

Antecedents and Consequences of Consumers' Trust in Hybrid Travel Websites

ABSTRACT

Since most travel websites have shifted from single-role (i.e., transaction- or review-based features) to dual-role platforms (i.e., both transaction- and review-based features), this study proposes a modified model which outlines all antecedents and consequences of customers' trust in hybrid travel websites. Survey responses provided by 610 hybrid travel website users show consumers' trust propensity, perceived company reputation, perceived website security, perceived website reliability, perceived reviewer credibility, and perceived review quality to be positive and significant predictors of trust in hybrid travel websites. The findings also show that trust is a linchpin in determining consumers' intention to purchase, follow, and recommend.

Keywords: e-commerce, online trust, website trust, hybrid travel websites, transaction-based features, review-based features, consumer-generated content, behavioral intentions

1. INTRODUCTION

Despite its late application in the industry, Internet technology has revolutionized business processes in the tourism industry (Xiang, 2018) and global digital travel sales saw steady growth in recent years (Statista, 2019). Many researchers posit that a lack of trust is a significant barrier to businesses' success in the online marketplace (Mao, Jones, Li, Wei, & Lyu, 2020). Indeed, given that consumers cannot see or touch the products offered via an online platform, a business or a website must first be trusted by consumers before it is taken into consideration.

In the tourism discipline, the examination of travel websites' trust has garnered much attention from researchers and practitioners (e.g., Agag & El-Masry, 2017; Anaya-Sánchez, Molinillo, Aguilar-Illescas, & Liébana-Cabanillas, 2019; Jensen & Wagner, 2018). The growth of fake websites and frauds in the online marketplace is one possible reason why considerable research has examined antecedents of consumer trust in e-commerce websites (Khare, Dixit, & Sarkar, 2020). The significant influence of consumer trust on their subsequent behavior is another potential reason. Anaya-Sánchez and colleagues' (2019) recent study shows that

tourists with a higher level of trust in a website are more likely to visit and recommend it to others.

Without a doubt, previous studies on this topic make significant contributions to the development of theoretical knowledge and industry practice. However, the models introduced in prior studies may now become obsolete because those models include either transaction-based (e.g., website security) or review-based features (e.g., review quality) but not both. As presented in Tavakoli and Wijesinghe's (2019) literature synthesis study, travel websites have been evolved from information-based sites to transaction-based sites between the early 1990s and the late 1990s. After participative features emerged in the mid-2000s, many review-based websites were introduced which allowed visitors to exchange past experience and tips among members of the online travel community (e.g., oyster.com, cruisecritic.com). Some review-based websites integrated e-commerce functions and shifted to become hybrid travel websites (HTWs) (e.g., TripAdvisor.com and Dianping.com). Many tourism businesses also shifted from single-role (i.e., transaction-based) to dual-role platforms (i.e., transaction- and review-based) by integrating review functions into their e-commerce websites. Examples of these HTWs include Hyatt.com, Booking.com, and many other online travel agency websites.

As most modern travel websites in the current era have been gradually evolved into HTWs which perform the dual roles of facilitating transactions and publishing reviews, the models introduced in previous studies need to be modified because those models include either transaction- (e.g., Agag & El-Masry, 2017) or review-based features only (e.g., Anaya-Sánchez et al., 2019). However, to the best of the authors' knowledge, no single study has incorporated both transaction- and review-based features to thoroughly understand how they jointly influence consumers' website trust. Leung, Law and Lee's (2016) study demonstrates and underscores that theoretical model needs to be continually reviewed and modified in order to maintain its robustness. Considering that the nature and functionality of modern travel websites have been evolved, this study aims to propose a modified model that can explicate the antecedents and consequences of consumers' perceived trust in HTWs.

Grounded in the framework developed by Beldad, De Jong and Steehouder (2010), the modified model proposed in this study incorporates a comprehensive set of eight antecedents of trust. Unlike those model introduced in prior studies, the modified model comprises both transaction-related features (incl. website security and website reliability) and review-related features (incl. review quality and reviewer credibility) given that HTWs perform the dual roles

of facilitating transactions and publishing reviews. Moreover, since various studies exhibit that company-related and consumer-related features cannot be overlooked in the examination of website trust (e.g., Agag & El-Masry, 2017; Beldad et al., 2010), the modified model proposed in this study also comprises consumer-related features (incl. trust propensity and risk propensity) and company-related features (incl. company reputation, company size). Pertinent to the consequences, the current study did not follow prior studies (e.g., Oliveira, Alinho, Rita, & Dhillon, 2017) and simply focus on “intention to purchase”. Since consumers can perform multiple actions via HTWs, this study extends prior models by including three consequences. Specifically, this study investigates how website trust affects consumers’ intention to purchase, to follow other users’ advice, and to recommend the site to other users. The findings of this study are expected to benefit academia by enriching knowledge about antecedents and consequences of consumers’ trust in HTWs. This new knowledge will contribute to the growing stream of research on website trust. Moreover, the findings of this study will provide travel marketers with insights into how they can enhance the trustworthiness of their HTWs.

2. LITERATURE REVIEW

2.1. Studies on Website Trust in the Tourism Domain

Defined as the consumer’s subjective belief that a website will fulfill its obligations (Kim, Ferrin, & Rao, 2009), the examination of website trust has been intensively documented in the literature (e.g., Anaya-Sánchez et al., 2019; Baker & Kim, 2019; Jensen & Wagner, 2018; Khare et al., 2020). Studies examining factors affecting the trust of transaction-based websites were predominant before the year 2015. Chen’s (2006) pioneering study shows that website characteristics (e.g., usability) can increase consumers’ perceived trust in online travel sites. However, consumers perceive a travel site as less trustworthy if their perception of risk posed by online shopping is higher. Harnessing the structural equation modeling approach, Kim, Chung and Lee (2011) found that navigation functionality and the perceived security of websites play important roles in influencing customers’ perceived website trust as well as loyalty to the brand.

Considering that the body of literature exploring antecedents of travel website trust is rather limited, Ponte, Carvajal-Trujillo and Escobar-Rodríguez (2015) extended the model proposed in prior studies by adding three antecedents of trust namely perceived privacy,

information quality, and perceived security. Although the impact of perceived privacy was insignificant, the results show that consumers' trust in travel websites is contingent upon how they perceive the quality of the information and the security measures of those websites. Later, Agag and El-Masry (2017) verified six drivers of perceived website trust. These six drivers are consumer proficiency, propensity to trust, reputation of website, perceived size of website, perceived ease of use, perceived usefulness, and website quality.

As social media and online review sharing became popular among travelers in the mid-2010s, more studies have been conducted to investigate the antecedents and consequences of review-based travel websites in recent years (e.g., Anaya-Sánchez et al., 2019; Baker & Kim, 2019; Filieri, Alguezaui, & McLeay, 2015). Focusing on travel review websites, Filieri and colleagues (2015) proposed a new model with five antecedents of trust. Based on survey responses from 366 users of travel review websites, two website-based factors (e.g., information quality and website quality) and one company-based factor (e.g., user satisfaction) were identified as significant predictors of perceived trust in review-based travel websites. Through applying a mixed-method approach which combined critical incident technique with experiment design, Baker and Kim (2019) unveiled the intricate relationship among trust drivers (e.g., emotional expression and language complexity), the three aspects of trustworthiness (i.e., trustworthiness of the poster, website, and firm), and behavioral intention towards the website. Generally speaking, Baker and Kim's (2019) study demonstrates that both language style and emotional expression influence customers' perceived trust in websites.

2.2. Studies on Website Trust in Non-Tourism Domains

Alike in the tourism domain, the examination of website trust has been extensively researched in non-tourism domains over the past decades (e.g., Chang, Hsu, Chen, & Kuo, 2019; Kaushik, Mohan, & Kumar, 2020; Lee, Lee, & Lee-Geiller, 2020). Gefen (2000) is a pioneer who began the exploration of antecedents of website trust. In his landmark study focusing on Amazon.com, Gefen (2000) proved that people are more willing to trust e-commerce vendors and their websites if they are more disposed to be trusting. Corbitt, Thanasankit, and Yi's (2003) study is one of the early publications that examined the impact of multidimensional factors of website trust. Since they verified that technical trust informs

website trust, the authors concluded by advising website developers to ensure customers' privacy and data security.

Several studies have attempted to investigate how website-based factors formulate overall website trust. For instance, Cyr (2008) concluded that visual design and navigation design are significant predictors of people's perceived website trust. Ganguly, Dash, and Cyr's (2009) study adds that Indian customers give the most importance to security and privacy in generating website trust. Lee et al. (2020) however note that information literacy plays a more decisive role in the formation of users' trust in e-government websites. Concerning the impact of consumer-related factors, Hong and Cha (2013) noted that consumers' performance risk and psychological risk have a significant negative impact on trust. Lindh, Nordman, Hanell, Safari and Hadjikhani's (2020) recent study finds strong support for the idea that consumers' Internet skills strengthen website trust.

Beldad et al. (2010) reviewed online trust-related literature published between 2000 and 2008 and proposed a framework with three clusters of antecedents of online trust. They named those three clusters customer/client-based antecedents, website-based antecedents, and company/organization-based antecedents. Oliveira et al. (2017) recently proposed another framework which explicates the antecedents and consequences of consumers' trust in online vendors. Their empirical findings reveal that consumer trust is constantly influenced by consumer characteristics (e.g., the consumer's trust stance and attitude towards online shopping), firm characteristics (e.g., reputation and brand recognition), and website infrastructure (e.g., lack of integrity, privacy and security, and likability).

As shown in the "Website Type" column of Table 1, the research objects of recently published studies are either transaction- or review-based websites. None of the literature has focused on HTWs, and very few studies incorporate both transaction- and review-based features. As HTWs are increasing in both size and significance, a new model is required to thoroughly understand the antecedents and consequences of HTWs.

***** Please insert Table 1 here *****

3. RESEARCH MODEL AND HYPOTHESES

3.1. Consumer-Based Antecedents of Trust

3.1.1. Trust Propensity

Defined as an individual's "general inclination to display faith in humanity and to adopt a trusting stance towards others" (Gefen, 2000, 728), trust propensity refers to one's tendency to trust someone or something regardless of the situation. Many researchers argue that an individual's trust propensity is stable over time because it is formulated based upon their developmental experience over their whole lifetime (e.g., Gefen, 2000; McKnight, Cummings, & Chervany, 1998). Another shared notion about trust propensity is that it is transferrable, since many studies have empirically proven that an individual's trust propensity will influence their domain-specific trust beliefs such as trust in advertising content (e.g., Cheung & To, 2017) or in an e-commerce vendor (e.g., Jensen & Wagner, 2018).

In the online world where all parties (including consumers, suppliers, and intermediaries) most often do not know each other, numerous studies have tested and confirmed that consumers' trust propensity has a positive influence on the perceived trustworthiness of e-commerce websites (e.g., Aeron, Jain, & Kumar, 2019; Agag & El-Masry, 2017; Park & Tussyadiah, 2019). Since those with a high level of trust propensity have faith in the integrity of others, they tend to believe that other people or things will not harm them. Assuming that people with a high level of trust propensity will place more trust in HTWs even when there is no strong tie to them, this study postulates that:

***Hypothesis 1:** Trust propensity positively influences consumers' perceived trust in HTWs.*

3.1.2. Risk Propensity

As a representation of an individual's predisposition to take risks, risk propensity is another personality trait that has been extensively discussed in consumer behavior research (e.g., Park & Jang, 2014; Sharma, Alford, Bhuian, & Pelton, 2009). Some scholars have discussed the relationship between consumers' risk propensity and their trust belief. As illustrated by Das and Teng (2004), risk-averters (i.e., those with low risk propensity) mostly

refrain from granting trust to trustees because they assign more importance to losses. Conversely, risk-takers (i.e., those with high risk propensity) are more likely to grant trust to others because they tend to assign more importance to gains. Blöbaum (2016) also outlined that people with high risk propensity are more likely to trust or conduct business with others in the online setting.

While the relationship between consumers' risk propensity and their trust beliefs has long been discussed, it is surprising that the empirical validation of this relationship is scarce. Kusumansondjaja's (2015) study is one of the few but it focuses on the impact of risk propensity on consumers' trust in the hotel being reviewed. Casado and colleagues (2018) proclaim that consumers' risk propensity would influence their trust perceptions towards e-payments but they did not conduct any empirical validation. Since multiple studies have shown that one's risk propensity will negatively affect one's risk perceptions (e.g., Combrink & Lew, 2019; Schlaegel, 2015), risk-takers should be less susceptible to the ability of other people and other things. Drawing on this assertion, risk propensity is therefore expected to have a positive impact on trust perceptions of HTWs:

***Hypothesis 2:** Risk propensity positively influences consumers' perceived trust in HTWs.*

3.2. Company-Based Antecedents of Trust

3.2.1. Perceived Company Reputation

As the result of a company's relational history with the context in which it functions, the impact of perceived company (or brand) reputation on trust formation has been discussed in several studies. As elucidated by Koufaris and Hampton-Sosa (2004), building a positive company reputation is an expensive and demanding process. Casaló, Flavián, and Guinalú (2007) noted that company reputation signifies the credibility and collective endorsement given by members in a community. Given that companies with an established reputation are reluctant to jeopardize their reputational assets by acting opportunistically, people often consider company reputation a reliable proxy to assess its trustworthiness.

The relationship between company reputation and consumers' online trust has been examined in some empirical studies. Hsu, Chang, Chu and Lee's (2014) study found that

reputation of a company can significantly influence consumer trust in its online platforms. Prasad, Garg and Prasad (2019) demonstrated that the trust placed by a consumer in a website is highly associated with their satisfaction and the perceived reputation of the company. In the realm of tourism and hospitality, Chen (2006) tested and confirmed that company reputation outweighs other factors in determining consumers' overall trust in a website in an uncertain online travel market. Agag and El-Masry's (2017) recent study also confirmed that the reputation of a website is a key indicator for building website trust. Following the findings of the literature, this study proposes:

Hypothesis 3: Perceived company reputation positively influences consumers' perceived trust in HTWs.

3.2.2. Perceived Company Size

Company size is another company-related feature that can assist consumers in forming online trust (e.g., Hsu, Chang et al., 2014; Hsu, Chuang, & Hsu, 2014). Defined as how large consumers perceive a company to be, perceived company size has long been advised as a significant trust driver because of its influential signaling effect. According to Baena (2018), large company size signals that other buyers trust and are eager to conduct business with that firm. Besides, large company size also signals that the firm has the expertise and capability to satisfy customers' needs (Koufaris & Hampton-Sosa, 2004). Adding that large companies are more willing to compensate consumers in cases of product/service failure in order to avoid squandering their efforts in reputation building, perceived company size can thus assist consumers in forming trust in a company as well as its business website.

Several studies have reported that company size influences consumers' trust in online vendors. Hsu, Chuang et al. (2014) reported that a consumer's trust in an Internet store is positively related to the store's perceived size. Darke and colleagues (2016) also verified that consumers' firm size perceptions can enhance their trust perception and purchase intention. Since prior studies generally show that consumers' perceived company size has some influence on their perceptions of website trust due to their significant signaling effect, we postulate that:

Hypothesis 4: Perceived company size positively influences consumers' perceived trust in HTWs.

3.3. Transaction-Based Antecedents of Trust

3.3.1. Perceived Website Security

Defined as the probability of consumers believing that their transaction and financial information will not be accessed by unauthorized parties while interacting on a website (Flavián & Guinalú, 2006), perceived website security's impact on website trust has attracted much scholarly attention in recent years (e.g., Cui, Lin, & Qu, 2018; Mohr & Walter, 2019; Ponte et al., 2015).

Considering that the enforcement of security measures can reduce concern about incurring a monetary loss, ample evidence has demonstrated the positive influence of perceived security on consumer trust in online retailers. Using Buy.com and PCNation.com as case studies, Chellappa and Pavlou (2002) showed that consumers' perceived information security positively contributes to their trust perception regarding online transactions. Ray, Ow, and Kim (2011) revealed that the paucity of security protection is a major reason why many consumers distrust and resist online shopping. Conversely, as demonstrated in Ponte et al. (2015) as well as Shin and Shin (2011), consumers are more likely to perceive a website as trustworthy and consider using it if security protection mechanisms (e.g., encryption and authentication) are established. Wingreen and colleagues' (2019) latest study exhibits that vendors can prevent loss of trust in physical-to-virtual transfers via enhancing consumer beliefs about the security of their virtual store. Since prior studies generally agree that perceived website security has a positive impact on consumers' perceptions of websites' trustworthiness, the following hypothesis is proposed:

Hypothesis 5: Perceived website security positively influences consumers' perceived trust in HTWs.

3.3.2. Perceived Website Reliability

Referring to the extent to which a website can consistently perform and function as expected (Lee, Eze, & Ndubisi, 2011), website reliability is a vital albeit rarely researched website feature that may influence the formation of consumers' trust. Just as consumers expect

the offline marketplace to satisfy their demands, they generally assume websites can consistently provide what they expect to receive in the e-marketplace (Wolfenbarger & Gilly, 2003). As this rule for the offline world holds in the online world, websites which can satisfy consumers' information and product acquisition are expected to generate a high level of trust in consumers (Reichheld, Markey, & Hopton, 2000).

Compared to website security, researchers have paid less attention to the relationship between website reliability and consumers' website trust. Chen (2006) is one of the few to examine this topic. Focusing on travel websites, Chen proved that website reliability helps customers to build a sense of the trustworthiness of travel websites. Kim, Jin, and Swinney (2009) also explored that relationship, and their findings demonstrate that website reliability is a significant driver of the development of online trust. Thitimajshima, Esichaikul and Krairit's (2018) recent study shows that website reliability had a positive impact on consumer loyalty and trading volume. As prior studies generally show that website reliability a decisive determinant of website trust formation and usage intention, , the current study proposes the following hypothesis:

***Hypothesis 6:** Perceived website reliability positively influences consumers' perceived trust in HTWs.*

3.4. Review-Based Antecedents of Trust

3.4.1. Perceived Review Quality

Many researchers suggest that the quality of information contained in online reviews should not be overlooked when assessing trust in websites with review mechanisms (e.g., Lin, Wang, & Hajli, 2019; Matute, Polo-Redondo, & Utrillas, 2016). Urban, Sultan, and Qualls (2000) asserted that integrating unbiased information into websites through users' feedback is an effective way to build website trust. Indeed, as online reviews that contain relevant and useful information can help consumers reduce uncertainty in online transactions, consumers generally grant a higher level of trust to those websites that catalog informative and high-quality reviews (Shin, Chung, Oh, & Lee, 2013).

Matute et al. (2016) revealed that the perceived quality of reviews on online vendors' platforms has a positive influence on consumers' trust in them. Kusumasondjaja (2015) pointed out that there is a positive correlation between perceived review quality and consumers' trust in the hotel reviewed. Lin et al.'s (2019) recent study echoes and supplements that review quality is the most important antecedent of consumer trust in the published platform. We argue that these results are comprehensible because high-quality reviews provide useful information and thereby help consumers to form a more comprehensive understanding of travel-related products and the published platform. To test whether the positive relationship between perceived review quality and consumers' trust applies to HTWs, this study proposes the following hypothesis:

***Hypothesis 7:** Perceived review quality positively influences consumers' perceived trust in HTWs.*

3.4.2. Perceived Reviewer Credibility

Defined as the extent to which the writers of reviews on a website are perceived to be competent and trustworthy by review readers (Petty & Cacioppo, 1986), consumers' perceived reviewer credibility is another crucial determinant affecting the trust perception of a review website. As illustrated by Lee and Hong (2019), consumers' trust in reviewers and review websites are inherently inseparable. As such, consumers' trust in reviewers may be rooted in their trust in the websites that publish their reviews and vice versa. Lowry, Wilson, and Haig (2014) shared a similar notion and their experimental results demonstrated that the credibility of a website owner is an important predictor of trust in their website.

In the tourism and hospitality field, several recent studies have explored the relationship between reviewer credibility and review website trust. Filieri et al. (2015) reported that perceived reviewer credibility has a limited impact on how other customers shape their perceptions of review-based websites. Contrasting findings are however reported by Anaya-Sánchez et al. (2019). Their study reveals that the effects of source credibility on website trust are positive and significant. Lee and Hong (2019) advised researchers to add more evidence to verify whether the transfer of trust in reviewers to review-based websites holds in various contexts. Following the call for research by Lee and Hong (2019), this study proposes the

following hypothesis and retests whether the relationship between perceived reviewer credibility and website trust is a positive one:

***Hypothesis 8:** Perceived reviewer credibility positively influences consumers' perceived trust in HTWs.*

3.5. Consequences of Consumers' Trust in HTWs

Considering that HTWs are dual-role platforms that feature both transaction and review functions, visitors may utilize them to reference past reviews as well as to make a reservation. As such, consumers' trust in HTWs is expected to stimulate three types of behavioral consequence: intention to purchase, intention to follow (the advice), and intention to recommend.

3.5.1. Intention to Purchase

A plethora of e-commerce studies have shown a positive relationship between consumers' website trust and intention to purchase (e.g., Gefen, 2000; Hong & Cha, 2013; Oliveira et al., 2017). According to Hsu, Chuang et al. (2014), trust in online vendors can create a positive attitude towards transaction behavior and this positive attitude will, in turn, lead to transaction intention. On the other hand, trust beliefs can help consumers to reduce risk and uncertainty when dealing with online vendors. This will, in turn, entice them to engage further with online vendors in making transactions with them or/and recommending them to others (Hsin & Su, 2008; Koufaris & Hampto-Sosa, 2004).

In the realm of tourism and hospitality, some recent studies empirically tested and confirmed that consumers' trust in a website has a positive impact on their intention to make a purchase on it (e.g., Agag & El-Masry, 2017; Chang et al., 2019; Cui et al., 2018; Ponte et al., 2015). Considering the findings among the extant work, this study hypothesizes that:

***Hypothesis 9:** Consumers' perceived trust in HTWs positively influences their intention to make purchases on those websites.*

3.5.2. *Intention to Follow*

The trust-related literature suggests that one's trust in a trustee can positively influence one's intention to follow advice from that trustee (e.g., Casaló, Flavián, & Guinalú, 2011; McKnight, Choudhury, & Kacmar, 2002). As shown by McKnight et al. (2002), as a competent and benevolent person can always offer good advice in the best interest of others, the belief that a person is competent and benevolent should lead one to be willing to follow their advice. Casaló et al. (2011) agreed with McKnight et al. (2002) and verified that travelers' trust in an online travel community can positively influence their intention to follow the advice obtained in that community.

Filieri et al. (2015) argued that users of consumer-generated media sites are more likely to adopt recommendations found on those sites if they believe the sites are trustworthy. Filieri and colleagues' (2015) study shows that customers' intention to follow recommendations from consumer-generated media sites is correlated with their perceived trust in those sites. Since prior studies generally suggest that consumers' website trust can predict their intention to follow the advice from sites, this study postulates that:

***Hypothesis 10:** Consumers' perceived trust in HTWs positively influences their intention to follow the advice obtained from those websites.*

3.5.3. *Intention to Recommend*

Besides the two behavioral consequences discussed above, this study argues that consumers' trust in HTWs will encourage their willingness and intention to recommend the websites to their friends and acquaintances. As previous research reports (e.g., Anaya-Sánchez et al., 2019; Toufaily, Souiden, & Ladhari, 2013), consumers' belief that an online retailer is trustworthy can lead to a favorable attitude towards that retailer and consequently motivate them to recommend that retailer to friends and family.

The same principle is applicable to the website context. If an HTW can provide consumers with useful reviews and effective online booking functions, consumers will consider it to be trustworthy and form a positive attitude towards it. This positive attitude will, in turn, motivate consumers to recommend that site to other travelers. Barnes and Mattsson (2017)

reported that consumers' trust in a retailing website is a critical prerequisite for recommending that site to others. To verify whether this proposition is generalizable to HTWs, this study proposes the following hypothesis and Figure 1 graphically presents the research model proposed in this study:

***Hypothesis 11:** Consumers' perceived trust in HTWs positively influences their intention to recommend those websites to others.*

***** Please insert Figure 1 here *****

4. METHODOLOGY

To test the research model and hypotheses, a quantitative method, specifically a questionnaire survey, was employed to collect primary data from past users of HTWs.

4.1. Questionnaire and Measure

An online questionnaire was created via Qualtrics, comprising three sections. In the first section, the definition of HTWs was presented to the survey participants. In this study, HTWs are defined as travel websites that perform the dual roles of facilitating transactions and publishing reviews. After presenting this definition, a qualifying question was asked to verify if participants had used an HTW in the past 12 months. Those who responded "Yes" were then asked to indicate the HTW that they had used most recently.

The second section comprised all main questions of this study. All of them were borrowed or adapted from validated items in the literature, and adjusted in their wording to fit the research context. Besides adjusting the wordings, no additional amendment was made on those items. For those two consumer-based antecedents of trust, eight questions were asked to measure respondents' trust propensity and risk propensity. The questions for measuring trust propensity were borrowed from Agag and El-Masry (2017) and Gefen (2000), while those questions for assessing risk propensity were borrowed from Hung and Tangpong (2010). Six questions were asked to measure those two company-based antecedents of trust. Specifically,

questions for measuring consumers' perceived company reputation and size were adapted from Ponte et al. (2015) and Agag and El-Masry (2017). For transaction-based antecedents of trust, seven questions were asked to measure consumers' perceived security and reliability of their named HTW. These questions were adapted from Ponte et al. (2015). For review-based antecedents of trust, eight questions were asked to measure reviewer credibility and review quality. These questions were taken from Filieri et al. (2015).

Three questions were asked to assess consumers' overall perceived trust in their named HTW. The studies of Oliveira et al. (2017) and Ponte et al. (2015) provided valid evidence of their suitability. With regards to those three types of consequences, six questions for measuring consumers' intention to purchase, intention to follow, and intention to recommend were asked in the final part of the second section. The items were drawn from Agag and El-Masry (2017) and Ponte et al. (2015). The last section was designed to collect the participants' demographic information. This included, but was not limited to, their gender, generational cohort, country of residence, and education level.

4.2. Data Collection

Prior to the commencement of the main data collection, the questionnaire was reviewed by two senior researchers to guarantee face validity. Afterwards, a pilot study was conducted in late December 2019 with 20 HTW users to assess the clarity of the questionnaire. Based on the comments and suggestions shared by the pilot test participants, some amendments were made to wording and layout. The main data collection was conducted in January 2020. Respondents were recruited via Amazon Mechanical Turk (MTurk). Amazon MTurk was chosen as the source since many tourism and hospitality research have demonstrated that MTurk is a reliable source for sampling (e.g., Baker & Kim, 2020; Min, So, & Jeong, 2019). Similar to other seminal papers like Baker and Kim (2020), this study employed two measures to safeguard the quality of the collected data. First, all eligible workers recruited from Amazon Mechanical Turk must complete over 500 human intelligence tasks (HITs) and obtain a 90% (or higher) HIT approval rate. Second, multiple attention-check questions (e.g., "Please choose 'Strongly disagree'") were embedded in the online questionnaire to ensure the quality of the data (Baker & Kim, 2020). Participants who failed to correctly answer attention-check questions were classified as invalid responses and excluded for further analysis. A total of 632

responses were received, and 22 incomplete responses discarded. All valid responses provided correct answers to the attention-check questions. The respondents took an average of 12 minutes and 10 seconds to complete the questionnaire.

5. RESEARCH FINDINGS

5.1. Respondents' Demographic Profile

Table 2 presents the demographic profile of all survey respondents: 63.8% ($n = 389$) were female and 36.2% ($n = 221$) were male. With regard to their generational cohort, the majority of respondents in this study are Gen Xers ($n = 206$, 33.8%) and Gen Zers ($n = 232$, 38%). Over 75% of the participants had a bachelor's degree. The remaining 25% were high school graduates ($n = 74$, 12.1%) or higher diploma holders ($n = 77$, 12.6%). Regarding the travel frequency of the respondents, the majority ($n = 461$, 75.6%) indicated that they traveled no more than four times per year. Around one-third of participants often searched for travel-related information ($n = 222$, 36.4%) and made travel-related bookings ($n = 186$, 30.5%) using the Internet. Another third of the participants stated that they were always searching for travel-related information ($n = 197$, 32.3%) and making travel-related bookings ($n = 267$, 43.8%) using the Internet.

***** Please insert Table 2 here *****

As mentioned in Section 4.1, the first part of the questionnaire asked respondents to name the HTW they had used most recently. Table 3 lists the HTWs named by all 610 respondents. They are mostly reputable online travel agency websites such as Expedia.com ($n = 126$, 20.7%), Ctrip.com ($n = 106$, 17.4%) and Booking.com ($n = 102$, 16.7%). TripAdvisor.com ($n = 112$, 18.4%) and Airbnb.com ($n = 110$, 18.0%) were also frequently named by the respondents.

***** Please insert Table 3 here *****

5.2. Measurement Model Assessment

Following the recommendations of Anderson and Gerbing (1988), the two-step approach (combining a measurement model assessment and a structural model assessment) was adopted to establish the reliability and validity of the constructs before assessing the structural relationships of among the constructs in the proposed model. Generally speaking, the measurement model demonstrated adequate reliability, convergent validity, and discriminant validity. As shown in the “Loadings” column of Table 4, the indicator loading of all measurement items exceeded the recommended threshold value of 0.70. This suggests that all measurement items were a good measure of their corresponding constructs. The Average Variance Extracted (AVE) values of all constructs were above the recommended threshold value of 0.50 (Fornell & Larcker, 1981). This suggests that more than half of the variance observed is accounted for by the hypothesized constructs (Gerbing & Anderson, 1988). Table 4 also shows that the composite reliability values of all constructs exceeded the recommended value of 0.70 (Hair, Sarstedt, Ringle, & Mena, 2012). All constructs included in the research model had a Cronbach’s alpha value above 0.70. It is therefore inferred that all factors in the measurement model had adequate reliability.

Discriminant validity was assessed using the method suggested by Fornell and Larcker (1981). As presented in Table 5, discriminant validity was achieved since all correlation values were smaller than the square root of AVEs, with the exception of three cases (i.e., PWS and PWR; PWS and WT; PRL and PRC). Henseler, Ringle and Sarstedt’s (2015) heterotrait-monotrait ratio of correlations (HTMT) inference criterion was also applied for discriminant validity assessment. The result shows that all between-construct HTMT values (ranging from 0.04 to 0.85) are less than the recommended threshold value of 0.90. This confirms that discriminant validity has been established among all reflective constructs.

Harman’s single-factor model was used to test the common method variance. The largest percentage of variance explained by one single factor was 41.72%, which was less than the threshold value of 50% (Zameer, Wang, & Yasmeeen, 2019). To examine the possibility of multicollinearity issue, we calculated the variance inflation factor (VIF) values for all independent variables. The result indicates there is no collinearity among all independent variables, given that the VIF values (ranging from 1.16 to 2.64) of all independent variables

are smaller than the threshold value of 3.3 (Kock & Lynn, 2012). Adding that the research model had satisfactory results on the comparative fit index (0.953), Tucker-Lewis index (0.943), normed-fit-index (0.924), and root mean square error of approximation (0.049), the measurement model can be prudently considered satisfactory.

***** Please insert Tables 4 and 5 here *****

5.3. Structural Model Assessment

After confirming the validity and reliability of the measurement model, the structural model was examined to test the hypothesized relationships among the constructs in the research model. Generally speaking, the fit indices indicated good overall fit of the data to the structural model ($\chi^2/df = 4.358$, $p < 0.001$; RMSEA = 0.074; CFI = 0.885; TLI = 0.872; NFI = 0.856). The model explained 72.4% of the variance in perceived website trust, 34.6% of the variance in intention to purchase, 38.4% of the variance in intention to follow, and 41.2% of the variance in intention to recommend.

The results of the structural model assessment indicate that the relationship between consumers' perceived trust in HTWs and six antecedents of trust were statistically significant. For consumer-related antecedents of trust, H1 is supported because consumers' trust propensity was found to have a positive influence on their website trust ($\beta = 0.072$, $p < 0.01$). H2 is not supported, given that consumers' risk propensity negatively influenced their website trust ($\beta = -0.039$). Moreover, that relationship was not statistically significant ($p > 0.05$). For company-related antecedents of trust, H3 garners empirical proof as perceived company reputation was found to have a positive influence on consumers' website trust ($\beta = 0.085$, $p < 0.01$). H4 is however rejected because the hypothesized positive impact of perceived company size ($\beta = 0.033$, $p > 0.05$) on website trust was not statistically significant.

Two transaction-related antecedents of trust were found to have a positive influence on consumers' trust in HTWs. High levels of website security ($\beta = 0.267$, $p < 0.01$) and website reliability ($\beta = 0.189$, $p < 0.05$) can positively increase consumers' website trust. To those review-related antecedents of trust, the result shows that the quality of review content ($\beta =$

0.349, $p < 0.01$) had a strong and positive influence on consumers' website trust. Reviewer credibility was also found to positively influence consumers' website trust ($\beta = 0.140$, $p < 0.01$). This suggests that the inclusion of high-quality online reviews and credible reviewers can have a significant effect in encouraging consumers to perceive an HTW as more trustworthy.

With regard to the consequences of consumers' trust in HTWs, the structural model shows that consumers' website trust appears to be a positive and strong predictor of the three behavioral consequences (intention to purchase: $\beta = 0.899$, $p < 0.01$; intention to follow: $\beta = 0.906$, $p < 0.01$; intention to recommend: $\beta = 0.858$, $p < 0.01$). This indicates that consumers are more likely to use an HTW after perceiving it to be trustworthy. The results of all the hypothesis testing are summarized in Table 6.

***** Please insert Table 6 here *****

6. DISCUSSIONS AND CONCLUSIONS

6.1. Discussions

Responding to the emergence and rapid growth of HTWs, this study seeks to fill the knowledge gap in the literature by identifying all antecedents affecting perceived trust in HTWs and demonstrating how website trust can influence consumers' behavioral consequences.

Six out of the eight antecedents of trust identified are proven to have a significant impact on consumers' perceived trust in HTWs. In the dimension of consumer-based antecedents, risk propensity is not proven to be a significant trust driver. This result differs from Das and Teng's (2004) and Blöbaum's (2016) assertions that people with high levels of risk propensity are more likely to grant trust to others. While risk propensity is not proven to be a trust driver in this study, scholars and practitioners should still be attentive to its influence on consumer decision and behavior (Li, Pieńkowski, van Moorsel, & Smith, 2012). To those consumer-based antecedent, the positive relationship between trust propensity and HTW trust is consistent with previous research findings (e.g., Agag & El-Masry, 2017; Cheung & To, 2017; Jensen & Wagner, 2018). On the one hand, this result lends support to the idea that an

individual's trust propensity significantly affects their perception of different things (Gefen, 2000). On the other hand, this result extends the literature by demonstrating that an individual's trust propensity can be transferred to their trust perceptions of HTWs.

In terms of the company-based antecedents of HTW trust, perceived company reputation was found to be a positive and significant predictor of consumers' trust in HTWs. This finding is in line with previous studies that found that a good company reputation can effectively build a more trusting relationship with potential consumers (Agag & El-Masry, 2017; Oliveira et al., 2017; Prasad et al., 2019). Given that company reputation is an important antecedent of trust, managers of HTWs should strive to maintain favorable brand reputation by publicity or/and conducting corporate social responsibility activities (Hsu, Chang et al. (2014). While the positive impact of company reputation on website trust is confirmed, consumers' perceived trust in HTW is not proven to be influenced by their perceived company size. As Agag and El-Masry (2017) suggested, the insignificant relationship between consumers' perceived trust and perceived company size is possibly attributable to consumers' inability to assess the size of online vendors due to the absence of physical presence in the online marketplace.

Both perceived website security and perceived website reliability are proved to be positive and significant predictors. In line with the findings of other tourism (e.g., Ponte et al., 2015) and non-tourism studies (e.g., Shin & Shin, 2011), this study shows that consumers are more likely to perceive a website as trustworthy if it is secure and reliable. To entice consumers to engage with their sites, the operators of HTWs must guarantee that their sites can consistently function as expected and that security protection mechanisms are established. Details about security protection measures should also be adequately communicated to consumers in order to activate trust building process (Bansal, Zahedi, & Gefen, 2015; Mohr & Walter, 2019).

With regard to the review-based antecedents of trust, both review- and reviewer-related constructs are proved to positively influence consumers' perceived trust in HTWs. In line with the findings presented in Filieri et al. (2015) as well as Lin et al. (2019), the current study shows that users perceive HTWs as more trustworthy if the quality of the reviews on them is higher. The current study also lends credence to Anaya-Sánchez and colleagues' (2019) suggestion that the impact of reviewer credibility on website trust is positive and significant. Considering that review- and transaction-based antecedents are equally influential on consumers' trust in

HTWs (see Table 6), this empirically proves the necessity of considering both review- and transaction-related features when assessing the trustworthiness of HTWs.

Besides identifying the key antecedents of consumer trust in HTWs, this study also demonstrates that consumers' trust in HTWs helps to predict their purchase intention, advice adoption intention, and recommendation intention. As underscored by Tavakoli and Wijesinghe (2019), the intensified competition in the e-marketplace is a new challenge for tourism operators and marketers given that the size and type of websites are increasing exponentially. Since this study demonstrates that a trustworthy HTW can effectively improve consumers' likeliness of making a transaction and recommending it to others, the operators of HTWs should strive to enhance the trustworthiness of their websites by enhancing their company reputation, improving their sites' security, and promoting their review quality.

6.2. Theoretical Implications

Although HTWs are increasing in both size and significance, to the best of our knowledge, this emerging type of website has rarely been a matter of prime interest in the literature. Hence, coining the definition of HTWs (i.e., travel websites that perform the dual roles of facilitating transactions and publishing reviews) and outlining their differences from other travel websites is deemed to be one major contribution of this study.

The formulation of a modified model for understanding the antecedents and consequences of website trust is another major contribution of this work. As shown in sections 1 and 2, prior studies introduced various models or frameworks to understand the antecedents and consequences of consumers' website trust. Despite their significant contributions to both knowledge and practice, these models are not aligned with the website development trend because they include either transaction- or review-based features only. Being one of the first works to incorporate both transaction- and review-based features in a single study, this study complements the literature by demonstrating how these two sets of features can jointly influence the individual's formation of trust in this type of dual-role platform. Through including consumer-, company-, transaction-, and review-related antecedents of trust into one model, the model developed in this study is expected to provide an important extension of previous models which touch upon the topic of online trust. As some formerly valid trust antecedents are found to be insignificant while applying in another context (e.g., risk propensity

and company size), this study lends support to Leung et al.'s (2016) assertion that theoretical model needs to be continually reviewed and modified in order to maintain its robustness.

6.3. Managerial Implications

From the managerial standpoint, the empirical findings of this study are expected to enrich practitioners' understanding of the significance of website trust. Section 5.3 shows that consumers' trust in HTWs helps to predict their purchase intention, advice adoption intention, and recommendation intention. As the loss of website trust is proven to be very costly (Mao et al., 2020), practitioners should actively work to enhance perceptions of the trustworthiness of their business website.

The provision of practical guidance for enhancing the trustworthiness of HTWs is another managerial contribution of this study. Given that company reputation can positively influence website trust, managers of HTWs should closely monitor their company's reputation index with the help of a reputation management system (Manaman, Jamali, & AleAhmad, 2016). As website security and reliability are two factors affecting website trust, managers of HTWs are advised to embrace a series of security measures like enforcing a strong password policy and hiring a security expert to prevent concerns about incurring monetary losses (Ponte et al., 2015). Moreover, necessary measures that can minimize the gaps between visitors' expectations and their perceptions should be taken by the platforms to ensure high perceived website reliability (Thitimajshima et al., 2018).

In addition to the above-mentioned measures, managers of HTWs should take other steps to safeguard the quality of the reviews published on their websites and the credibility of their review contributors. To improve the credibility of reviewers, managers of HTWs should implement a policy requiring reviewers to provide a biography or/and establish a peer-rating system (Shan, 2016; Sharma & Aggarwal, 2019). Considering the negative impact on the quality of reviews by the issue of "review truthfulness," platform managers are encouraged to adopt both human- and machine-based detection systems to filter out fake reviews periodically. Websites should avoid review manipulation and prevent reviewers from spewing falsehoods online so as to ensure that the reviews published on their HTWs are authentic and of good quality (Lin et al., 2019).

6.4. Limitations and Future Research

Like other studies, this research is bound by several limitations. First, compared to other relevant work, the size of the sample is relatively small (e.g., Agag & El-Masry, 2017: 1,431; this study: 610). Caution should be used in generalizing the research findings, given that the participants were predominantly female and frequently conducted online travel search and booking. To redress this limitation, future researchers may replicate this study with a larger group of HTW users who also use other HTWs. Second, as this study does not consider the moderating effects of other personal (e.g., HTW usage experience) and situational factors (e.g., facilitating condition), future studies are encouraged to extend the model by incorporating other variables that may strengthen or attenuate the relationship between the predictors and dependent variables.

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Figure 1. Research Model

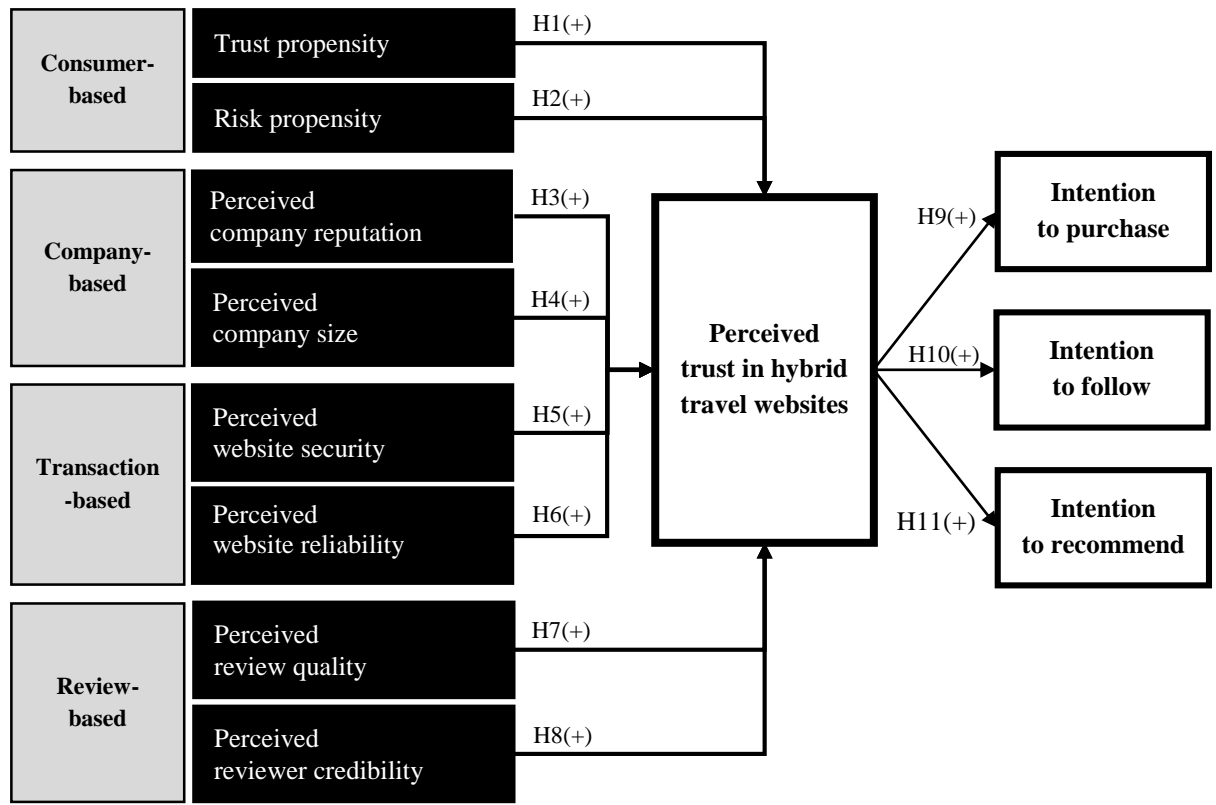


Table 1. Antecedents of Website Trust Discussed in Recently Published Studies

Study	Website Type	Antecedents			
		Consumer-based	Company-based	Transaction-based	Review-based
Filieri, Algezauai, & McLeay, 2015	Review-based	<i>User experience and proficiency</i>	User satisfaction with previous experiences	/	Information quality Website quality <i>Source credibility</i>
Ponte, Carvajal-Trujillo, & Escobar-Rodríguez (2015)	Transaction-based	/	/	Perceived security Information quality Perceived privacy	/
Agag & El-Masry (2017)	Transaction-based	Propensity to trust <i>Consumer experience and proficiency</i>	Reputation of website <i>Perceived size of website</i>	Perceived ease of use Perceived usefulness Website quality	/
Oliveira, Alhinho, Rita, & Dhillon (2017)	Transaction-based	Trust stance Attitude towards online shopping	Reputation Brand recognition	Service quality Customer satisfaction Lack of integrity Privacy and security Likability	/
Su, Lehto, Lehto, Yu, Shi, & Liu (2017)	Review-based	/	/	/	Presence of reviewers' demographic information
Cui, Lin, & Qu (2018)	Transaction-based	Consumer innovativeness	/	Perceived security	/
Jensen & Wagner (2018)	Transaction-based	Trust propensity	/	/	/
Anaya-Sánchez, Molinillo, Aguilar-Illescas, & Liébana-Cabanillas (2019)	Review-based	/	/	/	Information quality Source credibility <i>Website quality</i>
Baker & Kim (2019)	Review-based	/	/	/	Review valence Emotional expression Language complexity

Khare, Dixit, & Sarkar (2020)	Transaction-based	/	/	Ease of information access	/
Lindh, Nordman, Hånell, Safari, & Hadjikhani (2020)	Transaction-based	Consumers' Internet skills	/	Website interactivity	/
Tran & Strutton (2020)	Transaction-based	/	/	Website ease of use	/
				E-servicescape	/

Note: Insignificant relationships are shown in *italics*.

Table 2. Respondents' Demographic Profiles (N = 610)

Variable	Category	Frequency	Percentage
Gender	Female	389	63.8
	Male	221	36.2
Generation cohort	Baby boomers (1946–1965)	30	4.9
	Generation X (1966–1980)	206	33.8
	Generation Y (1981–1994)	142	23.3
	Generation Z (1995 and after)	232	38.0
Education level	High school	74	12.1
	Higher diploma	77	12.6
	Bachelor's degree	335	54.9
	Master's degree	112	18.4
	Doctoral degree	12	2.0
Travel frequency (per year)	1–2 times	215	35.2
	3–4 times	246	40.3
	5–6 times	84	13.8
	7–8 times	27	4.4
	9–10 times	15	2.5
	11 times or above	23	3.8
Frequency of using the Internet to search for travel-related information	Never	0	0
	Rarely	46	7.5
	Often	222	36.4
	Sometimes	145	23.8
	Always	197	32.3
Frequency of using the Internet to make travel-related bookings	Never	3	0.5
	Rarely	42	6.9
	Often	186	30.5
	Sometimes	112	18.4
	Always	267	43.8

Table 3. List of HTWs Named by Respondents

Platform	Frequency	Percentage
Expedia.com (EX)	126	20.7
TripAdvisor.com (TA)	112	18.4
Airbnb.com (AB)	110	18.0
Ctrip.com (CT)	106	17.4
Booking.com (BK)	102	16.7
Trip.com (TP)	21	3.4
Agoda.com (AG)	18	3.0
Mafengwo.com (MW)	15	2.5
Total	610	100

Table 4. Standardized Factor Loadings, Composite Reliability, Cronbach's Alphas, and Averaged Variance Extracted

Construct / Measurement item		Loadings	CR	α	AVE
Trust Propensity (TP) (Source: Agag & El-Masry 2017; Gefen 2000)			0.884	0.884	0.659
TP1	I have faith in humanity	0.736			
TP2	I feel that people are generally reliable	0.851			
TP3	I feel that people are generally trustworthy	0.914			
TP4	I trust other people unless they give me reason not to	0.731			
Risk Propensity (RP) (Source: Hung & Tangpong 2010)			0.848	0.847	0.650
RP1	I like to take chances, although I may fail	0.832			
RP2	I like to try new things, although some of them will disappoint me	0.798			
RP3	To earn greater rewards, I am willing to take higher risks	0.788			
Perceived Company Reputation (PCR) (Source: Ponte et al. 2015)			0.900	0.900	0.751
PCR1	[HTW] has a good reputation in its market	0.884			
PCR2	[HTW] has a good reputation for being honest	0.873			
PCR3	[HTW] has a good reputation for being consumer-oriented	0.842			
Perceived Company Size (PCS) (Source: Agag & El-Masry 2017)			0.831	0.809	0.622
PCS1	[HTW] is a very large company	0.816			
PCS2	[HTW] is one of the industry's biggest suppliers	0.840			
PCS3	[HTW] has global presence	0.703			
Perceived Website Security (PWS) (Source: Ponte et al. 2015)			0.859	0.881	0.604
PWS1	[HTW] implements security measures to protect users	0.704			
PWS2	[HTW] ensures that transactional information is protected during a transaction	0.742			
PWS3	I feel secure about the electronic payment system of [HTW]	0.826			
PWS4	I feel safe in making transactions on [HTW]	0.830			
Perceived Website Reliability (PWR) (Source: Ponte et al. 2015)			0.856	0.845	0.666
PWR1	[HTW] is capable of performing its transaction-based functions well	0.847			

PWR2	[HTW] is reliable when I make online purchases	0.883			
PWR3	[HTW] has never crashed when I make online purchases	0.708			
Perceived Review Quality (PRL) (Source: Filieri et al. 2015)			0.882	0.898	0.652
PRL1	The reviews on [HTW] are useful	0.838			
PRL2	The reviews on [HTW] are relevant to my needs	0.804			
PRL3	The reviews on [HTW] are of sufficient depth (degree of details)	0.792			
PRL4	The reviews on [HTW] are of sufficient breadth (spanning different subject areas)	0.795			
Perceived Reviewer Credibility (PRC) (Source: Filieri et al. 2015)			0.897	0.911	0.686
PRC1	The reviewers on [HTW] are reliable	0.836			
PRC2	The reviewers on [HTW] are trustworthy	0.829			
PRC3	The reviewers on [HTW] are experienced	0.812			
PRC4	The reviewers on [HTW] have enough knowledge	0.835			
Perceived Trust in HTW (WT) (Source: Oliveira et al. 2017; Ponte et al. 2015)			0.908	0.905	0.766
WT1	Overall, I think [HTW] has integrity	0.828			
WT2	Overall, I think [HTW] is reliable	0.901			
WT3	Overall, I think [HTW] is trustworthy	0.895			
Intention to Purchase (ITP) (Source: Agag & El-Masry 2017)			0.845	0.845	0.732
ITP1	The probability that I would purchase a travel product from [HTW] is (1=very low; 7=very high)	0.853			
ITP2	My willingness to purchase a travel-related product from [HTW] is (1=very low; 7=very high)	0.858			
Intention to Follow (ITF) (Source: Hung & Tangpong 2010)			0.890	0.890	0.802
ITF1	The probability that I would follow the travel advice on [HTW] is (1=very low; 7=very high)	0.894			
ITF2	My willingness to follow the travel-related advice on [HTW] is (1=very low; 7=very high)	0.897			
Intention to Recommend (ITR) (Source: Hung & Tangpong 2010)			0.914	0.913	0.841
ITR1	The probability that I would recommend [HTW] to others is (1=very low; 7=very high)	0.930			
ITR2	My willingness to recommend [HTW] to others is (1=very low; 7=very high)	0.904			

Note: Loadings = Standardized Loading; CR = Composite Reliability; α = Cronbach's Alpha; AVE = Averaged Variance Extracted; [HTW] = their named HTW (see Table 3).

Table 5. Correlation Values and Square Rooted AVE Values of All Constructs

	TP	RP	PCR	PCS	PWS	PWR	PRL	PRC	WT	ITP	ITF	ITR
	0.812	0.806	0.867	0.789	0.777	0.816	0.828	0.807				
TP	1.000											
RP	0.352	1.000										
PCR	0.355	0.206	1.000									
PCS	0.253	0.211	0.620	1.000								
PWS	0.390	0.191	0.693	0.593	1.000							
PWR	0.306	0.109	0.727	0.605	0.895	1.000						
PRL	0.328	0.040	0.638	0.497	0.673	0.682	1.000					
PRC	0.380	0.139	0.654	0.509	0.677	0.636	0.833	1.000				
WT	0.402	0.098	0.745	0.503	0.797	0.764	0.781	0.741	1.000			
ITP	0.263	0.108	0.559	0.517	0.689	0.707	0.580	0.539	0.665	1.000		
ITF	0.261	0.026	0.560	0.351	0.513	0.542	0.669	0.603	0.659	0.699	1.000	
ITR	0.232	0.036	0.593	0.352	0.566	0.562	0.677	0.572	0.622	0.697	0.733	1.000

Note: TP = Trust Propensity; RP = Risk Propensity; PCR = Perceived Company Reputation; PCS = Perceived Company Size; PWS = Perceived Website Security; PWR = Perceived Website Reliability; PRL = Perceived Review Quality; PRC = Perceived Reviewer Credibility; WT = Perceived Trust in Hybrid Travel Websites; ITP = Intention to Purchase; ITF = Intention to Follow; ITR = Intention to Recommend.

Table 6. Structural Model Assessment

Model fit indices		Hypoth.	Path	Estimate (β)	Std. error	<i>p</i> -value	Result
χ^2 / df	4.358	H1	TP \rightarrow WT	0.072	0.023	< 0.01	Accept
RMSEA	0.074	H2	RP \rightarrow WT	- 0.039	0.029	n.s.	Reject
CFI	0.885	H3	PCR \rightarrow WT	0.085	0.021	< 0.01	Accept
TLI	0.872	H4	PCS \rightarrow WT	0.033	0.024	n.s.	Reject
NFI	0.856	H5	PWS \rightarrow WT	0.269	0.086	< 0.01	Accept
		H6	PWR \rightarrow WT	0.189	0.085	< 0.05	Accept
		H7	PRL \rightarrow WT	0.349	0.063	< 0.01	Accept
		H8	PRC \rightarrow WT	0.140	0.057	< 0.01	Accept
		H9	WT \rightarrow ITP	0.899	0.069	< 0.01	Accept
		H10	WT \rightarrow ITF	0.906	0.070	< 0.01	Accept
		H11	WT \rightarrow ITR	0.858	0.068	< 0.01	Accept

Note: TP = Trust Propensity; RP = Risk Propensity; PCR = Perceived Company Reputation; PCS = Perceived Company Size; PWS = Perceived Website Security; PWR = Perceived Website Reliability; PRL = Perceived Review Quality; PRC = Perceived Reviewer Credibility; WT = Perceived Trust in Hybrid Travel Websites; ITP = Intention to Purchase; ITF = Intention to Follow; ITR = Intention to Recommend.