


The Influence of Travel Blog Quality on User Satisfaction and Intention to Revisit

 Hwa-Yeol Choi¹ and  Yoo Kyung Lee^{2,*}

¹Professor, Department of Aviation Service Management,

²*Hanyang University Graduate School of Tourism, Master's Program

*Corresponding author. Email: youkyunglee3601@gmail.com

Abstract

This study focuses on defining the quality factor of the travel blog based on the previous quality and satisfaction survey of the tourism information website, and understanding the impact of the travel blog quality on the user revisit and revisit intention through a causal research model. Through the analysis, it was found that the quality of the travel blog has a positive relationship with user satisfaction, the user satisfaction has a positive relationship with the return visit, and the quality of the travel blog has a positive relationship with the return visit. As a result of detailed research, some suggestions that can be derived through Y are as follows. First, the components of the quality of a travel blog are the diversity and quality of information that represents the diversity and usefulness of information and content, the quality of interest that induces pleasure and pleasure, the quality of services related to prompt feedback, and continuous service provision, access speed and design. It is a system that indicates the accuracy of information and content, the accuracy of displaying the latest information, and ease of use. Second, as components of travel blog quality that affect user satisfaction, system, service, interest, and information diversification are among the most important factors, such as access speed, page loading speed, and service quality representing design. It turns out that travel blogs should continue to serve them through a simplified design and provide interesting elements in addition to a variety of information and content. Third, looking at the effect of blog quality on return inquiries, it turned out to be of interest. The quality of systems and services has a positive effect, and the quality of interest factors that create pleasure and enjoyment have the greatest impact. This suggests that bloggers running travel blogs should pay attention to factors that induce fun and enjoyment that can differentiate them from website speed, design, quick feedback, and other blogs, in addition to providing various and accurate information. In a follow-up study, it will make sense to examine the quality of travel blogs and other internet websites that provide travel information by type.

Keywords: Blog, Quality, Satisfaction Level, Revisit Intention, Travel

1. Introduction

This era is an information age in which information can be quickly moved across borders, created wealth, and shared free of charge through the Internet. Blogs are individual media, different from homepages and communities. Blog usability is more pronounced in that it is used to integrate distributed information and communicate with people around it [1]. While the types of blogs vary depending on the topic, this study is aimed at blogs related to "travel," which are becoming increasingly important as quality of life and leisure activities draw attention.

As Korea's lifestyle changed, people's interest in travel increased, and they wanted a lot of information about travel to improve their quality of life, blogs were created to search for information about travel experiences through other people's blogs through Internet information exchange. Photos, travel information, and reviews provided by blogs are important tools for selecting travel destinations, and unlike travel agencies and other professional companies' websites, users can trust information from public bloggers by making them feel homogeneity and intimacy. It presents the blogger's experiences, such as the pros and cons of the destination. Potential travelers visit various blogs to find the information they want. People are easily sharing, comparing, and acquiring various information related to travel through various personal blogs. Despite the increased role of travel blogs, however, research is rare on the quality of

blogs, including how to effectively operate blogs and evaluate the effectiveness of existing blogs. A prior study on the quality of blogs is [2] looking at the impact of blog service quality on service value and customer satisfaction, but this suggests the strategy of portal sites that operate blog services. Since there was no prior study of blog quality from the perspective of bloggers and users, this study found the quality factors of travel blogs based on the quality dimensions of tourism information websites [3][4][5], and examined the effect of travel blog quality on users' satisfaction and intention to revisit through a causal research model.

2. Theoretical Background

2.1blog Concepts and Characteristics

Blog is short for weblog, which combines web, which means the Internet, and log, which means data, and is created as a personal diary that is frequently updated to freely express one's thoughts, arguments, and daily life through the web. In addition, communication functions have been strengthened to serve as a tool for building a strong social-network on the Internet, enabling one's experience and thoughts to accumulate and be shared as information and grow into a vast information network. Blogs are one-man media in that they can express their opinions in various forms, such as diaries and column articles, while delivering their opinions to an unspecified number of people through the network characteristics of blogs.

Johnson & Kaye (2004) defined blogs as 'a diary-style website where individual observations and news are recorded in the order of posting [6], along with comments and links related to them.' In other words, blogs can be defined as "media that allows an individual to become the main body and share his or her own created and processed content with the public in the form of a diary."The study of Gumbrecht (2004) deals with blogs as a new medium, evaluating blogs as a communication medium that can replace social interaction due to their two-way nature [7], while Herring et al (2005) says blogs are both excellent interactive tools [8] and a communication tool suitable for self-expression [9]. These studies talk about the possibility that blogs will replace existing communication channels.Blogs are frequently updated with recent data organized in chronological order, and titles and texts are also exposed on the first screen. Also, each post is reflected at the same time as it is written,has a unique address, and is woven like a net through a traceback. Traceback is one of the main functions used in blogs, which is simply to automatically generate reverse links, write remote comments, and inform them. This serves to create a communication network by creating a link between blogs that are strictly one-person media oriented, and after reading someone's blog and writing their opinions about the blog, exchanging tracebacks, links to new postings are attached under the original text.The contents of a blog are less editable and more public than traditional Internet postings, and are capable of communicating one-on-one, one-to-many, and many-to-many. In addition, the biggest technical characteristic of blogs is the convenience of operating their own blogs by entering websites such as portals, signing up for membership, and entering a few options.Combining these characteristics of blogs, blogs can be defined as "media [10] in which an individual can freely create, collect, and process content he or she wants in the form of a diary and share it with acquaintances around him or the anonymous public." Blogs can be distinguished from existing Web communities in terms of 'personality' in which one individual becomes the main agent of operation, and can be differentiated from existing websites in terms of 'connectivity' that they are linked in various ways with other bloggers.The variety of information delivery features and unique characteristics of blogs suggest that blogs can be used as a more efficient tool for information delivery beyond the constraints of web pages that deliver information in a relatively one-way direction [11] and the format and content aspects of blogs make the existing web an important marketing tool in terms of the strong tendency to remeasure [12].The tourism industry also recognizes the

importance of Internet marketing using blogs, and in particular, the images provided by blogs can be used as a communication tool to connect potential travelers and destinations by recording memories of experience and providing users with prior information through photos, and turning potential travelers into actual travelers [13]. Travel blogs have the advantage of securing the credibility of blog users where information providers are ordinary people, not providers of services or product sellers. Given that the information provider is an ordinary person and does not have a specific purpose, it has the advantage that users can feel homogeneity and intimacy, and that they can easily sympathize with the information provider's experience by visiting with the purpose of sharing hobbies or learning other people's opinions rather than doubts about information.

2.2 Travel Blog Quality

The information provided by the travel blog is becoming an important tool for selecting a travel destination, and it is necessary to measure the quality of the travel blog in a situation where users want to gain trust. Websites with useful information and additional benefits available to consumers can improve the reputation of tourist destinations and help increase sales. However, users of the tourism information website are composed of various stakeholders, and because they have opposite goals, it is difficult to measure the quality of the website [14], and a multidimensional approach is required to measure the quality of the website. In addition, there is a need for a model that directly targets interactions and technologies that can reflect the characteristics of the website.

There are studies that measure the quality of websites and customer satisfaction [15], but it is necessary to identify the factors that determine the overall quality of websites and to empirically analyze the relationship between them [16].

In this respect, the recent research trend is not only to determine the dimension of website quality, but also related studies to determine the relationship with the performance aspect are being actively conducted. These studies follow a multidimensional method that can reflect website characteristics for website evaluation. Hong Il-yu (2002) presents a model consisting of content, community, commerce, design, and technology in terms of website operation and management, and Kyung-Soo Jung (2003) is based on the WebMAC business model suggested by Small & Arnone (2000). Interesting factors and semantic factors are explained as factors that induce motivation to use the website, and structural factors and usability factors are divided into individual expectations.

In addition, Mihee Lim, Sooyoung Choi and Heeseok Lee (2004) presented four aspects of system, information, service and interest, and compared them by site type by dividing them into finance, internet shopping mall, and entertainment/entertainment. Yang et al. Based on the model (TAM), the quality dimension was divided into usefulness of contents, information quality and usefulness of information richness, accessibility, and system quality of interactivity, and the relationship with the performance aspect was illuminated. Yoo Ji-young, Jo Yong-gil, and Ik-soo (2005) examined user satisfaction by extracting common factors from the evaluation factors of information systems and websites and dividing them into information, design, interface and customer service factors of tourism information.

Meanwhile, techniques for measuring the effectiveness of tourism information websites have generally used a method of evaluating based on the content items of the website. Lee Mi-Hye and Lee Soo-jin (2002) categorize tourism information website items into content factors related to transportation, accommodation, tourist destination information, bulletin boards, guest books, community factors related to community functions, and other factors related to search engines and link sites.

Kim Yeong-seo, Lee Hyun-seo, and Koo Bon-hee (2002) evaluated the tourism information system from the user's point of view, divided it into four dimensions: general travel information, related site links, operation-related, and additional support services, and then evaluated detailed evaluation items for each dimension. However, such studies based on the characteristics of each website item have a limitation that it cannot be considered as guaranteeing the quality of the website even if the website has high content performance.

Existing studies have applied the research results to the tourism sector, but most of the studies are limited to specific business types such as hotels, lodging, and travel agencies, so the evaluation of tourism information websites also affects the concept of website quality. It is necessary to view the tourism information website from the perspective of being able to integrate individual sectors of the private and public sectors reflecting the characteristics that come from handling service products while being heterogeneous complex products.

Therefore, this study was based on the results of Kim Doo-kyung, Jang Seong-su, and Kang Jae-eun (2006), which categorizes tourism website quality into four dimensions: information quality, service quality, system quality, and interest quality, and verifies the effect on users' satisfaction. The effect of the quality of travel blogs on user satisfaction and revisit intention was examined.

2.3 Satisfaction of Travel Blog Users and Intention to Revisit

Satisfaction is subjective because it is perceived differently by each person to the extent that the individual feels utility. Blogging allows users to express satisfaction with the difference in the expected effects and experience of the time spent on blog visits. In other words, the subjective psychological state resulting from comparing the level of user expectations with the level of awareness of the actual experience in a travel blog visit is satisfactory. In the end, satisfaction can be said to be determined by the results of subjective judgments about previous expectations and experiences, which can be assessed on a judgment basis through personal feelings [17] and can be determined by psychological factors [18]. The definition of user satisfaction is classified according to whether it is based on one-time experience or multiple iterative experiences. In terms of one-time transactions, user satisfaction looks at transactions from a specific perspective. From the perspective of multiple iterative transactions, it is defined as the cumulative user satisfaction called assessment based on experience accumulated over time [19].

Based on this definition of user satisfaction, the satisfaction level of travel blog users can be defined as 'the result obtained from the experience of blogging or from the satisfaction of the purpose of use'. The satisfaction level of travel blog users is affected by various factors, such as blog images and users' feelings, but especially by the qualitative perception of services encountered while visiting the travel blog. Therefore, research on factors affecting the satisfaction of travel blogs should measure the quality components of blogs and determine the impact of these quality factors on satisfaction. Many studies have been conducted on the satisfaction of website users and their intention to revisit. Studies have shown that the higher the satisfaction level, the more positive the intention of revisiting. The higher the satisfaction level of using the website, the higher the willingness to revisit [20], [21], [22]. Chen & Wells (1999) looked at the impact of travel blog users' satisfaction on their willingness to revisit through research results on website satisfaction and intention to revisit [23]. Attitudes toward websites are important decisions for users to use websites, such as willingness to revisit websites show one's human nature. In other words, the higher the user's satisfaction with the website, the more willing they are to revisit the website.

Table 1. Conceptual Definition of user Satisfaction [26].

Researcher	Definition	Attribute of Satisfaction
Howard & Sheth (1969)	The cognitive state of a user who feels appropriately or improperly compensated for the price paid by the user.	Cognitive Condition
Hunt (1977)	The experience was at least better than expected.	Evaluation of users after cognitive process
Engel & Blackwell (1982)	Assessing that the chosen alternative was consistent with the prior belief in the alternative.	
Westbrook & Reily (1983)	An emotional response to an experience caused by or involving a particular product or service purchased, a retailer, or behavior, such as shopping or purchasing behavior	Emotional Reaction
David & Wilton (1988)	User's response to the difference between prior expectations and perceived performance after use	
Bain & Griffen (1998)	User's response to the difference between prior expectations and perceived performance after use	Response to Satisfaction combined with Cognitive/Emotional Responses
Oliver (1981)	A composite state of mind caused by a combination of inconsistent expectations and user's preconceived feelings about the experience	

3. Research Model Design and Methodology.

3.1 Research Methodology

The questionnaire used in this study is based on prior research on travel blogs mentioned in the theoretical background and prior study on their satisfaction and intention to revisit, consisting of 21 questions about travel blog quality characteristics of users of travel blogs, 2 questions related to usability, and 7 questions on demographic characteristics to identify respondents' characteristics as shown in table 2. The form of the questionnaire was measured using nominal measures for demographic details, and the questions related to travel blog quality characteristics, usability, and revisit intentions were measured using the Likert 5-point scale (1=not at all, 2=no, 3=yes, 4=yes, 5=very so). The survey targets the public in Korea who visit travel blogs, and the sampling is based on the "Convenience Sampling" of non-probability sampling. In particular, considering difficulties in collecting data and the expected number of appropriate cases, blog-related lectures were taken at the lifelong education centers of two universities in Seoul, and surveys were conducted for two weeks from December 16, 2019 for ordinary people with experience using travel blogs. A total of 250 self-administered QSM questionnaire were collected, but a total of 197 copies were analyzed excluding 13 copies that could not be used due to insincere responses or missing parts of the survey. To carry out this study, frequency analysis was performed to identify demographic characteristics using the SPSS statistical package. Reliability and validity analysis, factor analysis, and multiple regression analysis were performed for the test of the research theory.

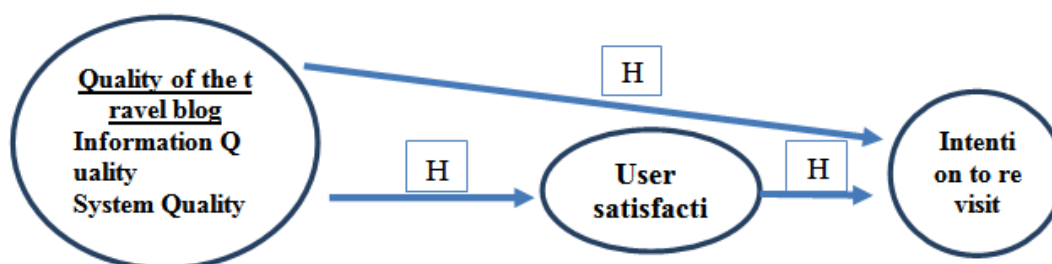
Table 2. Operational Definition of Variables and Composition of Questionnaires

Variable	Operative definition	Source	Scale	Question
Quality of the travel blog	Information	Kim Doo-Kyung et al. (2006), Lim Mi-Hee et al. (2004)	Likert 5 point Scale	7
	System			6
	Service			3
	Interest			5
User Satisfaction	Satisfaction after blogging, such as overall satisfaction and satisfaction with the purpose of use			2
Intention to Revisit	Intended to use blogs continuously, such as the intention and preference of revisiting			2
Demographic characteristics	Gender, age, occupation, marital status, level of education, monthly average income	-	Nominal scale	7

3.2 Research Model and Hypothesis

In order to establish the relationship between the quality of travel blogs, user satisfaction, and the intention to revisit, the research model as shown in Figure 1 was presented and the research theory was divided into <H1>~<H3>.

Figure 1. Relationship between the Quality of the Travel Blog, user Satisfaction, and Intention to Revisit



<H1> Travel blog quality will have a positive impact on user satisfaction.

H1-1: Information quality will have a positive effect on user satisfaction.

H1-2: System quality will have a positive effect on user satisfaction.

H1-3: Service quality will have a positive effect on user satisfaction.

H1-4: Interest quality will have a positive effect on user satisfaction.

<H2> The quality of the travel blog will have a positive effect on the intention to revisit.

H2-1: Information quality will have a positive effect on revisit intention.

H2-2: System quality will have a positive effect on revisit intention.

H2-3: Service quality will have a positive effect on revisit intention.

H2-4: Interest quality will have a positive effect on revisit intention.

<H3> User satisfaction will have a positive effect on the intention to revisit.

4. Results

4.1 Investigating Properties of the Target Sample

The demographic characteristics of the entire sample in response to the survey in this study are shown in Table 3. In terms of gender, 56.3 percent were men, slightly higher than 43.7 percent were women, while 74.1 percent were married people and 25.9 percent were unmarried. As the survey targets reflect the characteristics of ordinary people attending lifelong education centers at universities, the age group was 46.7 percent in their 30s and 33 percent in their 40s, followed by office workers with 69.5 percent including government officials, professionals and self-employed businesses. The level of educational background was estimated to be 82.2% of the total, followed by 48.2% for more than 4.01 million won, 14.7% for between 2.51 million won and 3 million won, and 13.7% for between 3.51 million won and 4 million won.

Table 3. Demographic Characteristics

Characteristics	Division	N	Percentage (%)	Characteristics	Division	N	Percentage (%)
Gender	Male	111	56.3	Marital Status	Married	146	74.1
	Female	86	43.7		Single	51	25.9
Age	20's	26	13.2	Level of Education	a high school graduate or below (inclusion of school attendance)	35	17.8
	30's	92	46.7		College student	110	55.8
	40's	65	33.0		College graduation	51	25.9
	50's	14	7.1		Postgraduate ideal	1	0.5
	self-employment	12	6.1		Less than 1.5M won	2	1.0
Occupation	Office work	137	69.5	Monthly Average Income	1.51M to 2M won	13	6.6
	Professional occupation	14	7.1		2.01M to 2.5Mwon	16	8.1
	Public officer/Soldier	27	13.7		2.51M to 3M won	29	14.7
	College Student	3	1.5		3.01M to 3.5M won	15	7.6
	Housemaker	2	1.0		3.51M to 4M	27	13.7

			won		
ETC.	2	1.0	Over 4.01M won	95	48.2
N = 197 (100.0%)					

4.2 Verification of the Reliability and Validity of the Variables

An exploratory factor analysis using the varimax method by the orthogonal rotation method was conducted on four constitutive concepts: information, system, service, and interesting quality of travel blog. The criteria for being recognized as one independent factor meet the criteria for an eigenvalue of 1.0 or higher and for an owner's redness of 0.50 or more and are set as factors that consist of at least two items. According to this criterion, travel blog quality was divided into six factors, as shown in Table 4, and 70.17% of the total variation was explained.

The factors of travel blog quality are Factor 1 'Information Diversity Quality' such as diversity of information and content, usefulness, timeliness and appropriateness. The factor consists of four items and explained the variation of 38.22% (Eigen value=8.03) of the total. By averaging these four items, the 'Information Diversity Quality' index was configured for further analysis (M=3.56, SD=0.77, and, $\alpha=0.84$).

Factor 2 represents the part of 'Interest Quality' that provides a factor that induces fun, enjoyment, interest and induces voluntary participation. This factor described 9.31% (Eigen value=1.96) of the total randomness, and the average value of the four items that make up this factor was obtained to create an 'Interest Quality' index (M=3.44, SD=0.66, and $\alpha=0.85$).

Factor 3 refers 'Service Quality' dimension that provided quick answers to questions, continued service, and trusted for security. This factor described 6.60% of the total randomness (Eigenvalue=1.39) and was composed of four items and calculated the 'Service Quality' index as the average value of these items (M=3.07; SD=0.62, $\alpha=0.75$).

Factor 4 is 'System Quality', consisting of three items representing fast connection speed, concise design and composition and explained 6.11% (Eigen value = 1.28) of the total variation. The average value of the items was obtained to obtain the 'System Quality' index (M=3.71, SD=0.67, $\alpha=0.71$).

Table 4. Factor Analysis and Reliability Analysis of Travel Blog Quality

Factors	Measurement Item	Component					
		1	2	3	4	5	6
Information diversity Quality	Diversity of information and contents	.793					
	Usefulness of information and contents	.772					
	Suitability and timeliness of information and contents	.707					
	Provision of information and contents appropriate to the purpose of use	.673					
Interest Quality	Providing factors that cause fun		.841				
	Providing elements of pleasure		.824				
	Providing elements of interest		.816				

	Providing factors that encourage voluntary participation	.540				
	*Providing elements to focus immersion and attention	.493				
	Provide quick answers to questions	.814				
Service	Trust in security	.658				
Quality	Reliable service of expected service	.560				
	Provide continuous service when needed	.526				
	Fast connection speed and page loading speed	.777				
System	Concise design for Communication	.672				
Quality	Easy to get the information you want	.622				
	Accuracy of information and content	.682				
Information	Provision of the latest information	.673				
accuracy	Reliability of information and content	.609				
Quality	Easy to use	.822				
Usability	Connect when you want	.732				
Quality						
Eigen value		8.026	1.955	1.386	1.282	1.081
Explanatory variable (%)		38.221	9.311	6.601	6.107	5.146
Cumulative variable (%)		38.221	47.532	54.133	60.239	65.385
Cronbach's Alpha		.838	.849	.748	.742	.781
						.693

Note: * The items are independent factors and do not meet the criteria

Factor 5 consists of three items: 'Information accuracy quality', which indicates the accuracy, updated and reliable information and content. This factor accounts for 5.15% of the total randomness and is represented by the 'Information Accuracy Quality' index as the average value of the items ($M=3.32$, $SD=0.74$, and $\alpha=0.78$).

Factor 6 is 'Usability quality', consisting of two items that express easy to use and accessible when desired, and explained 4.78% (Eigen value=1.00) of the total variation. The average value of the item was obtained to calculate the 'Usability quality' index ($M=3.78$, $SD=0.81$, $\alpha=0.69$).

As a result of analysis of factors on travel blog quality such as information, system, interest, and service quality, 'service quality' was found to be four items including trust in security that was equivalent to system quality, and 'interest quality' was refined into four items from five items, but information quality was divided into 'information diversity quality' and 'information accuracy quality' and system quality was newly found to be 'system quality' and 'usability quality'. Since the travel blog is run by the general public, it seems that the diversity of information and the evaluation of accurate information are important variables, and the ease of searching and using other personal blogs besides the blogs provided by the portal is considered important.

Next, the reliability of the two-item user satisfaction test showed that the Cronbach's Alpha was high at 0.85, with the average value of the two items being obtained to construct the 'Satisfaction' index ($M=3.51$, $SD=0.81$, $\alpha=0.85$). As a result of reliability verification of the two-item 'Intention to revisit' along with satisfaction, the Cronbach's Alpha was high at 0.88. By averaging these two items, the 'Intention to revisit' index was configured for subsequent analysis ($M=3.47$, $SD=0.82$, $\alpha=0.88$).

4.3 The Effect of Travel Blog Quality on User Satisfaction

To verify that the quality of the travel blog extracted through the factor analysis affected user satisfaction and how much it affected, the results were summarized in Table 5.

Table 5. Result of Hypothesis 1

Factors	Non-Standardization Factor		Standardization Factor	t	P
	B	Standard Error	Beta		
Invariable Number	-.155	.277		-.559	.577
Information Diversity	.204	.071	.194	2.871	.005**
Interest	.266	.075	.216	3.531	.001**
Service	.345	.084	.265	4.107	.000***
System	.318	.070	.287	4.540	.000***
Information Accuracy	.005	.075	.005	.072	.942
Usability	-.034	.061	-.030	-.562	.575
R ² =.562 Adjusted R ² =.548 F=61.456 p=.000 Durbin-Watson=2.202					
*P<0.05, **P<0.01, ***p<0.001					

In the regression model, the F value showed a value of 61.456 at p=.000, which was statistically significant at the significance level of .001, and it has 56.2% explanatory power of the total variance. The t-verification results for the regression coefficients of properties injected into the regression equation showed that the quality of the service, system quality, was statistically significant at a significant level .001, positive preference, and interesting quality at a significant level .01, and information accuracy and usability quality were not statistically significant. Looking at the relative importance of the four statistically significant quality factors, the magnitude of the regression coefficient was shown to be large in order of system 0.287, service 0.265, interest 0.216, and positive 0.194.

The system quality factors representing the speed of access, loading speed, and concise design and composition for information have been shown to have the greatest impact on user satisfaction, which can be interpreted as placing importance on the speed of the portal site to which the blog belongs, along with the importance of design and layout. Next, interesting factors that indicate the quality of service that provides quick answers to questions and continuous service, the quality of interest that causes fun and enjoyment, and the diversity and usefulness of information and content also affect users' satisfaction. As a result, the higher the quality of the travel blog, the more systems, services, interests, and positive quality, the more positive the consumer satisfaction can be interpreted.

4.4. The Influence of Travel Blog Quality on Users' Intention to Revisit

A multi-recursion analysis was conducted to verify the impact of travel blog quality factors on users' intention to revisit. As shown in Table 6, in the regression model, the F value is 20.955 at p=.000, which was statistically significant at the significance level of .001, and it has 39.8% explanatory power of the total variance.

Table 6. Result of Hypothesis 2

Factors	Non-Standardization Factor		Standardization Factor	t	P
	B	Standard Error	Beta		
Invariable Number	.175	.327		.536	.592
Information diversity	-.036	.084	-.034	-.432	.666
Interest	.468	.089	.377	5.256	.000***
Service	.188	.099	.144	1.899	.049*
System	.260	.083	.233	3.140	.002**
Information accuracy	.030	.089	.027	.339	.735
Usability	.068	.072	.060	.944	.346

$R^2=.398$ Adjusted $R^2=.379$ $F=20.955$ $p=.000$ Durbin-Watson=2.138

* $P<0.05$, ** $P<0.01$, *** $p<0.001$

The results of the t-verification of the regression coefficients of the properties injected into the regression equation show that the quality of interest is significant at .001, system quality was shown to be statistically significant at a significant level of .01, and service quality was not statistically significant at a significant level of .05. Looking at the relative importance of the three statistically significant quality factors, the magnitude of the regression coefficient was shown to be large in the order of interest 0.377, system 0.233 and service quality 0.144.

Interest quality, which creates interest and enjoyment and provides a factor that induces voluntary participation, has been shown to have the greatest impact on users' intention to revisit, which not only searches travel information on blogs but also induces participation, and interesting content can be interpreted as important in travel blogs. In addition, service quality factors that continuously provide reliable and expected services for the system quality and security representing connection speed and concise design and composition also affect users' intention to revisit. As a result, the higher the quality of interest, system and service among travel blog quality, the more positive the user's willingness to revisit.

4.5. Influence on User Satisfaction on Intention To Revisit

Regression analysis was conducted to verify the impact of user satisfaction on the intention to revisit. The results of the analysis showed that the regression model, the F value showed a value of 283.806 at $p=.000$, which was statistically significant at the significance level of .001, as shown in Table 7, and it has 59.3% explanatory power of the total variance. The higher the user's satisfaction, the higher the number of intention to revisit.

Table 7. Result of Hypothesis 3

Dependent Variables	Independent Variables	Non-standardization Factor		Standardization Factor	t	p
		B	Standard Error	Beta		
Intention to revisit	Invariable (number)	.748	.166		4.508	.000
	User satisfaction	.775	.046	.770	16.847	.000***

$R^2=.593$ Adjusted $R^2=.591$ $F=283.806$ $p=.000$ Durbin-Watson=2.102

*** $p<.001$

Overall, the higher the system, service, interest, and positive quality, the higher the user's satisfaction; the higher the interest, system, and service quality, the higher the user's intention to revisit; and the higher the user's satisfaction, the higher the user's intention to revisit. The main quality factors affecting users' satisfaction and intention to revisit are system quality, interest quality and service quality, and bloggers who run travel blogs need to make efforts to develop these factors.[36]

5. Conclusion

This study looked at travel-related blogs, whose importance has been increasing as quality of life and leisure activities have been noticed, and examined the relevance and influence between the quality of travel blogs, user satisfaction, and the intention of revisiting. Despite the increased role of travel blogs, in the absence of prior research on the quality of blogs from the perspective of bloggers and users, this study found the quality factors of travel blogs based on the quality dimensions of preceding studies on the quality and satisfaction of tourist information websites, revealed their usefulness, and examined the impact of travel blogs' quality on users' satisfaction and intention to revisit through a causal research model. The analysis revealed that there is a positive relationship between the quality and user satisfaction of the travel blog, the satisfaction of the users and the revisit, and the quality of the travel blog and the revisit. Specific results and implications of this study are as follows. First, six components of travel blog quality were derived, unlike the information, system, service, and quality of interest on tourist information websites, such as information diversity quality that indicates diversity and usefulness of information and content, quality of service that causes fun and enjoyment, quality of system that indicates speed of access and design, accuracy of information and content, quality of information that provides the latest information, and easy-to-use usability quality. These results can be interpreted as consisting of more diverse factors than tourist websites, depending on the characteristics of blogs operated on information provided by service providers such as travel agencies or non-product sellers. Second, the quality of travel blogs affecting user satisfaction was shown by systems, services, interests, and information diversity quality, among which the system quality representing access speed, page loading speed, design, etc. was the most influential. The travel blog provides continuous service through a concise design, indicates that the factors causing interest and the need for a variety of information and content. Third, the effect of travel blog quality on revisit intention was found that interest, system, and service quality had a positive effect, and the interesting quality factor that caused pleasure and fun was the biggest influence. These results suggest that bloggers who run travel blogs should pay attention to the speed and design aspects of the site, quick feedback on questions, and factors that cause fun and pleasure to differentiate themselves from other blogs, as well as various and accurate information. However, this study conducted a survey for those who have experience using travel blogs in the process of collecting research subjects, and in future studies, it would be more practical to conduct online surveys for those who used blogs directly in conjunction with bloggers who run travel blogs. Further research may also be meaningful to divide the different types of travel blogs and look at their respective quality.

REFERENCES

- Jeong-hoon Moon (2005). The effect of the system quality perceived by blog users on customer loyalty, e-business research, 6 (3): 95-118.
- Chulho Cho and Kang Byeongseo (2007). The Effect of Blog Service Quality on Service Value and Customer Satisfaction: Focused on Cyworld, Journal of Quality Management, 35 (1): 35-51.

- Daehwan Kim (2004). The effect of the quality and usefulness of website tourism information on user satisfaction, *Tourism and Leisure Research*, 16 (2): 121-138.
- Mi-hee Lim, Soo-young Choi, and Hee-seok Lee (2004). Derivation of factors influencing website success and comparative analysis by website type, *Management Information Science Research*, 14 (2): 1-20.
- Doo-Kyung Kim, Sungsoo Jang, and Jaeun Kang (2006). A Study on the Quality Evaluation of Tourist Information Websites: Focusing on Visitors to Jeju Area, *Tourism and Leisure Research*, 18 (3): 311-325.
- Johnson, T. J. & Kaye, B. K. (2004). Wag the Blog: How to reliance on traditional media the internet influence, *Journal and Mass Communication Quarterly*, 81(3): 622-642.
- Gumbrecht, M. (2004). Blogs as "protected space". *WWW 2004Workshop on theWeblogging Ecosystem: Aggregation, Analysis and Dynamics*.
- Herring, S., Scheidt, L., Bonus, S., & Wright, E.(2004). Bridging the gap: A genreanalysis of weblogs, *Proceedings 37th Annual HICSS Conference, 2004*. Big Island, Hawaii.
- Han Sun (2006). A Study on the Aspects and Implications of Meaning Practice through Blog, *Korean Journal of Journalism*, 50 (5): 354-383.
- Kim Kyung Hee, Bae Jin-ah (2006). Blogging communications research by bloggers in their30s, *Journal of the Press of Korea*, 50(5): 5-29.
- Kwon Sang-hee (2005). Blog style: research on genre type analysis according to communicator, composition, content, and connectivity, *Cyber Communication Journal*, 15: 93-134.
- Sang Hee Kwon and Jisoo Woo (2005). Blog Media Research: A Study on Blog Usage and Satisfaction and Cognitive Behavior, *Korean Journal of Broadcasting*, 19 (2): 419-460
- Lin, Y. S. & Huang, J. Y. (2006). Internet blogs as a tourism marketing medium: A case study, *Journal of Business Research*, 59: 1201-
- Lee Mi-hye and Lee Soo-jin (2002). Research on tourism information website evaluation, *cultural tourism research*, 4 (2): 199-221.
- Palmer, J. W.(2002). Web site usability, design, and performance metrics, *Information Systems Research*, 13(2): 151-167.
- [16] Liu, L. & Arnett, P.(2000). Exploring the factors associated with Web site success in the context of electronic commerce, *Information and Management*, 38(1): 23-33.
- Kyunghee Lee (2003). Analysis of service quality evaluation of festivals: Focusing on the Hanbat Cultural Festival in Daejeon, *Cultural Tourism Research*, 5 (2): 29-33.
- Dong Woo Ko (1998). Critical Review of Priority Tourism Behavior Research, *Tourism Studies*, 22 (1): 207-229.
- Cho Kwang-haeng and Bong-kyu Park (1999). A Study on the Influence of Conversion Barriers and Customer Satisfaction on Store Loyalty, *Business Studies*, 28 (1): 127-149.
- Ji-Hwan Yoon, So-Yeon Choi, Je-Jeon Park, and Chun-Kon Kim (2006). The Effect of Internet Service Quality of Travel Agencies on Customer Satisfaction and Customer Loyalty, *Tourism Research Journal*, 20 (2): 201-216.
- Sam-Kwon Jung, Hyun-Sook Seo, and Jung-Woo Byun (2007) The Effect of Organizational Public Relations of Travel Agency Website Users on Customer Satisfaction and Loyalty, *Tourism Research Journal*, 21 (2): 19-37.
- Lee Joo-hyun and Choi Young-gyun (2002). The impact of interaction on search engine websites on the consumer's involvement and attitude toward the site, intention to revisit the site, and research in advertising, 13 (5): 223-247.
- Chen, Q. & Wells, W. D.(1999). Attitude toward the site,*Journal of Advertising Research*, 39(5), 27-37.
- Kim Doo-Gyung, Jang Sung-Soo, Kang Jae-Eun(2006). The Research on Evaluating the Quality for a Website of Providing Tourism Information, *Tourism & Leisure Research*,18(3),311-325.

- Joung Man Kim, Sung Teak Lim (2004), The Effect of Hotel Web Service Quality on Customer Satisfaction, Word of Mouth and Visit, *Tourism Research*, 27(4), 266-270.
- Moon Kyung Joo (2007), A Study on the Effect of Festival Website Service Quality and Web Usage Behavior on Satisfaction and Behavior, Doctoral Thesis at Graduate School of Kyunggi University, p.3
- You Ji Young, Cho Young Kil, Lee Ik Soo (2005), Assessment factors of Tourism Information Web Sites, *Tourism Research Journal* 19(2), 129-142.
- Jung Kyung-Soo (2003). An Empirical Study on the Evaluation of Websites by Industry Using WebMAC Business, *Information System Review*, 5(2), 91-108.
- Jung Jae-Wook (2002). A Study on the Evaluation of Websites of Local Governments, Doctoral Thesis of Cheongju University Graduate School.
- Hong Ill- Yoo (2002). A Study on the Mechanism of Evaluation of Internet Shopping Mall Based on 3C-D-T Model, *The Management Studies*, 28(2), 255-270.
- Small, R. V. & Amone, M. P.(2000). Evaluating the Effectiveness of Web Sites, In S. Clarke and B. Lehaney,(Eds.) *Human Centered Methods in Information Systems: Current Research and Practice*, Hershey, PA: Idea Group Publishing.
- Yang, Z., Cai, S., Zhou, Z. & Zhou, N.(2005). Development and validation of an instrument to measure user perceived service quality of information presenting Web portals, *Information and Management*, 42(4): 575-589.
- B. H. Min, S. C. Kim (2017), Study on Growth Strategies of the Magazine Industry in the Digital Platform., *Asia-pacific Journal of Convergent Research Interchange (APJCRI)*,3(4), 65-72.
- [34]Y. Lin (2020), Research on Interactively Digital Display for Cultural Heritage- Discovering the Hall of Mental Cultivation: A Digital Experience Exhibition.” *Asia-pacific Journal of Convergent Research Interchange (APJCRI)*, 6(8), p. 51-67.
- W. Tingting (2020), “Research on User Access Pattern Mining Based on Web Log.” *Asia-pacific Journal of Convergent Research Interchange (APJCRI)*, 6(8), 135-148.
- Hwa-Yeol Choi, Yoo Kyung Lee, "The Effect of Travel Blog Quality on User Satisfaction and Intention to Revisit," *International Journal of IT-based Business Strategy Management*, vol.6, no.1, (2020)
-