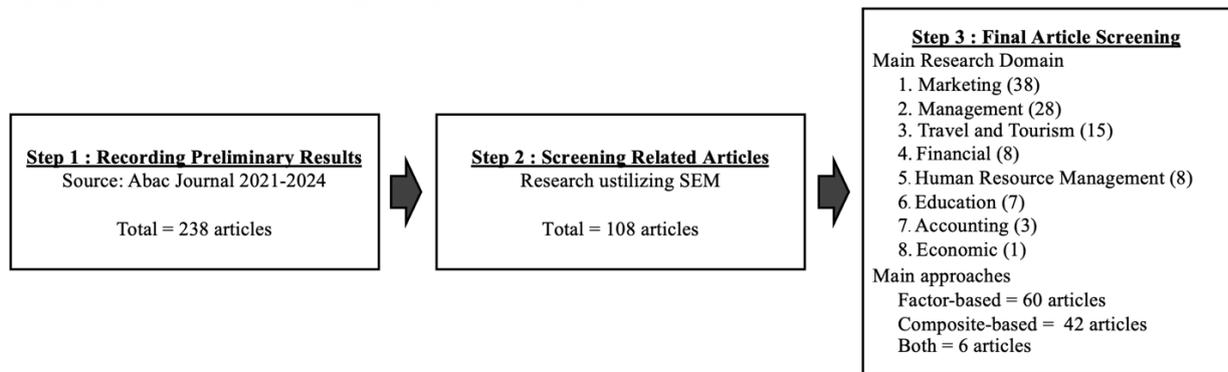


Table 1 Research Domains

Domain	Dependent Variable	Author
Marketing (38)	Behavioral Intentions	Senachai et al. (2024)
	Brand Choice	Yasri et al. (2024)
	Brand Loyalty	Chaisuwan (2021)
	Brand Loyalty, Word-of-Mouth	Napontun et al. (2024)
	Business Performance	Khongsawatkiat and Agmapisarn (2023)
	Choice Behavior	Issariyakulkarn et al. (2024)
	Consumer does not skip Ads	Napontun and Senachai (2023)
	Customer Engagement	Senachai et al. (2023)
	Customer Engagement	Napontun et al. (2023)
	Customer Loyalty	Dhasan and Kowathanakul (2021)
	Customer Loyalty	Cahaya et al. (2024)
	Customer Loyalty	Meeprom and Suttikun (2024)
	Customer Satisfaction	Yoopetch et al. (2022)
	Customer's Happiness	Khanngoen et al. (2023)
	Customer Engagement	Satitsamitpong et al. (2024)
	Green Purchase Intentions	Cattapan et al. (2023)
	Impulse Buying	Kanthawongs and Jabutay (2024)
	Member Needs	Jitsoonthornchaikul (2022)
	Omnichannel Shopping Intentions	Jaengprajak and Chaipoopiratana (2022)
	Online Purchases	Sriram et al. (2021)
Online Repurchase Intentions	Kitjaroenchai and Chaipoopiratana (2022)	
Price Fairness, Willingness to Purchase	Tassawa and Khumhome (2023)	
Purchase Intentions	Intayos et al. (2021)	
Purchase Intentions	Prakthayanon and Worasatepongsa (2022)	
Purchase Intentions	Ma and Aung (2022)	
Purchase Intentions	Rattanaburi (2023)	
Purchase Intentions	Taeratanachai et al. (2024)	
Purchase Intentions	Zhu (2021)	
Purchase Intentions	Zhu and Thøgersen (2023)	
Repeat Purchases	Ekasari et al. (2023)	

Domain	Dependent Variable	Author
Management (28)	Repurchase Intentions	Kim, Jindabot, Yeo, et al. (2023)
	Repurchase Intentions	Meeprom et al. (2024)
	Reuse Intentions	Chaipoopirutana and Minakan (2023)
	Revisit Intentions	Terason et al. (2022)
	Stickiness to the SCP	He et al. (2024)
	Trust	Kim et al. (2022)
	Utilization of Online Shopping Platforms	Batada (2021)
	Willingness to Pay a Price Premium	Huang and Bunchapattanasakda (2023)
	Behavioral Loyalty	Suwannakul and Khetjenkarn (2022)
	Business Performance	Subongkod and Hongsakul (2024)
	Business Performance	Muensriphum et al. (2021)
	Business Sustainability	Srisawat et al. (2021)
	CLSC Adoption	Fadilah and Ramayah (2023)
	Employees' Innovative Behavior	Sofiyanti et al. (2024)
	Employees' Innovative Work Behavior	Uppathampracha (2022)
	Entrepreneurial Intentions	Poolsawat (2021)
	Environmental Protection	Sittichanbuncha et al. (2024)
	Green Innovation	Aloqaily (2023)
	Innovation and Financial Performance	Sungthong et al. (2023)
	Innovative Work Behavior	Phairat and Potipiroon (2022)
	Intentions to Return	Vilaisri et al. (2023)
	Intentions to Revisit and Word-of-Mouth	Ru-Zhue et al. (2023)
	Logistics Performance	Niyawanont and Wanarat (2021)
	Long-Term Orientation	Wiwoho et al. (2023)
	MSE Performance	Rita et al. (2024)
	Operational Performance	Batool et al. (2023)
	Operational Viability, Impact Viability	Keeratipranon and Theerawanviwat (2023)
	Organizational Performance	Laliwan and Potipiroon (2022)
Organizational Performance	Pumiviset and Suttipun (2024)	
Organizational Performance	Jirawuttinunt et al. (2024)	
Performance	Ueasangkomsate et al. (2021)	
Purchase intentions	Widyaningtyas et al. (2022)	
Safety Participation and Safety Compliance	Maneechaeye and Potipiroon (2022)	
Service Performance	Sinanuwong et al. (2021)	
Sustainable Competitive Advantage	Wening and Moertono (2023)	
Sustainable Performance	Hongsakul and Chuaychoo (2024)	
Travel and tourism (15)	Behavioral Intentions	Leruksa et al. (2023)
	Behavioral Intentions	Pongwat and Talawanich (2024)
	Domestic Travel Intentions	Tadawattanawit et al. (2023)
	Environmentally Responsible Behavioral Intentions	Sangthong and Soonsan (2023)
	Intentions	Ativetin (2021)

Domain	Dependent Variable	Author
	Intentions to Attend Sport Events	Wattanawaraporn and Manosudhtikul (2024)
	Intentions to Reduce Disposable Packaging and Intentions to Reduce Waste	Sathatip (2024)
	Perceived Port Quality	T. Rungroueng and P. Monpanthong (2023)
	Pro-environmental Behavior	Pinthong et al. (2024)
	Pro-Environmental Intentions	Kumsura et al. (2024)
	Responsible Tourist Behavior	Prasongthan (2023)
	Revisit Intentions and Positive Word-of-Mouth Intentions	Auemsuvarn and Ngamcharoenmongkol (2022)
	Tourist Affection	Prawira et al. (2023)
	Visit Intentions	Talawanich and Pongwat (2024)
	Word-of-Mouth	Rasmidatta (2023)
Financial (8)	Behavioral Intentions	Kaewnin (2024)
	Behavioral Loyalty	Borirakcharoenkit et al. (2022)
	Continued Usage Intentions	Qamar and Qureshi (2022)
	Intentions	Purwanto (2021)
	Perceived Financial Performance	Thongyai and Potipiroon (2022)
	Sales Performance	Ahmadi et al. (2023)
	Satisfaction with M-Payment	Chuchuen and Chanvarasuth (2022)
	Switching Intentions	Kim and Jindabot (2021)
Human Resource Management (8)	Career Satisfaction	Noypa et al. (2021)
	Employee Engagement	Prasongthan (2022)
	Employee Performance	Tarurhor (2021)
	High-Performance HR Practices	Kumar et al. (2023)
	Innovative Performance	Chinnapong et al. (2021)
	Job Burnout	Peng and Potipiroon (2022)
	Turnover Intentions	Peng et al. (2024)
	Turnover Intentions	Thepprasarn and Suntrayuth (2022)
Education (7)	Behavioral Intentions	Wang et al. (2024)
	Behavioral Intentions	Noosong et al. (2021)
	Forensic Accounting Skills	Imjai et al. (2024)
	Loyalty	Võ (2021)
	Perceived Usefulness	Kim, Jindabot, Pongsakornrungsilp, et al. (2023)
	Research Intentions	Chumwichan et al. (2023)
	User Retention	Kitcharoen (2021)
Accounting (3)	Accounting Fraud Prevention	Khusnah and Soewarno (2022)
	Financial Performance,	Al-Dhubaibi et al. (2024)
	Non-Financial Performance	
	Financial Performance	Hongpukdee and Saraphat (2024)
Economic (1)	Intentions for Disaster Preparedness	Ubaidillah et al. (2022)

The results from the SLR indicate that SEM is most frequently used in the domains of Marketing, Management, Travel and Tourism, Finance, Human Resource Management, Education, Accounting, and Economics, in descending order. The following section provides a summary of SEM applications in each domain.

1) 38 Articles in Marketing

The Marketing category has the highest number of research studies applying SEM during the period 2021–2024, reflecting the significant role of SEM in understanding consumer behavior and diverse marketing strategies. Most studies focus on key variables such as behavioral intentions, purchase intentions, brand loyalty, customer engagement, and willingness to pay, highlighting efforts to explain the relationships between psychological factors (e.g., attitudes, motivations, perceived value) and measurable business outcomes (e.g., purchase intentions, word-of-mouth, brand loyalty). Many studies in this category utilize multidimensional constructs, such as brand trust and customer experience, to examine the causal mechanisms which drive repeat purchases and premium pricing, thus directly impacting the effectiveness of promotional strategies and advertising campaigns. Furthermore, a considerable number of studies integrate emerging technologies (e.g., social media platforms, e-commerce) to systematically and comprehensively analyze online consumer behavior.

2) 28 Articles in Management

In management research, SEM is acknowledged as a robust instrument for examining causal links and strategic consequences, significantly influencing the development of a competitive advantage. It is often employed to analyze critical variables such as organizational behavior, leadership, and employee conduct, all of which impact business outcomes. These studies frequently emphasize essential elements such as organizational effectiveness, sustainability, and innovative work behavior. Researchers frequently use both behavioral and structural elements such as leadership, business culture, and employee engagement to examine their interactions and cumulative impacts. Acquiring a profound comprehension of these processes yields significant insights into the internal and external pressures propelling firms toward sustainability and systematic innovation.

3) 15 Articles in Travel and Tourism

Although the number of research articles in the Travel and Tourism category is lower than that in Marketing and Management, this field plays a crucial role in utilizing SEM to understand tourist behavior and its impact on the tourism industry. Studies in this category frequently analyze dependent variables such as revisit intentions, behavioral intentions, and pro-environmental behavior to examine the drivers influencing travel decisions and tourism service consumption. Many articles in this field emphasize the connection between sustainability and environmental responsibility, aligning with a growing trend in tourism research for considering impacts on local communities and natural resources (Donici & Dumitras, 2024). Furthermore, some studies focus on digital tourism and smart tourism, which are gaining significant attention in the post-COVID-19 era as the tourism industry recovers and adapts to technological advancements.

4) Eight Financial Articles

Research in the Financial category frequently applies SEM to understand financial consumer behavior, such as continued usage intentions, switching intentions, and the evaluation of sales performance and satisfaction with mobile payment (M-payment) services. These findings indicate that SEM effectively explains the relationships between financial service attributes (e.g., reliability, security) and customer intentions (e.g., brand loyalty in financial services or switching intentions to another provider). Additionally, several studies explore the integration of consumer behavior theories with financial technology (FinTech) applications, such as mobile banking and digital wallets, to examine the drivers and barriers to technology acceptance. This has become a critical topic as the financial industry continues to innovate and adapt to the rapidly evolving market landscape.

5) Eight Articles in Human Resource Management

The Human Resource Management category frequently employs SEM to analyze individual and organizational factors which influence employee performance, turnover intentions, job burnout, and high-performance HR practices. Research in this field highlights both psychological mechanisms and managerial mechanisms associated with quality of work life and employee efficiency. The application of SEM in HRM enables researchers to identify mediators or moderators, such as transformational leadership, organizational commitment, and work stress, which significantly impact the work environment and the long-term success of organizations.

6) Seven Articles in Education

Research in the Education category applies SEM to assess factors influencing student and teacher behavior, such as behavioral intentions and user retention, as well as the effectiveness of learning processes, including forensic accounting skills. This analytical approach also facilitates the evaluation of educational innovation, encompassing online learning models and curriculum design, to align learning experiences with both student needs and labor market demands. Many studies in this domain provide recommendations for curriculum improvement and educational policy development, aiming to enhance the quality of teaching and learning. Additionally, research findings often emphasize the importance of continuous improvement within educational institutions to ensure sustained development and adaptation to evolving academic and industry requirements.

7) Three Articles in Accounting

Although the Accounting category includes only three research articles, the topics studied, such as accounting fraud prevention, financial performance, and non-financial performance—are fundamental to corporate governance. The application of SEM in this context enables researchers to identify key indicators affecting financial reporting transparency and fraud prevention, both of which are critical for fostering investor confidence in capital markets. Additionally, some studies focus on analyzing performance measures, both financial and non-financial, to assess a company's long-term sustainability. This perspective positions SEM as a strategic tool for organizations seeking to systematically manage financial risk and internal control mechanisms to enhance governance and operational efficiency.

8) One Article in Economics

The Economics category includes only one research article, which examines intentions for disaster preparedness by utilizing variables such as attitude, perceived behavioral control, and social norms to assess how economic and social factors influence disaster preparedness. This study highlights the potential of SEM in evaluating macroeconomic issues and public policy, particularly in analyzing causal structures that combine economic perspectives with human behavior. If further research builds upon this foundation, SEM could play a crucial role in risk mitigation planning and resource allocation at the national level, leading to more effective strategies for disaster preparedness and policy implementation.

In summary, the findings from this systematic review highlight SEM as a highly capable analytical tool for examining causal relationships and complex conceptual frameworks across various disciplines. SEM has been widely applied in fields such as marketing, management, tourism, finance, human resource management, education, accounting, and economics, demonstrating its versatility in addressing diverse research questions.

3.2 Methods and Software Used to Estimate SEM

The analysis of research publications employing SEM in the ABAC Journal from 2021

to 2024 (as shown in Table 2) identified three primary classifications of SEM models: Factor-based SEM, Composite-based SEM, and a hybrid model which amalgamates both Factor-based and Composite-based SEM. Each category employs distinct estimating methods based on the complexity of the model’s structure and the characteristics of the variables used. Factor-based SEM is the predominant methodology, with Maximum Likelihood Estimation (MLE) utilized 58 times. Furthermore, Generalized Structured Component Analysis with Measurement Errors Incorporated (GSCAm) has been employed on two occasions, offering an alternate approach for estimating factor-based structures. Composite-based SEM, which views variables as composites rather than latent constructs, was utilized 36 times using Partial Least Squares Structural Equation Modeling (PLS-SEM), and another six times with Generalized Structured Component Analysis (GSCA). This signifies endeavors to surmount the constraints of conventional SEM and include more intricate models. The trend of employing Hybrid SEM, which combines Factor-based and Composite-based SEM, is noted. Integrated Generalized Structured Component Analysis (IGSCA) was utilized on five occasions, with one study including Maximum Likelihood Estimation (MLE) in conjunction with GSCAm for model comparison. This hybrid trend signifies the necessity for a more adaptable SEM framework, capable of integrating both latent and composite structures into a unified model, hence improving analytical flexibility and model resilience. The results demonstrate that Maximum Likelihood estimation for Factor-based SEM is the predominant estimate approach. The implementation of hybrid methodologies such as IGSCA indicates that researchers are investigating integrated SEM frameworks which offer a more thorough and flexible modeling strategy. This move may signify a methodological transition in SEM applications, enabling researchers to tackle progressively intricate research issues across several fields.

Concerning the software utilized for SEM estimation (as shown in Table 3), AMOS is the predominant program, featured in 33 papers, underscoring its substantial importance in Factor-based SEM applications. It is worth noting that while 29 investigations failed to identify the program utilized, SmartPLS is ranked second, being featured in 22 research articles, highlighting its significance in Composite-based SEM. Simultaneously, Mplus and GSCA Pro were each employed in nine research studies. Other infrequently utilized software include ADANCO, LISREL, R, SPSS, and WarpPLS, with each being featured in a single study. Furthermore, one research investigation employed two software applications for comparative analysis, resulting in a cumulative total of 109 documented software usages. This distribution underscores the variety of SEM analytical tools, allowing researchers to utilize diverse estimating methods and adapt to distinct data types and methodological frameworks.

Table 2 Methods Used to Estimate SEM

Main approaches	Method used to estimate	Frequency
Factor-based (60)	Maximum likelihood estimation (MLE)	58
	Generalized structured component analysis with measurement errors incorporated (GSCAm)	2
Composite Based (42)	Partial least squares-structural equation modeling (PLS-SEM)	36
	Generalized structured component analysis (GSCA)	6
Factor-Based SEM and Composite-Based SEM (6)	Integrated generalized structured component analysis (IGSCA)	5
	Maximum likelihood estimation (MLE) and Generalized structured component analysis with measurement errors incorporated (GSCAm)	1
	Total	108

Table 3 Software Used to Estimate SEM

Software	Frequency
AMOS	33
Not specified	29
SmartPLS	22
Mplus	9
GSCA Pro	9
Mplus	2
ADANCO	1
LISREL	1
R	1
SPSS	1
WarpPLS	1
Total	109

3.3 Theories and Frameworks

An analysis of SEM-based studies published in the ABAC Journal from 2021 to 2024 (as shown in Table 4) reveals the five most prevalent theories: the Theory of Planned Behavior with 17 instances, Social Exchange Theory with 7 instances, the Resource-Based View with 6 instances, the SERVQUAL Model with 5 instances, and Technology Acceptance Model with 4 instances. These frameworks encompass various analytical levels, ranging from psychological constructs such as attitude and perceived behavioral control to organizational viewpoints such as competitive advantage and service quality, demonstrating the adaptability of SEM in elucidating causal relationships across diverse research contexts. Furthermore, more than 40 supplementary theories, including the Diffusion of Innovations Theory, Elaboration Likelihood Model, and Unified Theory of Acceptance and Use of Technology, are cited less frequently in the examined papers. Nonetheless, their existence signifies specialized applications designed for particular study fields, underscoring the versatility of SEM.

Table 4 Theories and Frameworks

Theory or Framework Used	Frequency
Theory of Planned Behavior	17
Social Exchange Theory	7
Resource-Based View	6
SERVQUAL Model	5
Technology Acceptance Model	4
Diffusion of Innovations Theory	3
Elaboration Likelihood Model	2
Unified Theory of Acceptance and Use of Technology	2
Service-Dominant Logic	2
Contingency Theory	2
Customer Engagement Theory	2
Ability-Motivation-Opportunity Theory	1
Technology-Organization-Environment (TOE) Framework	1
Value-Attitude-Behavior Theory	1
Technological Pedagogical and Content Knowledge (TPACK) Framework	1

Theory or Framework Used	Frequency
Hofstede's Cultural Dimensions Theory	1
Herzberg's Motivation-Hygiene Theory	1
SSTQUAL Framework	1
Resource Dependency Theory	1
7Ps	1
Transaction Stress Theory	1
DPAC Model	1
Self-Determination Theory	1
Expectation Confirmation Model	1
Task-Technology Fit	1
Health Belief Model	1
Customer Trust Model	1
Motivated Consumer Innovativeness	1
Strategic Choice Theory	1
SOR Theory	1
Research Training Environment	1
Sufficiency Economy Philosophy	1
Transition Adaptive Theory	1
Brand Equity Model	1
Institutional Theory	1
Brand Value Chain	1
Customer Mind Model	1
Practice-Based View	1
Ecological Modernization Theory	1
Visual Package Design Theory	1
Stimulus-Perception-Affection Theory	1
Stimulus-Organism-Response Theory	1
Economic Consumption Theory	1
Logistics Activity Theory	1
Cognitive-Affective-Normative Model	1
Stakeholder Theory	1
Tri-Component Attitude Model	1
Disruptive Innovation Theory	1
Theory of Consumption Values	1
Human Capital Theory	1
Value Co-Creation Theory	1
Use and Gratification Theory	1
Social Comparison Theory	1
Norm Activation Model	1
Theory of Reasoned Action	1
Push and Pull Factors	1
Crisis Communication Theory	1
Role Theory	1

3.4 Research Study Locations

An examination of the 108 research studies (as shown in Table 5) indicates that Thailand is the leading study location, with 76 studies, followed by Indonesia with 12 studies and China with 7 studies. Furthermore, Pakistan and Malaysia have garnered study interest, with

three and two studies, respectively. Additionally, singular research studies were undertaken in Cambodia, Fiji, India, Jordan, Nigeria, Vietnam, and Yemen, while one study did not disclose its research site. This distribution underscores the geographical diversity of SEM-based research, especially within Southeast Asia and East Asia, where research activities seem to be exceptionally lively and perpetually expanding.

Table 5 Study Locations of the Literature

Locations	Frequency
Thailand	76
Indonesia	12
China	7
Pakistan	3
Malaysia	2
Cambodia	1
Fiji Islands	1
India	1
Jordan	1
Nigeria	1
Vietnam	1
Yemen	1
Not specified	1
Total	108

4. CONCLUSION AND FUTURE RESEARCH

The results of this thorough literature evaluation of research articles published in the ABAC Journal from 2021 to 2024 demonstrate that SEM has been extensively utilized across diverse academic fields and sectors. The main aim of SEM in these research studies was to analyze causal links and intricate conceptual frameworks by using both latent and composite variables to elucidate diverse phenomena, including behavior, economics, and management. The examined studies encompass many academic disciplines, each employing SEM for distinct analytical objectives. In marketing, SEM serves as a tool to assess consumer behavior and measure the efficacy of promotional activities. In management, SEM functions as an essential approach for analyzing organizational structures and improving operational efficacy. Research in human resource management examines the determinants of employee performance and job satisfaction, encompassing diverse employee behaviors. In education and tourism, SEM is utilized to assess learning efficacy and tourist behavior, respectively.

An analysis of estimate methodologies indicates that factor-based SEM utilizing Maximum Likelihood Estimation (MLE) is the most used method, similar to the previous research by Sathatip et al. (2024), which examined the use of SEM in the Journal of Travel & Tourism Marketing (JTTM). Nevertheless, the application of Composite-based SEM, including Partial Least Squares-SEM (PLS-SEM) and Generalized Structured Component Analysis (GSCA), ranks as the second most employed methodology. Furthermore, hybrid SEM, which combines Factor-based and Composite-based SEM via Integrated Generalized Structured Component Analysis (IGSCA), has been published in the ABAC Journal. Despite the limited application of IGSCA in research, its capacity to assess models that include both latent and composite

variables within a cohesive framework improves analytical flexibility and precision. This renders it a promising method for developing more intricate research projects (Ali et al., 2018; Hwang et al., 2021).

In light of these findings, multiple recommendations for further study may be articulated. Researchers should prioritize the application of IGSCA in studies necessitating the integration of latent and composite variables, since this methodology improves analytical accuracy and mitigates the shortcomings of conventional SEM techniques (Hwang et al., 2021; Sathatip et al., 2024). Secondly, comparative evaluations of MLE, PLS-SEM, and IGSCA under diverse data conditions such as limited sample sizes and non-normal distributions should be performed to elucidate the strengths and weaknesses of each estimate approach. Third, SEM ought to be utilized in underexplored domains, such as post-pandemic tourism, to enhance comprehension of consumer behavior and its wider implications for the tourism industry, consequently providing more comprehensive coverage in this area.

We urge researchers submitting studies to the ABAC Journal to contemplate utilizing IGSCA for the analysis of complex models, as the methodological improvements of this methodology may enhance the development of theoretical frameworks and creative research methodologies. These activities will facilitate the ongoing advancement of SEM research and its capacity to meet the analytical requirements of the swiftly evolving academic and business environment.

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