FACTORS INFLUENCING TOURISTS' TRAVEL EXPERIENCE SHARING ON SOCIAL MEDIA

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Abstract: As travel-related content of tourist experiences benefits for both tourists to consume information online and for companies by providing insight into how visitors perceive their services, it becomes critical to understand the antecedents of travel experience sharing on social media. The study aims to develop a model of overall satisfaction, perceived enjoyment, motivations, and inhibitor toward sharing travel experiences, where personality factors impact overall satisfaction and perceived enjoyment. Partial Least Squares analysis was performed to evaluate the last experience of 169 Indonesian tourists in Bandung. The study discovers that conscientiousness and openness to experience trait is significant predictor of overall experience satisfaction, and only extraversion trait is identified as a significant predictor of perceived enjoyment. When it comes to predicting travel experience sharing on social media, overall satisfaction, perceived enjoyment, personal fulfillment, and self-actualization reasons have been significant predictors, but altruistic motivations and security and privacy concerns have not. Destination managers should be aware of different travelers' personalities that could impact their satisfaction and perceived enjoyment, influencing their sharing experience behavior. Personalized service and promotion can increase contributors to sharing travel-related content on social media.

Keywords: personality traits, overall satisfaction, perceived enjoyment, travel experience sharing, PLS-SEM

Abstrak: Karena konten pengalaman wisata yang terkait dengan perjalanan bermanfaat baik bagi wisatawan untuk mengonsumsi informasi secara daring maupun bagi perusahaan dengan memberikan wawasan tentang bagaimana pengunjung memandang layanan mereka, maka memahami anteseden berbagi pengalaman perjalanan di media sosial menjadi hal yang penting. Tujuan penelitian ini adalah untuk mengembangkan model kepuasan keseluruhan, kenikmatan yang dirasakan, motivasi, dan penghambat dalam berbagi pengalaman perjalanan, di mana kepuasan keseluruhan dan kenikmatan yang dirasakan dipengaruhi oleh faktor kepribadian. Analisis Partial Least Squares dilakukan untuk mengevaluasi pengalaman terakhir 169 wisatawan Indonesia di Bandung. Studi ini menemukan bahwa jenis kepribadian kehati-hatian dan keterbukaan terhadap pengalaman adalah prediktor signifikan dari kepuasan pengalaman secara keseluruhan, dan hanya jenis kepribadian ekstraversi yang diidentifikasi sebagai prediktor signifikan dari kenikmatan yang dirasakan. Prediktor signifikan berbagi pengalaman perjalanan di media sosial yakni kepuasan keseluruhan, kenikmatan yang dirasakan, serta pemenuhan pribadi dan alasan aktualisasi diri. Motivasi altruistik dan masalah keamanan dan privasi ditemukan tidak mempengaruhi berbagi pengalaman perjalanan di sosial media. Manajer destinasi harus menyadari kepribadian wisatawan yang berbeda dapat memengaruhi kepuasan dan kenikmatan yang dirasakan yang pada gilirannya memengaruhi perilaku berbagi pengalaman mereka. Layanan yang dipersonalisasi dan promosi dapat ditawarkan untuk meningkatkan kontributor berbagi konten terkait perjalanan di media sosial.

Kata kunci: ciri-ciri kepribadian, kepuasan keseluruhan, kenikmatan yang dirasakan, berbagi perjalanan perjalanan, PLS-SEM

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INTRODUCTION

The shift from firm-centric to individual-centric business logic, product and service offering to experience the environment changes the role of information and technologies (ITs) in business practices (Ramaswamy, 2005). Travelers can act as users of technologies, co-producer of meaningful experiences, and storytellers (Gretzel et al. 2006). Storytelling about experiences can help tourists remember and give them meaning (Gretzel et al. 2006). Travelers can now use various media technologies to tell their stories, such as social media and even commenting on the tourism provider's promises (Buhalis and Inversini, 2014).

Younger travelers use Instagram and Facebook more (TripAdvisor, 2016). According to Kemp (2021), Indonesians used social media at a rate of 61.8% in January 2021. According to the same report, Indonesians use Youtube, WhatsApp, Instagram, Facebook, and Twitter, with Youtube having the most users. Millennials are aged 18–24 and 25–44 dominate as users (Kemp, 2021). Younger travelers or Millenials averaged have personal income, are more likely to allocate leisure activities, and are independent decision-makers (Kaihatu et al. 2020).

However, social media is used more for consumption (e.g. trip planning) than producing (e.g. sharing experience, posting, review). Regrettably, only 17% of travelers have ever posted travel-related content on the internet (Yoo and Gretzel, 2011). Understanding antecedents why tourists would generate content regarding their travel experience would benefit potential travelers and businesses. Numerous studies have been carried out mainly focuses on social media posts and storytelling as tools for co-create value, information adoption from social media, tourists' motivations, cost-benefit effect, and social influence (Sorensen et al. 2017; Üçok Hughes et al. 2016; Chung et al. 2015; Chung and Koo, 2015; Munar and Jacobsen, 2014; Wang and Li, 2017; Kang and Schuett, 2013; Kumar et al. 2020; Oliveira et al. 2020; Wilson et al. 2012; Bakshi et al. 2021) but lacking in pinpointing at the personality features that might be a potential predictor. Several studies found that personality traits influence technology use (Devaraj et al.2008; Ehrenberg et al.2008) and technology acceptance (Özbek et al.2014).

To know the antecedent why tourists would be social media creators, previous research has found that perceived enjoyment is a significant predictor. Kang and Schuett (2013) and Oliveira et al. (2020) have tested perceived enjoyment as a mediating role to understand why travelers do the sharing. As perceived enjoyment gained substantial attention, the role of overall experience satisfaction to predict sharing experience behavior becomes a potential area to be tested since previous research fails to appoint their relationship. Thus, the present study aims to develop a model of overall satisfaction, perceived enjoyment, motivations, and inhibitor towards travel experience sharing, where personality traits influence satisfaction and perceived enjoyment. The approach used to achieve the objective is implementing a quantitative study using PLS-SEM analysis.

Due to the scope of this research, the context of the study is limited to Indonesian tourists visiting Bandung tourist destinations during the past year (2020-2021). Bandung is considered a multi-attraction destination is encompassing culture and heritage, history and education, shopping center and local foods, and even nature-based tourism destinations. Historical data of several Indonesian Tourist Trips in 2015-2019 showed that the highest average number of tourist arrival in Indonesia is centralized in West Java Province (BPS, 2021), with the highest average number of tourists centralized in Karawang, Bandung, and West Bandung (BPS, 2021). Therefore, Bandung is a potential tourist destination to be developed in Indonesia.

As storytelling facilitates value co-creation behavior (Yi and Gong, 2013), and reflect the experience after the trip (Pera, 2017), this study will contribute to the body of knowledge of value co-creation based on the exchange of experiences and its relationship with personal differences, experience satisfaction, as well as motivations and inhibitor. The current study will also enhance destination managers' understanding of what drivers will benefit them to facilitate interaction with tourists and understand traveler experience to enhance their service quality.

METHODS

Quantitative research was employed to enable the generalization of the result. Data were obtained in August 2021 by sending an online survey to millennials

who use Facebook, Instagram, Twitter, personal blogs/websites, TikTok and/or YouTube. The study's target is domestic tourists, and a questionnaire was compiled using Bahasa. The study's participants are Indonesian tourists who have recently visited Bandung (2020-2021). The survey included 169 domestic tourists. Data were analyzed using PLS-SEM. The number of samples is qualified with the 10 times rule by Barclay et al. (1995). PLS-SEM is preferred over covariance-based SEM for theory testing, and it easily integrates reflective and formative measurement methods (Hair et al. 2017).

We follow Yoo and Gretzel (2011) who used 5 self-descriptive phrase items from the International Personality Item Pool (IPIP, 2008; Goldberg, 1999) to measure personality traits. Perceived enjoyment scale adapted from Amaro et al. (2016), and overall satisfaction scale adapted from Liu et al. (2017).

Altruistic motivations, personal fulfillment and self-actualization, and security and privacy reasons are adapted from Oliveira et al. (2020). The items were measured on a 5-point Likert scale ranging from 1-Strongly Disagree to 5-Strongly Agree. Travel experience sharing scale adapted from Amaro et al. (2016) and measured using a 5-point Likert scale, ranging from 1-Never to 5-Always. The detailed items are provided in Table 1.

We hypothesized that personality traits would influence overall satisfaction and perceived enjoyment of sharing travel experiences. In contrast, travel experience sharing is influenced by overall satisfaction, perceived enjoyment, altruistic motivations, personal fulfillment and self-actualization, as well as security and privacy reasons. The conceptual model is provided in Figure 1.

Table 1. Constructs and Items

Constructs	Item	Measurement
Personality Traits		
Extraversion (IPIP, 2008; Goldberg, 1999)	Ext1	I talk a lot to different people during my trip
	Ext2	I feel comfortable around people
	Ext3	I start conversations
	Ext4	I make friends easily
	Ext5	I do not mind being the center of attention
Agreeableness (Ag) (IPIP, 2008; Goldberg, 1999)	Ag1	I sympathize with others' feelings
	Ag2	I am concerned about others
	Ag3	I respect others
	Ag4	I believe that others have good intentions
	Ag5	I trust what people say
Conscientiousness (Con) (IPIP, 2008; Goldberg, 1999)	Con1	I carry out my plans
	Con2	I pay attention to details
	Con3	I am always prepared
	Con4	I make plans and stick to them
	Con5	I am exacting in my work
Neuroticism (Neu) (IPIP, 2008; Goldberg, 1999)	Neu1	I get stressed out easily
	Neu2	I worry about things
	Neu3	I fear for the worst
	Neu4	I am filled with doubts about things
	Neu5	I panic easily
Openness to Experience (Op) (IPIP, 2008; Goldberg, 1999)	Op1	I get excited by new ideas
	Op2	I enjoy thinking about things
	Op3	I enjoy hearing new ideas
	Op4	I enjoy looking for a deeper meaning in things
	Op5	I have a vivid imagination

Table 1. Constructs and Items (continue)

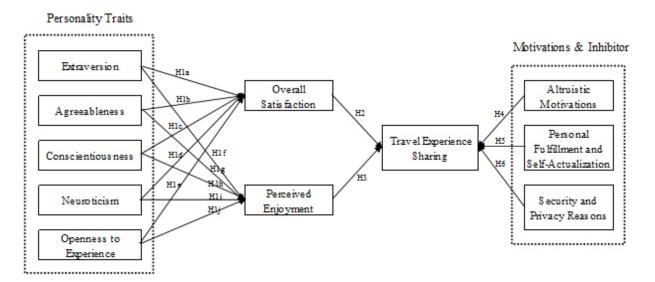| Constructs	Item	Measurement
Perceived Enjoyment (Per) (Amaro et al. 2016)	Per1	Using social media for sharing my travel experience is enjoyable
	Per2	Using social media for sharing my travel experience is fun
	Per3	Using social media for sharing my travel experience stimulates my curiosity
	Per4	I consider the use of social media for sharing my travel experience a big hassle
Overall Satisfaction (Sat) (Liu et al. 2017)	Sat1	I enjoyed my last trip to Bandung
	Sat2	My choice to visit Bandung was a wise one
	Sat3	This tourism experience in Bandung is exactly what I expected
Travel Experience Sharing (Exp) (Amaro et al. 2016)		After the Trip
	Exp1	I write hotel reviews on social media
	Exp2	I post photos/videos on social media
	Exp3	I write reviews of activities/attractions on social media
	Exp4	I write reviews of the destination I visited on social media
		During the trip
	Exp5	I check in to the location I am at/update my location on social media (for example, on Facebook, Instagram)
Motivations and Inhibitor Altruistic Motivations (Alt) (Oliveira et al. 2020)	Alt1	I want to help others
	Alt2	I want to prevent people from using bad products
	Alt3	I want to contribute to social media that are useful for me
Personal Fulfillment and Self-actual-ization (PS) (Oliveira et al. 2020)	PS1	I want to be recognized because of my travel experiences
	PS2	I want to transmit what I want people to think of me
	PS3	It is important to me that people know I travel
Security and Privacy Reasons (SP) (Oliveira et al. 2020)	SP1	My requirements for security and privacy are not satisfied by sharing my travel experiences
	SP2	I am afraid that sharing my travel experiences will place me in danger or reveal my personal information
	SP3	One of the main reasons for not sharing my travel experiences is to preserve privacy and safety

Figure 1. Conceptual model

H1a: Extraversion is positively related to overall satisfaction

H1b: Agreeableness is positively related to overall satisfaction

H1c: Conscientiousness is positively related to overall satisfaction

H1d: Neuroticism is negatively related to overall satisfaction

H1e: Openness to experience is positively related to overall satisfaction

H1f: Extraversion is positively related to perceived enjoyment

H1g: Agreeableness is positively related to perceived enjoyment

H1h: Conscientiousness is positively related to perceived enjoyment

H1i: Neuroticism is negatively related to perceived enjoyment

H1j: Openness to experience is positively related to perceived enjoyment

H2: Overall experience satisfaction will positively impact travel experience sharing on social media.

H3: Perceived enjoyment will positively impact on travel experience sharing on social media.

H4: Altruistic motivations will positively impact on travel experience sharing on social media.

H5: Personal fulfillment and self-actualization will positively impact on travel experience sharing on social media.

H6: Security and privacy reasons will negatively impact on travel experience sharing on social media.

RESULTS

Respondent Characteristics

Since the survey was conducted through an online form which enables us to request a complete answer, we got a 100% usable questionnaire from 169 respondents. Most of the respondents repeat visitors to Bandung as much as 98%, and 2% are first-timers. 73% male and 27% female of the respondents come from the area of West Java (89%), Central Java (4%), DKI Jakarta (4%), East Java (1%), Bali (1%), Bangka Belitung Islands (1%), and Riau Islands (1%). Top three age group aged 25-30 (56%), 20-24 (37%), and 31-40 (5%). Most of the respondents are well educated, 78% of them undergraduate, high school (10%), master degree or more (6%), and diploma (5%). Among them,

the most frequently used social media are Instagram (83%), Facebook (5%), Youtube (5%), TikTok (4%), and Twitter (3%). In visiting Bandung's destinations, the most visited destination category are shopping and culinary destination (60%), nature-based destination (38%), historical and educational destination (2%), and cultural and heritage destination (1%).

We used a Partial Least Squares Structural Equation Model (PLS SEM) variance-based to examine the link between constructs. The proposed model consists of reflective and formative items. All constructs are considered reflective items except travel experience sharing, which contains formative items. Both measurement and structural models evaluation will be explained below.

Measurement Models

To begin, we evaluate the reflective constructs' validity and reliability. Cronbach's alpha and composite reliability should be more than 0.7 when evaluating internal consistency (Hair et al. 2017). According to Table 2, all constructions have values more than 0.7, with the exception of altruistic motivations, which have a value of 0.651. We retain the Altruistic and Motivations constructs since a Cronbach's Alpha of 0.6 is deemed acceptable (Chin, 1998).

The outer loading value should preferably be more significant than 0.7. However, if it is less than 0.7, deletion of indicators with outer loading values between 0.40 and 0.70 is permitted only if the deletion raises composite reliability and Average Variance Extracted (AVE) above the threshold value (Hair et al. 2017). Table 3 contains the detailed outer loadings value. We omit Ag4, Ag5, Ext5, Op5, and Per4 since their values are less than 0.6 and their omission improves composite reliability and AVE. The AVE should be greater than 0.5 to determine convergent validity (Hair et al. 2017). According to Table 2, all AVE values match the criterion.

Finally, the Heterotrait-Monotrait (HTMT) criterion, cross-loadings, and the Forner-Larcker criterion are employed to assess discriminant validity. The HTMT values suggest that all constructs are less than the 0.9 criteria, indicating that discriminant validity has been established (Henseler et al. 2015). The criterion for evaluating cross-loadings is that the outer loadings of an indicator on a construct must surpass all cross-

loadings with other constructs, and the results met this requirement. According to Hair et al. (2017), the square root of the AVE of each construct should be greater than the correlation coefficient of any other construct in the Fornell-Larcker criterion. Once again, the outcome validates the requirement.

The results reveal that all reflective items or indicators met the validity and reliability requirements. Because the model includes formative indicators (Travel Experience Sharing), we test their validity and reliability by looking at their collinearity and outer weights (Hair et al. 2017). Table 4 details the evaluation of the formative indicators. Collinearity of indicators evaluated by Variance Inflation Factor (VIF) should be less than 5. The results demonstrate that all indicators are less than 5, indicating that there is no collinearity problem. The weights of all indicators are positive. However, Exp1, Exp3, and Exp4 have p values >0.05, indicating insignificance. If the loading factor is ≥0.5, the indicator can be preserved, even if it is insignificant (Hair et al. 2017). The results show that Exp1, Exp3, and Exp4 have loading factors ranging from 0.529 until 0.759. This signifies that all formative indicators confirmed all requirements.

Structural Models and Hypotheses Testing

Concerning the evaluation of structural models, first, we assess for collinearity issues based on Variance Inflation Factor (VIF), then evaluate explained variation using R^2, significance level, and path coefficient. The VIF value result range from 1.115 to 1.822 which all of the values are below 5 and had no problems with collinearity. The R^2 generated a value of 0.616, which implies the proposed model explains 61.6% of the variation in travel experience sharing and is considered at a moderate level (Hair et al. 2017). At 5000 iterations, bootstrapping has been executed to generate the significance level. The following hypotheses are accepted from the path coefficient and significance test, the following hypotheses are accepted H1c, H1e, H1f, H2, H3, H5. Meanwhile, H1a, H1b, H1d, H1g, H1h, H1i, H1j, H4, and H6 are rejected because p values are higher than 0.05 and t-statistics are lower than 1.96. The conclusion of structural models and hypotheses testing results is provided in Table 5.

The current study examines the elements that influence travelers' to share their vacation experiences. We hypothesized in the proposed model that perceived enjoyment and overall satisfaction with the experience, motivations and inhibitor factors such as altruistic motivations, personal fulfillment and self-actualization, and security and privacy concerns, all influence people's decision to create travel content on social media. While personality factors have an effect on overall satisfaction and perceived enjoyment.

Table 2. Validity and Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Altruistic Motivations	0.707	0.711	0.837	0.632
Conscientiousness	0.651	0.996	0.773	0.541
Extrovert	0.768	0.776	0.843	0.519
Neuroticism	0.798	0.812	0.869	0.624
Openness to Experience	0.890	0.899	0.919	0.694
Overall Satisfaction	0.824	0.826	0.883	0.654
Perceived Enjoyment	0.817	0.828	0.891	0.732
Personal Fulfillment and Self-Actualization	0.942	0.942	0.963	0.896
Security & Privacy Reasons	0.768	0.796	0.865	0.681
Travel Experience Sharing	0.751	0.905	0.848	0.658

Table 3. Outer Loadings

	Ag	Alt	Con	Ext	Neu	Op	Sat	Per	PS	SP	Exp
Ag1	0.854										
Ag2	0.771										
Ag3	0.757										
Alt1		0.611									
Alt2		0.635									
Alt3		0.920									
Con1			0.660								
Con2			0.706								
Con3			0.785								
Con4			0.761								
Con5			0.683								
Exp1											0.529
Exp2											0.888
Exp3											0.759
Exp4											0.712
Exp5											0.754
Ext1				0.787							
Ext2				0.692							
Ext3				0.852							
Ext4				0.820							
Neu1					0.770						
Neu2					0.888						
Neu3					0.822						
Neu4					0.858						
Neu5					0.823						
Op1						0.822					
Op2						0.788					
Op3						0.795					
Op4						0.829					
PS1									0.883		
PS2									0.794		
PS3									0.796		
Per1								0.961			
Per2								0.954			
Per3								0.923			
SP1										0.598	
SP2										0.872	
SP3										0.925	
Sat1							0.828				
Sat2							0.895				
Sat3							0.842				

Table 4. Formative measurement indicators evaluation

Formative Construct	Item	Weight	P Values	Loading Factor	VIF
	Exp1	0.148	0.091	0.529	1.362
	Exp2	0.572	0.000	0.888	1.583
Travel Experience Sharing	Exp3	0.092	0.431	0.759	3.186
	Exp4	0.176	0.102	0.712	2.806
	Exp5	0.290	0.001	0.754	1.523

Table 5. The results of structural models and hypotheses testing

Path	β	T Statistics	P-Value	Decision
Ext → Sat	0.102	1.257	0.209	H1a Rejected
Ag → Sat	0.112	1.382	0.167	H1b Rejected
Con → Sat	0.250	3.250	0.001	H1c Accepted
Neu → Sat	0.076	1.138	0.255	H1d Rejected
Op → Sat	0.213	2.481	0.013	H1e Accepted
Ext → Per	0.263	2.989	0.003	H1f Accepted
Ag → Per	-0.048	0.476	0.634	H1g Rejected
Con → Per	0.154	1.565	0.118	H1h Rejected
Neu → Per	0.051	0.484	0.628	H1i Rejected
Op → Per	0.064	0.715	0.475	H1j Rejected
Sat → Exp	0.099	2.076	0.038	H2 Accepted
Per → Exp	0.619	8.566	0.000	H3 Accepted
Alt → Exp	0.018	0.327	0.744	H4 Rejected
PS → Exp	0.193	2.479	0.013	H5 Accepted
SP → Exp	-0.003	0.052	0.959	H6 Rejected

We addressed how personality traits affect overall satisfaction. Certain hypotheses about the relationship between conscientiousness and openness to experience to overall satisfaction are accepted, whereas others: extrovert, agreeableness, and neuroticism have an insignificant relationship to overall satisfaction. The findings contrasted with Jani and Han (2014), who discovered that while conscientiousness and openness to experience had no link to overall satisfaction, others do. By comparison with a study done by Jani (2014) that used hotel settings as its research setting, this one looks at the impact that city tourism can have on persons with better scores in high-learning capacity (openness to new experiences) and rule-following (conscientiousness). Bujisic et al. (2015) found that persons who are more receptive to new experiences are more satisfied with different types of experiences than those who are not. The nature of the social relationship of extraversion person, avoid conflict of agreeableness person, and well-managed stress of neuroticism person might not be accommodated by city tourism which has various types of activity and options. In a typical activity like escapist experiences, social interactions and organised activity may be better created and lead to satisfaction (Bujisic et al. 2015). The lack of study in this area necessitates further tests to establish a strong link between personality traits and overall satisfaction.

Extraversion is the only personality trait that has a substantial link with perceived enjoyment, while agreeableness, conscientiousness, neuroticism, and openness to experience have an insignificant relationship with perceived enjoyment. The findings corroborated Wang et al. (2012), who also found that extraversion substantially affects subjective satisfaction in blogging activity. The findings also corroborated Wang's (2010) study, which discovered that extraversion is a major predictor of perceived enjoyment, whereas agreeableness, neuroticism, and openness to experience have no relationship with perceived enjoyment in the context of instant messaging continuation. The probable explanation was that the results were dissimilar due to cultural variations and the different contexts in which the media were used. The current study demonstrates that Indonesian visitors who exhibit stronger traits of cooperation, persistence, emotional stability, and interest in learning something new are not always motivated to share their experiences on social media.

Overall experience satisfaction, perceived enjoyment, as well as personal fulfillment and self-actualization drive were revealed to be significant predictors of travel experience sharing activity. At the same time, altruistic motivations and security and privacy concerns have an insignificant effect on the likelihood of travelers sharing their vacation experiences on social media. The findings were consistent with Sarkar et al. (2013), who discovered a significant relationship between satisfaction and ecotourists' intention to share knowledge and Piramanayagam et al. (2020), who discovered that satisfaction with local food has a significant effect on the proclivity to speak positively and provide recommendations but contradictory with Serra-Cantallops et al. (2020), who discovered an insignificant relationship between customer satisfaction and the proclivity to spread eWOM. Oliveira et al. (2020), Kang and Schuett (2013), and Moghavvemi et al. (2017) verified the existence of a substantial association between perceived enjoyment and travel experience sharing on social media. Finally, the motivations and inhibitor variables were partially consistent with Oliveira et al. (2020) findings that altruistic motivations, personal fulfillment, and self-actualization, as well as security and privacy concerns, all have a substantial effect on travel experience sharing. Even though the relationship between security and privacy reasons to travel experience sharing has a negative value as hypothesized, the connection is insignificant. Munar and Jacobsen (2014) found that altruistic motivations drive Scandinavian tourists to contribute online but social recognition linked to personal fulfillment and self-actualization did not motivate them to do sharing. The current study provides evidence in the context of Indonesian tourists that a high level of motivation to assist others does not always compel them to contribute online and that awareness of security and privacy threats did not deter them from posting or checking in to a location on social media.

Travel experience sharing practices in social media is a form of experience co-creation between customers to customers and business to customers. The contents made could provide beneficial information for other potential tourists in planning their future trip and provide knowledge for a destination to understand how tourists perceived their experience at the destination. The study provides an exploratory effort which discovers that personality aspects of tourists did influence their experience satisfaction and perceived enjoyment to do online experience sharing experience in social media

Managerial Implication

Even though personality traits alone are not the only predictors of overall experience satisfaction and perceived enjoyment, the study results provide a fresh knowledge of the relationships among them. Therefore, destination managers could design better experience options that are sensitive to different personality features, which will drive higher satisfaction and an increasing content creator.

Destination managers, in this regard, might be Bandung City Culture and Tourism Office, travel agencies, and tourists attractions' managers could approach tourists individually. For instance, by providing a short personality traits test and the results linked to different attractions suggestions provided in Bandung city, the procedure could be done by a web-based questionnaire. This personalized service recommendation will boost tourist satisfaction. Without eliminate an introduction of all tourist attractions, the option to customized their experience in Bandung city also could be done. In this regard, good performance and synergies with information and technology should be maintained. The effective promotion could also drive tourists' intention to share their travel experience in their social media account. Socialization in the stage of travel planning and during the trip must be done by providing advertisements in form of posters and discount promotions for those who share their experience or review in their social media account by tagging the destination's account.

Providing good services is a key to gain tourists satisfaction and loyalty, even though enjoyment perception, personal fulfillment, and self-actualization reasons, and security and privacy consideration of using social media for sharing travel experience will highly depending on tourists' preference and convenience, such rewards and benefits could make them reconsider and interested in which in turn actualize the action. A good relationship, communication, sharing knowledge, understanding tourists' limitations and capabilities also could be a good way to spread and internalize the benefits of sharing their thoughts related to their experience in destination by other people. Communicate that their content is beneficial as a way to evaluate destinations' services during their experiences. The combination of an enhanced understanding and rewards could be a good strategy. An increasing number of content creators which open up opportunities for word of mouth spread and experience co-creation might come as result.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The purpose of this study is to build a model of overall satisfaction, perceived enjoyment, motivations, and inhibitor to sharing travel experiences, in which personality factors control satisfaction and perceived enjoyment. In this sense, the current study contributes new knowledge by incorporating personality traits in predicting overall satisfaction, which influences travel experience sharing behavior, a neglected and under-researched subject in the literature. We posit that personality characteristics can predict overall experience satisfaction and perceived enjoyment.
The findings indicate that conscientiousness and openness to experience substantially affect overall experience satisfaction, while extraversion has a significant effect on predicting perceived enjoyment to do sharing trip experiences on social media. Travelers' overall experience satisfaction significantly predicts the sharing of travel experiences at the place, perceived enjoyment, and motives for personal fulfillment and self-actualization.

The current study adds to the body of knowledge in behavioral science, particularly in the domain of travel-related content creation on social media, by considering personality characteristics, drives, motives, and inhibitors. The proposed model contributes to social media marketing and experience co-creation. Additionally, the study's findings have beneficial implications for destination management.

Recommendations

As the current study focused exclusively on the big five personality traits as predictors of the overall experience, future research might incorporate destination features as well, as Albayrak and Caber (2013) did. Additionally, the current study examined the direct effects of personality traits on overall satisfaction and perceived enjoyment and the direct effects of overall satisfaction, perceived enjoyment, altruistic motivations, personal fulfillment and self-actualization, and security and privacy concerns on travel experience sharing behavior on social media. Future research could examine the association between personality factors and the sharing of travel experiences by examining the mediating role of overall satisfaction and perceived enjoyment. The time constraint of the study enables testing of the

present study only on a city-scale and in the context of city tourism. Additional research could be conducted to validate the proposed model by utilizing the different contexts to ensure generality.

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