

Reliving the moments: Exploring tourists' staycation experience through S-O-R framework

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Abstract

Purpose – The purpose of this study is to understand what influences tourists' travel experience sharing and intention to re-staycation. S-O-R framework is used to examine how social influence affects perceived enjoyment, while subsequently sharing their staycation experience and intention to re-staycation.

Design/methodology/approach – 325 generation Z millennials who have experienced staycation and share it to their social media are chosen using purposive sampling. The data obtained is processed using Structural Equation Modeling with AMOS.

Findings – The findings of this study indicate that social influence affects tourists' perceived enjoyment on staycation trip, which then leads to staycation experience sharing and tourists' intention to re-staycation. Experience sharing mediates the influence of perceived enjoyment on staycation trip towards intention to re-staycation. Review credibility and gender differences moderate the relationships between variables.

Research limitations/implications – This study has not yet look at the post-travel or staycation phase of tourists, thus further study is needed regarding post-travel evaluation. It also only uses variables that focus on tourists' perspectives regarding their travel experiences and sharing activities on social media.

Practical implications – Service providers must pay attention to improving the atmosphere not only in terms of physical attributes but also related to the service products available in the hotel so that it can attract the intention to visit again. Offering accommodation experiences can enable potential tourists to return to the destination.

Originality/value – Through the SOR framework, this study show how social influence can be a stimulus for individuals in perceiving enjoyment during their trip, leading them to show a behavioral response of sharing their staycation experience and have intention to go back to relive the moments.

Keywords: Experience sharing, intention to revisit, perceived enjoyment, social influence, s-o-r theory

Introduction

The hospitality and tourism industry in many countries faced significant challenges during the pandemic, leading to a decline in global travel and tourism activities (Moon & Chan, 2022). In response, the industry sought ways to adapt, with one notable trend being the rise of staycation. Staycation itself refers to the experiences that let individuals relax in one place, usually close to their homes, while enjoying different surroundings (Qiu et al., 2024). Staycations thus became popular

as they catered to the desire for leisure without the complications of long-distance travel (Moon & Chan, 2022), particularly in densely populated countries like Indonesia.

Staycations involve tourists spending most of their time in one location while taking advantage of attraction packages offered at hotels or resorts (Qiu et al., 2024). This trend has gained traction globally, with many tourists preferring to explore local destinations rather than embarking on international trips. A recent survey of Chinese tourists showed a strong interest in staycations, following the lifting of travel restrictions after the pandemic (Li et al., 2024). Therefore, the hotel and tourism industry has capitalized on this trend by developing and promoting staycation packages, leveraging social media and influencer marketing to enhance visibility and appeal (Oliveira et al., 2020b, 2020a; Wang et al., 2022).

Millennials and Generation Z are particularly drawn to staycations as they are more inclined to try new experiences and adept at navigating social media platforms for reviews and recommendations (Barclays, 2019; Sethi et al., 2017). These generations value feedback from social networks when choosing their travel destinations, and they often share their own experiences online, which further influencing potential tourists (Hjalager, 2010; Song & Li, 2008). Additionally, the rise of social media has made sharing experiences an integral part of the tourist journey (Y. Chen et al., 2023; Hosany et al., 2022; Stienmetz et al., 2021). Tourists often share their positive experiences via text, photos, and videos, which not only influences others, but also enhances their own likelihood of revisiting the destinations (Coelho et al., 2018; J. W. C. Wong et al., 2020).

Using the Stimulus-Organism-Response (SOR) theoretical framework, this study explores how external stimuli like social influence affect tourists' perceived enjoyment and their subsequent behaviors, such as sharing staycation experiences and their intention to re-staycation (Jang & Namkung, 2009; M. J. Kim et al., 2018; Sultan et al., 2021). This theory is chosen because existing frameworks like the theory of reasoned action, the technology acceptance model, and the theory of planned behavior have not adequately address the emotional aspects of tourist behavior (Moon & Han, 2018). Furthermore, the current literature primarily focuses on industry performance and the economic benefits of tourism, with limited attention to consumer behavior and the evolving dynamics of the staycation market (J. Chen et al., 2023; I. A. Wong et al., 2023).

In the context of staycations, this study seeks to identify tourist behavior, particularly their during- and post-trip experiences using the SOR model, which consists of external stimulus, organism, and response. This study also considers several conditional factors that may influence tourist behavior, including review credibility and gender differences. Review credibility plays a critical role in shaping tourists' perceptions and decisions, as it serves as an initial assessment of a destination's trustworthiness (Cheung et al., 2009; Le & Hancer, 2021). On the other hand, gender differences in processing information and responding to social influences can offer valuable insights into the varied ways tourists experience and react to staycation offerings (Andersch et al., 2019; Cheng et al., 2024). Despite the relevance of these factors, there is a scarcity of research that specifically explores the intersection of social influence, perceived enjoyment, and gender in the context of staycations, highlighting the need for a more nuanced understanding of these dynamics.

This study takes a clear stance on re-staycations, positing that tourists' intention to re-staycation is significantly influenced by their perceived enjoyment during the initial staycation and the credibility of reviews they encounter. To bridge the existing gaps in the literature, this study examines social influence as a stimulus, perceived enjoyment on staycation trips as an organism, and staycation experience sharing and intention to re-staycation as responses from tourists. By considering review credibility and gender differences as moderating variables, this study aims to explore the antecedents of tourists' intention to return to staycations. Given the increasing popularity of staycations as a preferred leisure option, particularly among Millennials and Generation Z, the findings are expected to enrich the literature on tourist behavior. This is especially pertinent as the behavior of sharing pleasant experiences on social media and its subsequent influence on travel decisions remains under-researched, despite its growing significance in the digital age (J. W. C. Wong et al., 2020; Zhang & Hitchcock, 2017).

Literature Review and Hypotheses

Stimulus-Organism-Response Theory

Stimulus-Organism-Response (SOR) theory is a conceptual framework commonly used in psychology and consumer behavior research to explain how individuals respond to various stimuli in their environment (Bitner, 1992; M. J. Kim et al., 2018; Mehrabian & Russel, 1973). In the context of this study, SOR theory can be a basis for understanding how tourists react to different stimuli and experiences during their travels. There are three components in SOR theory, namely stimulus, organism, and response (M. J. Kim et al., 2018; Sultan et al., 2021). Stimulus refers to internal and external factors that influence individual perceptions and trigger certain responses, which can include environmental stimuli, socio-cultural stimuli, marketing stimuli, to personal and psychological stimuli (Li et al., 2022; Sultan et al., 2021). The second component, namely organism, is a cognitive, affective, or psychological process felt by individuals after they receive stimuli. Individuals have different personalities, preferences, values, and psychological conditions from each other. These internal characteristics then interact with stimuli to produce the final component, namely the response. Response is the end outcome shown by an individual, which can be a behavioral, emotional, or cognitive response (Moon & Han, 2018). In this study, we apply SOR theory to see how external stimuli represented by social influence affects internal processes within individuals, namely the enjoyment they feel during a staycation trip. This aspect is then predicted to lead to their behavior, where tourists share their pleasant experiences on social media and want to return to their staycation trip.

Social Influence and Perceived Enjoyment on Staycation Trip

Social influence refers to the impact of the presence, actions, opinions, or expectations of others on an individual's thoughts, feelings, attitudes, and behavior. Social or reference groups can determine the decision-making process of someone who is a member of it (Joe et al., 2022). In the context of service and hospitality, a person will consider others' opinions when making decisions (Peng et al., 2017; Xu et al., 2017), and this also applies to tourism activities. This social influence also includes several factors, such as recommendations from friends, family, or colleagues regarding a destination and activities that can be done during staycation, as well as what tourists see on their social media. Within the SOR theory, social influence acts as the initial stimulus that underlies tourists' behavior when they go on holiday.

Davis et al. (1992) defined perceived enjoyment as the extent to which a person's activity is considered enjoyable for themselves. Currently, perceived enjoyment has been widely researched by academics, including its relation to tourism trips (Bilgihan et al., 2016; J. (Jamie) Kim & Fesenmaier, 2017; Li et al., 2022). In SOR theory, perceived enjoyment represents the organism component, which is a tourist's subjective assessment of the enjoyment and satisfaction obtained from their staycation trip. This involves emotional responses, cognitive evaluations, and overall satisfaction with the trip. As a stimulus, social influence is predicted to trigger affective processes in tourists, specifically perceived enjoyment when they go on a staycation trip.

Joe et al. (2022) found that social influence, such as positive attitudes or views from other people, can significantly shape individuals' attitudes and behaviors, ultimately leading to perceived enjoyment. For example, when individuals observe that others in their social circles have positive attitudes toward staycations, which can be expressed through enthusiastic reviews, shared photos, or recommendations, they are more likely to perceive their own staycation experience as enjoyable. This social validation not only affects their attitude towards staycations, but also their behavior, and it eventually encourages them to partake in and appreciate the activity more deeply.

H₁: Social influence has a positive influence on perceived enjoyment on staycation trips.

Perceived Enjoyment on Staycation Trip and Staycation Experience Sharing

So et al. (2021) stated that enjoyment refers to a condition where individuals feel happiness in carrying out an activity. When someone goes on a trip by choosing a certain mode of transportation, they perceive the enjoyment based on their experiences during the trip (J. Chen et al., 2023; Choe et al.,

2017; Filieri et al., 2021). It is predicted that the pleasure felt by this individual will lead to other activities, such as sharing it on social media (Bilgihan et al., 2016; J. (Jamie) Kim & Fesenmaier, 2017; Li et al., 2022). Zhou & Xue (2022) noted that sharing experiences related to tourism activities can help others make informed decisions, such as using highly recommended services or avoiding those associated with negative experiences. In this regard, the perceived enjoyment on a trip varies between tourists and depends on various factors, such as their own goals, needs, or preferences (J. Chen et al., 2023; Li et al., 2022). Thus, perceived enjoyment refers to the value a person receives in terms of subjective experience (Berkeley & Humphreys, 1982), as not everyone can experience similar thing due to different preferences, including in trips like staycation. Some may prefer vacationing in an exotic location, while others might enjoy traveling through historic cities or appreciating natural scenery. Regardless of these preferences, the pleasure that tourists feel when traveling is predicted to lead to the activity of sharing these experiences on social media.

In line with SOR theory, perceived enjoyment becomes the affective organism of tourists, which triggers the emergence of certain behaviors. When tourists feel happy during their trip, they tend to show positive behavior related to their experience. This behavior is often expressed through actions like taking more photos, writing detailed travel journals, or actively participating in tourist activities, all of which can lead to sharing their experiences on social media (S. Kang et al., 2019). This act of sharing can create a cycle where enjoyment is amplified by social interaction and recognition. Thus, it is predicted that there is a correlation between perceived enjoyment on a staycation trip and staycation experience sharing.

H₂: Perceived enjoyment on staycation trip has a positive influence on staycation experience sharing.

Staycation Experience Sharing and Intention to Re-Staycation

The conceptual model proposed by G. Wang et al. (2022) indicated that the inherent flexibility of tourist behavior can be facilitated by social media, including in staycation trips. Social media has been widely used to seek information in travel planning, form expectations, make decisions, and anticipation before traveling. Enjoyment, pleasure, happiness, satisfaction, or even disappointment are factors often shared on social media. J. (Jamie) Kim & Fesenmaier (2017) explained that the tourism experience is a process of sharing experiences consisting of pre-trip, during the trip, and post-trip stages (Gretzel et al., 2006). G. Wang et al. (2022) also suggested that tourists nowadays often travel to various places, interact with objects in those places, then document them in photo and video format.

Existing study has examined the extent to which Internet-based systems influence changes in tourists' behavior in sharing their tourism experiences. For example, Choe et al. (2017) studied how videos shared by influencers on social media can stimulate followers to make travel choices. Shared experiences are also considered as a marketing tool that can be the basis for making travel decisions (Cristobal-Fransi et al., 2020; Pahrudin et al., 2022; Streimikiene & Korneeva, 2020), including for tourists themselves. This underlies that when tourists share their experiences during a staycation, they receive feedback from others which makes them experience rosy feelings about the experiences they have shared (J. W. C. Wong et al., 2020). As a result, these positive interactions and feedback encourage tourists to try to relive those enjoyable moments by planning another staycation for themselves. In this regard, the tourists are motivated to re-staycation due to their reinforced enjoyment and the desire to recreate those shared positive experiences.

H₃: Staycation experience sharing has a positive influence on intention to re-staycation.

Staycation Experience Sharing as Mediating Variable

The presence of social media in tourism industry has had an impact on consumer behavior. Sharing photos, videos, messages, to sending links and statuses are often carried out on social media, including sharing pleasant experiences while traveling (Choe et al., 2017; Oliveira et al., 2020b, 2020a). Changes in attitudes towards social media in the tourism industry have attracted much attention as it can influence behavior, decision making, and communication. As stated by Li et al. (2022), tourist behavior on vacation has been greatly influenced by the activity of sharing

experiences via online platforms. In the tourism industry, experiences shared on social media refer to media networks, travel blogs, as well as reviews and feedback in the comments column. Thus, enjoyable experiences during travel is predicted to influence subsequent tourists' decisions, such as intention to revisit when the experience is shared. Nowadays, tourists do not only rely on traditional sources such as guidebooks or travel agencies when accessing information about a destination. They pay more attention to videos or photos shared by people around them via social media (Arica et al., 2022; M. Kang & Schuett, 2013; Li et al., 2022). According to S. Kang et al. (2019), tourists who have an enjoyable trip will share their experience on social media. When their posts related to travel receive positive feedback and social support, this will lead them to go staycation again.

H₄: Staycation experience sharing mediates the influence of perceived enjoyment on staycation trip towards intention to re-staycation.

Review Credibility as Moderating Variable

One of the applications that first pioneered tourist travel-based e-WOM and provided feedback (reviews) about tourist experiences is TripAdvisor.com, which was founded in 2000. Currently, providing reviews of an experience can be done by individuals independently through their own social media accounts. Providing reviews is crucial as it can act as a source of information to reduce risk in tourist decision making (Chakraborty, 2019). In general, a review cannot be done objectively if individual have not bought or tried the experience (Filieri et al., 2021). Honest feedback from customers who have experienced a service can be used as an assessment before a decision is made. Thus, obtaining reliable information is very important to reduce risk in decision making (Y.-C. Chen et al., 2014; Cheng et al., 2024).

Review credibility is the perception that the information contained in social media is trustworthy, true, and factual. Chakraborty (2019) stated that in the context of online business, review credibility is one of the important antecedents that can determine an individual's perception. Thus, readers who consider the reviews to be credible will be more confident and use them as a reference for their subsequent attitudes or behavior (Cheung et al., 2009; Filieri et al., 2021). On the one hand, if a review is deemed less credible, its effect will be negligible as readers may try to avoid it. In the tourism context, reviews arise from experiences of consuming products or services from a destination (Chan & Tung, 2023). Vacation experiences like staycations emerged as people rediscovered the joy of staying in one place without moving around much. During staycation, tourists find more opportunities for relaxation and recreation, so they tend to show greater appreciation for a place different from where they come from (Li et al., 2024; Qiu et al., 2024). In this regard, perceptions of enjoyment because of social influence will be stronger when they have seen reviews with high credibility, and vice versa.

H₅: Review credibility moderates the influence of social influence on perceived enjoyment on staycation trips, as the relationship is stronger when the review is considered credible.

Gender Difference as Moderating Variable

One important characteristic that can influence tourist behavior is gender differences. This has become a concern among scholars to see its role in explaining consumer behavior, including tourist behavior (Andersch et al., 2019). Meyers-Levy & Loken (2015) stated that women tend to be extensively involved in information processing, while men are not proactively involved in the process. It occurs in the sense that women can be exposed to more information on social media and consider the information as input to determine future behavior, for example sharing experiences during a staycation or having the intention to return to staycation. In general, experiences shared on social media usually have a connection with the role of gender differences. In the hospitality sector related to staycations, Rouibah et al. (2021) found that gender differences significantly influence consumer behavior, including their decision-making processes.

These gender differences are often hypothesized to result from differences in preferences that differentiate men's and women's thought structures (Kanwal et al., 2022). (Apollo et al., 2023; Tarka et al., 2022) stated that gender differences often act as a key point for marketers to make better analysis in understanding consumer behavior. Although sometimes individuals are seen as

able to decide based on situations (regardless of gender), psychological literature has stated that women are more sensitive to information circulating on social media and using it as a basis for making decisions (Dehkordi et al., 2008). Thus, information shared on social media in the form of experience in decision making can be strengthened or weakened depending on the gender difference itself. The proposed hypothesis is as follows:

H_{6a}: Gender differences moderate the influence of perceived enjoyment on staycation trip on staycation experience sharing, by which the influence will be stronger on female than male.

H_{6b}: Gender differences moderate the influence of staycation experience sharing on intention to re-staycation, by which the influence will be stronger on female than male.

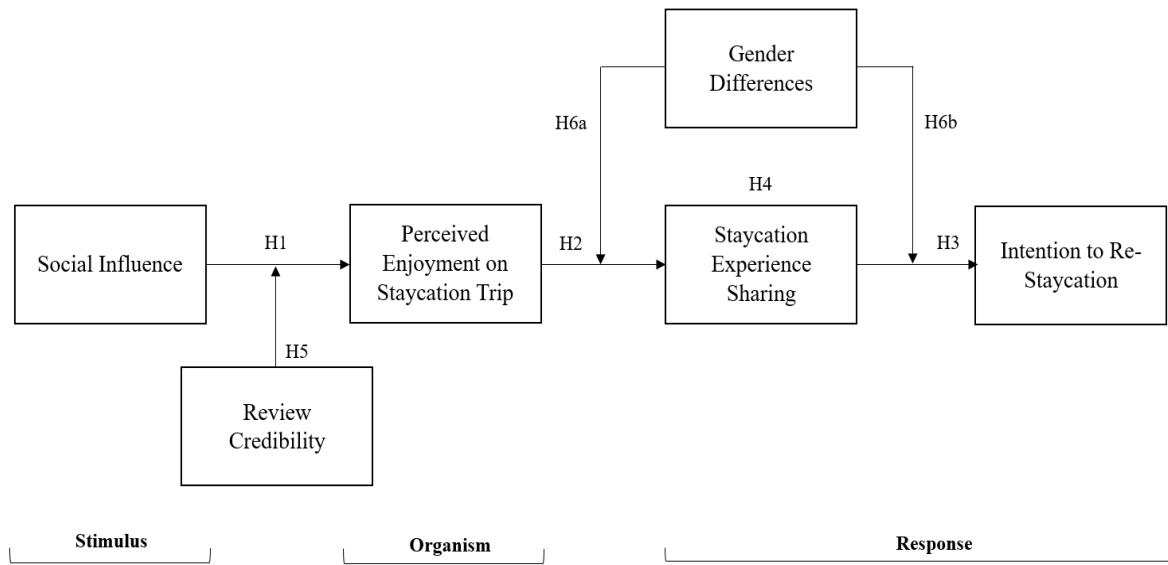


Figure 1. Conceptual Framework

Research Methods

Research Design and Respondents

This study aims to identify factors that influence the behavior of generation Z and millennial tourists in the digital era, especially regarding staycation. Specifically, we examine the relationship between social influence, perceived enjoyment on staycation trip, staycation experience sharing, and intention to re-staycation by considering the moderating role of review credibility and gender differences. The data collection was conducted from January to March 2024. The study employs a purposive sampling technique, selecting 325 respondents who meet the following criteria: (1) having had a staycation at least once in the past year, and (2) having shared their staycation experience on social media. This approach ensures that the sample accurately represents the population of interest—Generation Z and millennials who are active in the digital space.

The data were collected using an online survey with a structured questionnaire. The first section of the questionnaire captured respondent characteristics, including gender, age, education, intensity of using social media, and income. The second section comprised items related to the variables examined in this study, with responses recorded on a 5-point Likert scale. The data were analyzed using Structural Equation Modeling with AMOS 7 software. SEM was chosen as it allows for testing complex relationships between multiple variables simultaneously and is well-suited for examining latent constructs, such as those in this study. AMOS was specifically used due to its capability to handle the complexity of our proposed model and its popularity in social science research for structural equation modeling.

Variable Measurement

Social influence is the opinions of others' around the individual, in this study specifically regarding

staycation trips. Social influence is measured using three items developed from Joe et al. (2020). An example of the measurement item is, "The people around me encourage me to take a staycation trip." Perceived enjoyment on staycation trip is the pleasure felt by individuals when doing a staycation as a holiday or travel activity. Perceived enjoyment on staycation trip is measured with three items modified from (So et al., 2021). An example of the measurement item is, "I felt that my staycation was very enjoyable." Staycation experience sharing is tourist behavior in sharing experiences during staycations on social media or other platforms. This variable is measured with four items developed from (Oliveira et al., 2020b). An example of the measurement item is, "When I go on a staycation, I leave a review on social media."

Intention to re-staycation is tourists' desire or interest in returning to a staycation. The variable is measured with three items developed from (J. W. C. Wong et al., 2020). An example of the measurement item is, "I will go on a staycation again in the future." Review credibility is individuals' perceptions of the credibility of reviews they see on various social media platforms regarding travel experiences. This variable is measured with four items adopted from (Chakraborty, 2019; Cheung et al., 2009). An example of the measurement item is, "I think online reviews about staycation experiences are reliable and have detailed information." Finally, as a moderating variable, gender differences is measured as a binary variable, where female = 0 and male = 1.

Table 1. Respondent Profile

Category	Classification	Percentage
Gender	Male	47% (152)
	Female	53% (173)
Age	18 – 28	30% (97)
	29 – 39	29% (94)
	40 – 50	26% (84)
	> 50	15% (50)
Education	Senior High School	34% (109)
	Bachelor	34% (111)
	Master	14% (45)
	Doctoral	18% (60)
Income	< Rp 3.000.000	28% (92)
	Rp 3.000.000 – Rp 6.000.000	32% (104)
	> Rp 6.000.000	40% (129)

To obtain information on respondent demographics, we collected data on gender, age, educational background, and income level. Table 1 presents a summary of the profile for each respondent. Based on Table 1, the gender ratio is quite balanced with 47% for men and 53% for women. In terms of age, the highest ratio is respondents aged 18 - 28 years (30%), followed by those aged 29 - 39 years (29%), then those aged 40 - 50 (26%). In terms of educational background, the highest ratio is in high school (34%) and bachelor (34%). At income level, the highest ratio is found at income levels of more than IDR 6,000,000 (40%) followed by IDR 3,000,000 – IDR 6,000,000 (32%).

Results and Discussion

Validity and Reliability

Structural equation modeling using AMOS is chosen to test the model and hypotheses in this study. SEM-AMOS is a “regression-based” method that reduces residual variance from endogenous constructs and has been widely adopted for testing mediation and moderation analysis (Assaker & O’Connor, 2023). Factor loading, average variance extracted (AVE), and composite reliability (CR) are used to evaluate convergent validity, while Cronbach's alpha (α) is used to assess scale reliability. Table 2 illustrates that all item standard loadings exceed the recommended value of 0.5. Also, AVE value is above 0.5 for all constructs. Likewise, CR and Cronbach's Alpha are above the minimum threshold of 0.7 (Hair Jr. et al., 2019).

Table 2. Results of Validity and Reliability

Constructs	Items	Loadings	AVE	CR	Cronbach's Alpha
Social Influence (SI)	SI1	0.547	0.557	0.785	0.708
	SI2	0.884			
	SI3	0.769			
Perceived enjoyment on staycation trip (PE)	PE1	0.665	0.545	0.781	0.808
	PE2	0.749			
	PE3	0.794			
Staycation experience sharing (SE)	SE1	0.821	0.592	0.852	0.856
	SE2	0.804			
	SE3	0.680			
	SE4	0.765			
Intention to re-staycation (IRS)	IRS1	0.677	0.526	0.768	0.788
	IRS2	0.785			
	IRS3	0.710			
Review credibility (RC)	RC1	0.740	0.530	0.817	0.708
	RC2	0.810			
	RC3	0.743			
	RC4	0.604			

Confirmatory Factor Analysis

Figure 2 shows the measurement items and factor loadings on several constructs. The figure also shows the fit indices for the measurement model. All parameters such as probability, RMSEA, GFI, AGFI, TLI, and CFI show results that meet the cut off value, thus the measurement model is declared fit.

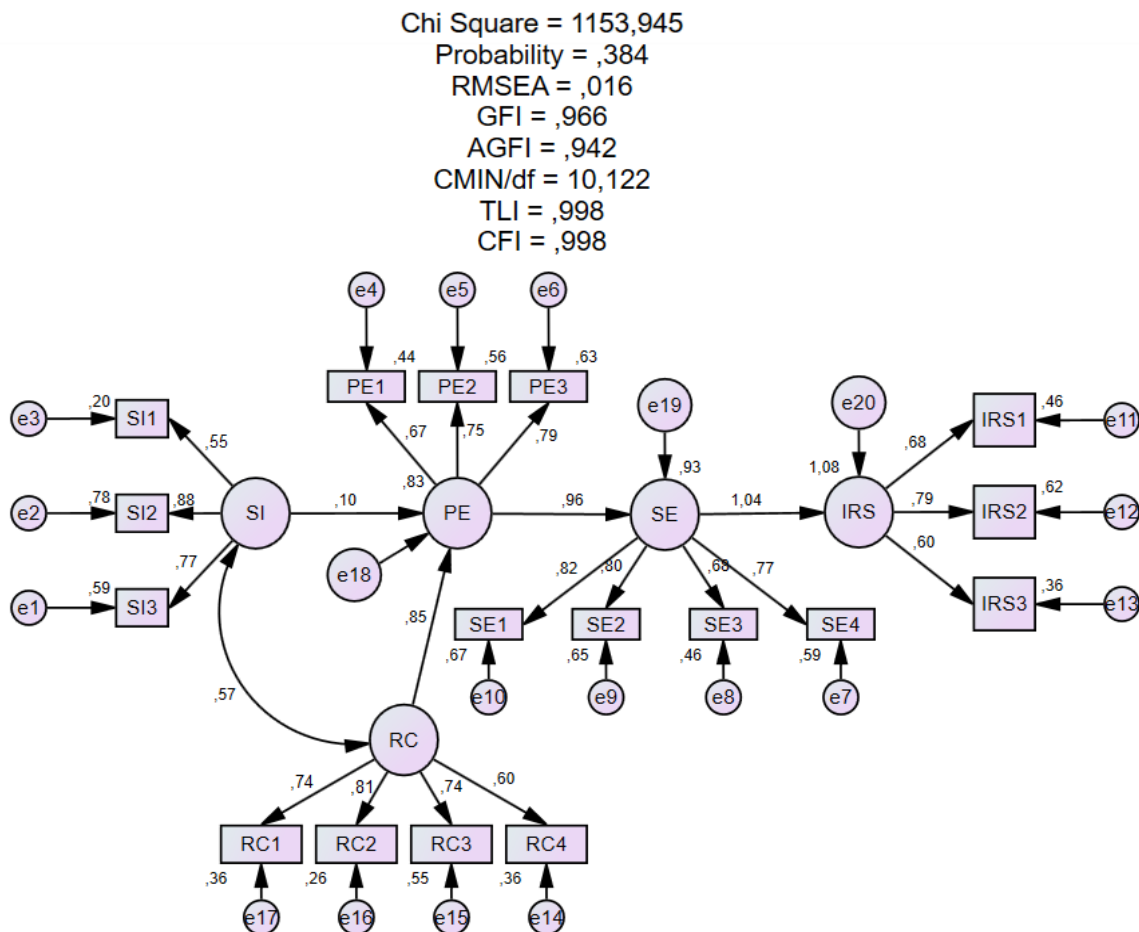


Figure 2. Measurement Model with Model Fit Index

Structural Model

Table 3 shows that the estimated predictors of perceived enjoyment on staycation trip explain 82.6% of the variance, in other words the error variance of perceived enjoyment on staycation trip is approximately 17.4% of the variance of perceived enjoyment on staycation trip itself. It is estimated that the predictors of staycation experience sharing explain 93.1% of the variance, in other words the error variance of staycation experience sharing is approximately 6.9% of the variance of staycation experience sharing itself. It is estimated that the predictor of intention to re-staycation explains 108% of the variance, in other words the error variance of intention to re-staycation is approximately -8% of the variance of intention to re-staycation itself.

Table 3. Squared Multiple Correlation

Variable	Estimate (R ²)
Perceived Enjoyment on Staycation Trip (PE)	0,826
Staycation Experience Sharing (SE)	0,931
Intention to Re-Staycation (IRS)	1,080

Hypothesis Test Results

CFA is used to evaluate moderating variables in the model as proposed by Hair et al. (2019). To determine the moderating influence of gender, the data is divided into two different data files. The first data is the male group with 152 observations, while the second data is the female group with 173 observations. The moderation test is examined by comparing the chi square value. Table 4 presents the results of the hypothesis testing.

Table 4. Moderation Test for Male and Female

Group		Constrained Model	Unconstrained Model	Chi-Square Difference	Moderation Result	Hypothesis Result
Male	Chi Square	525.750	521.210	4.54	Significant	Supported
	DF	114	113	1		
Female	Chi Square	735.800	730.690	5.11	Significant	Supported
	DF	114	113	1		

Referring to Hair Jr. et al. (2019), if there is a difference in the Chi Square value between the constrained model and the unconstrained model that exceeds 3.84, then a moderation effect can occur. In this study, the difference in the Chi Square value between the constrained model and the unconstrained model for male group is 4.54 (525.750 – 521.210). For female group, the difference in the Chi Square value between the constrained model and the unconstrained model is 5.11. Therefore, the results of the moderation test show significant results.

Table 5. Results of Hypothesis

	Estimate	S.E.	C.R.	P	Result
SI → PE	0,090	0,016	5,625	***	Significant
PE → SE	1,264	0,116	10,902	***	Significant
SE → IRS	0,726	0,057	12,708	***	Significant
PE → SE → IRS	1,002	0,101	9,921	***	Significant
SI x RC → PE	0,804	0,085	9,459	***	Significant

Notes: *** , p < 0,01

Table 5 shows the significance level of several predictor variables for the latent variables. with the following conclusions:

1. Social influence ($\beta = 0.090$, C.R. = 5.625, $p = < 0.01$) has a positive and significant effect on perceived enjoyment on staycation trip, thus H1 is accepted.

2. Perceived enjoyment on staycation trip ($\beta = 1.264$, C.R. = 10.902, $p = < 0.01$) has a positive and significant effect on staycation experience sharing, thus H2 is accepted.
3. Staycation experience sharing ($\beta = 0.726$, C.R. = 12.708, $p = < 0.01$) has a positive and significant effect on intention to re-staycation, thus H3 is accepted.
4. Staycation experience sharing ($\beta = 1.002$, C.R. = 9.921, $p = < 0.01$) has a positive and significant effect as a mediator on the relationship between perceived enjoyment on staycation trip and intention to re-staycation, thus H4 is accepted.
5. Review Credibility ($\beta = 0.804$, C.R. = 9.459, $p = < 0.01$) has a positive and significant effect as a moderator on the relationship between social influence and perceived enjoyment on staycation trip, thus H5 is accepted.

Discussion

According to SOR theory, a person who is exposed to stimuli from either internal or external factors can trigger their behavior in making decisions. This theory is proven to be a strong framework in the tourism context in integrating individual cognition and emotions to produce behavior (M. J. Kim et al., 2018). In this regard, the source of information obtained is the most dominant factor in making decisions. This study finds that in the context of consumer research, social reference groups play an important role in generating tourist affective emotions, namely perceived enjoyment. In the digital environment, social influence has an important role in shaping various aspects of human life. According to So et al. (2021), perceived enjoyment refers to how much a person enjoys a particular activity or experience. This study proves that when social influence is high, tourists' perceived enjoyment can increase. This supports the study from J. Kim et al. (2013), that people often compare themselves with others to evaluate and determine their level of enjoyment.

In the context of tourism, when someone feels that other people can enjoy certain activities, then he will also believe that others can also feel what he feels. This can lead to increased perceptions of enjoyment (Joe et al., 2022). Conversely, when individuals feel that other people do not like their activities, their perceived enjoyment will be low. Cialdini (2008) stated that sometimes the enjoyment felt can be determined by the situation, social support, and activities carried out. Thus, social influence clearly plays a role in increasing the perceived enjoyment, which occurs when there are other person or social group who considers travel to be a fun activity and led tourist to perceive enjoyment while traveling (H1 accepted). This finding also confirms that the attitudes of social group members can increase perceived enjoyment.

Interaction on social media has played a role as a platform for reviews. Y. Chen et al. (2023) stated that trust and credibility in information can be used to assess the level of perceived enjoyment. This study found that review credibility act as a moderator that strengthens the influence of social influence on perceived enjoyment. Review credibility become an additional stimulus that strengthens the tendency of individuals or tourists to feel pleasure and enjoyment when they travel. The SOR theory states that the credibility of information can stimulate a person's psychology, thus it strengthens the relationship between social influence with the enjoyment perceived by tourists. Since review credibility can validate the influence of social influence received by tourists and increase their enjoyment, the relationship is found to be stronger. Therefore, the perceived enjoyment is the result of the stimulus received (H5 accepted). Enjoyment in this context refers to the emotional satisfaction and pleasure that tourists feel when they see positive reviews it affirms their own choices or makes them feel validated in their decisions to engage in similar activities. This perceived enjoyment can encompass feelings of happiness, excitement, and a sense of fulfillment during the staycation, which are amplified by credible social influences that align with their experiences and expectations.

Furthermore, social media and perceived enjoyment is predicted to have a strong relationship in creating meaning through sharing the moment with others. The results of this study indicate that perceived enjoyment on staycation trip has an influence on staycation experience sharing. This study is in line with the previous literature from (S. Kang et al., 2019), who also found that perceived enjoyment has shaped tourists' attitudes towards sharing on social media platforms.

Dhir et al. (2016) stated that the phenomenon on social media has motivate tourists to share their experiences (H2 accepted). Apart from the enjoyment, we found that sharing experiences on social media can be a strong predictor in increasing a tourist's own intention to re-staycation, as it allows them to relive and re-experience those enjoyable moments they have documented and shared. As stated by M. Kang & Schuett (2013), experience sharing has become a phenomenon often found on various social media and are considered as a driving factor in forming intentions to revisit. The results of the hypothesis test also confirm that when tourists have visited a place and share it on social media, it can create an intention to visit the place again (H3 is accepted).

In addition, the present study proves the mediating role of staycation experience sharing in the relationship between perceived enjoyment on trip and intention to re-staycation. Confirming the SOR framework, tourists' perceived enjoyment act as organism that can trigger certain attitude as responses when they go on a staycation and share their experience on social media using photos or videos. The results of this study are in line with S. Kang et al. (2019), who found that when tourists share their own staycation experiences on social media, it increases their desire to return to the same or similar staycation experiences in the future. The current advances in technology and information have been widely used in the tourism context by sharing content to express the enjoyment perceived by individuals.

Apart from that, this study found that gender can be the underlying condition within individuals that influence their behavior to share travel experience on social media. In general, gender differences are often categorized as differences in preferences. Cheng et al. (2024) stated that differences between the minds of male and female can determine the difference of attitude or behavior when they are on a trip, including staycation. A woman may seem to enjoy every travel activity compared to a man, and they can be exposed to more information. The feminist theory stated by Calás & Smircich (1989) suggests that males and females exhibit fundamentally contrasting attitudes, particularly in decision-making processes that involve personal preferences and social interactions. In the context of tourism, women may be more inclined to engage with and be influenced by social media content, thus showing a higher tendency to share experiences and derive enjoyment from these interactions compared to men. These differences can manifest in decisions about sharing experiences online and the intention to revisit, where women may place higher value on social validation and emotional connections fostered through shared experiences. The present study reveals that although both male and female have the tendency to share their travel experience and intend to go back when they perceive enjoyment during the trip, female has stronger tendency to do this. Therefore, we confirm that gender roles can strengthen the relationship between perceived enjoyment on trip and staycation experience sharing as well as the relationship between staycation experience sharing and intention to re-staycation (H6a and H6b accepted). Thus, this research shows that gender differences can determine behavior.

Conclusions, Implications, and Future Research Direction

After analyzing data from 325 respondents in Indonesia, this research provides results on the factors that influence intention to re-staycation. Through the SOR framework, this study show how social influence can be a stimulus for individuals in perceiving enjoyment during their trip, leading them to show a behavioral response of sharing their staycation experience and intend to go back to relive the moments. Furthermore, gender differences in this research seem to include specific preferences such as information seeking habits, choice of places, and perceived enjoyment, especially in the context of tourists in Indonesia. We have identified that social influence, perceived enjoyment on trip, and staycation experience sharing are variables that can increase intention to re-staycation. The whole relationship between variables also depends on situational factors and underlying variables of review credibility and gender differences. We have revealed the direct influence of social influence on perceived enjoyment on trip which then leads to staycation experience sharing and intention to re-staycation. It implies that other people's positive opinions regarding the perceived enjoyment of tourism is an important factor.

This study also has several implications. The findings of this study may assist practitioners in better understanding how environmental stimuli such as social influence may contribute to

generating perceived enjoyment and ultimately influence intention to revisit. As stated in the results of this research, the experience of a trip can increase the potential to evoke positive emotions and ensure tourists' intention to visit again. Thus, service providers must pay attention to improving the atmosphere not only in terms of physical attributes but also related to the service products available in the hotel so that it can attract the intention to visit again. Offering accommodation experiences can enable potential tourists to return to the destination. For this reason, hotel service providers must provide facilities that can support and contribute to the emotional stimulation of tourists.

This study has limitations that can be confirmed in further studies. For example, we have not yet look at the post-travel or staycation phase of tourists, thus further study is needed regarding post-travel evaluation. Apart from that, this study only uses variables and question items that focus on tourists' perspectives regarding their travel experiences and sharing activities on social media. Future study can apply this research instrument to examine changes in behavior when tourists get information via smartphone. It is also important to understand that the presence of AI services such as Chat-GPT and ask-AI have become popular tools for today's tourists to search for information about a destination and they are referred to as the AI generation. Research regarding the integration of Chat-GPT in the tourist context is quite interesting for further research (Gursoy et al., 2023). In addition, it has been known that social influence plays an important role in individual attitudes towards technology acceptance, yet its effect on tourism context are still quite underexplored. This study has attempted to address this issue, but it only looked at its influence on the attitudes, actions, and intentions of tourists themselves, and have not yet considered the influence that might be felt by other parties, such as potential tourists. Future research could consider the attitudes of prospective tourists in explaining intentions to revisit.

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