



## EXTENDING THE IMPACT OF TPB MODEL WITH SOCIAL MEDIA ON TOURIST REVISIT INTENTION TO TOURIST ATTRACTION CENTRE

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Received: 17 March 2025 • Accepted: 15 April 2025 • Published: 30 April 2025

### *Abstract*

*This study examines the influence of social media, perceived service quality, tourist satisfaction, perceived value, and perceived risk on tourists' intention to revisit a tourist attraction centre, with a specific focus on Olumo Rock in Nigeria. Recognizing the growing significance of digital platforms in shaping tourist behaviour, this study adopts a quantitative research approach to investigate how these factors interact in influencing revisit intentions. Primary data were collected from 126 local and international tourists who visited Olumo Rock over a five-month period, using a structured questionnaire distributed via an online platform. A purposive sampling technique was employed to ensure the selection of respondents with relevant travel experiences, given the absence of a comprehensive tourist database. The data were analysed using the Statistical Package for Social Sciences (SPSS). The findings reveal that social media plays a vital role in influencing tourists' decision-making and shaping their intention to revisit a destination. The results also highlight the necessity for tourism businesses to maintain a strong social media presence to promote their offerings and engage with potential visitors effectively. While this study is limited to a single tourist site, it provides valuable insights for tourism operators and destination managers, contributing to strategies for enhancing tourist loyalty and promoting the sustainable development of tourism destinations.*

**Keywords:** *Revisit Intention; Social Media; Service Quality; Satisfaction; Perceived Value; Perceived Risk*

**Cite as:** Makube, E.B. & Ahmad, M.Z. (2025). Extending the impact of TPB Model with social media on tourist revisit intention to tourist attraction centre. *Asian People Journal*, 8(1), 231-250.

## INTRODUCTION

Numerous studies on the use of social media as a marketing tool have been done, and the results have shown that the tourism industry benefits from social media's progress as it enables businesses to run mass promotions (Kayumovich and Kamalovna, 2019; Evans et al., 2021). However, Demir and Yıldız (2021) claims that most of the travel industry uses social media platforms for destination marketing because they have observed the public's rising use of communal media in everyday life and because social media has a far greater awareness quotient than other marketing techniques. Additionally, research by Kim et al. (2017); Sotiriadis (2017) and Armutcu et al. (2023), showed how important social media is to every industry, particularly travel and tourism.

Similarly, it is noted that the important factor that influences traveling intention is social media which is an important factor that influences tourist decision-making on tourism and revisit intention (Abassi et al., 2021; Confente and Vigolo, 2018). Several studies reveal that the development of social media and internet advancement has aided tourist's interconnectivity, thereby enabling relations through several means of social media like forums, ratings, reviews, and feedback (Lever et al., 2017; Tan et al., 2018; Yuan et al., 2022). Furthermore, social media helps tourists to make better choices and discussions thus, the information tourists receive from the media influences their willingness to visit a specific place (Kim et al., 2017; Narangajavana et al., 2017; Shin et al., 2024).

Due to its historical development and the social upheaval, it underwent around the turn of the 20th century, Olumo Rock, a historical location once used as a natural fortress during intertribal warfare, has over the years drawn tourists from all over the world (Dada et al., 2021). A historical and heritage tourism destination, Olumo Rock has two faces today. However, when tourists run across issues while on their trips or excursions, they immediately develop a risk perception surrounding that tourist site. Dissatisfaction will eventually manifest, which will lower demand and have a significant impact on the rate of willingness to return (Rindrasih, 2018; Imoagene et al., 2023).

Despite the unique opportunities for adventure, and exploration, most international tourists do not want to visit Nigeria due to safety and security purposes. There are no records of tourists that visit Nigeria because most foreigners that visit are either there for an official mission, businesses, conferences or to visit friends. To quantify the economic impact and GDP contribution resulting from inbound and outbound travel, UNWTO promoted the establishment of a tourism satellite account (TSA). Furthermore, the contribution of domestic tourism to international tourism is negligible given the low awareness and low income levels of most Nigerians (Anyam, 2019; Braimah et al., 2024).

On the other hand, most Nigerians find it difficult to visit any of the tourism centers in Nigeria during holidays but would rather prefer to attend seminars, conferences, political party conventions, or meetings except if the scheduled venue is a tourism center. According to Ogonu and Didia (2019), the arrival rate of international tourists in Nigeria between the year 2008 to 2018 is inconsistent which is due to the recent political instability and terrorist attacks. Nevertheless, in the Nigerian tourism industry, showcasing and packaging are at their lowest.

Average tourists who visit Nigeria without having information about the tourist destination are usually astonished as most tourist sites are mostly discussed on occasion due to no proper advertisement. This indicates that the Nigerian tourism industry is suffering since the country's reputation as a travel destination is at an all-time

low. Unless significant action is taken, little to no change will be made. Several studies have revealed how culture and religion have influenced the intention of tourists to visit various tourist site areas. However, Bukola and Olaitan (2018) reveal that there hasn't been much research done on how social media affects travelers' intentions to visit Olumo Rock in Ogun, Nigeria.

In the tourism sector, social media significantly impacts the data search process for discovering tourist demands and decision-making behavior. Thus, the tourism industry analyses feedback and comment given on social network sites such as Trip Advisor to know and understand tourist's interest and to make sure the tourist's preferences are clear (Pabel and Prideaux, 2016; Al-Badi et al., 2017; Hu and Xu, 2021). Several scholars reveal that image on social media influence tourist revisit intention (Fu et al., 2016; Kim et al., 2017; Tran and Rudolf, 2022). However, Chang et al. (2014) study makes clear that a visitor's desire to return depends on both their motivation and the information source they used. According to a study by Shafiee et al. (2016), creating a positive online persona for a tourist site on social media can influence visitors' happiness and likelihood to return. In contrast, Abdulla et al. (2019) contend that good gratification influences tourists' propensity to return. In a similar vein, Cakici et al. (2019) study highlighted that contentment is the main antecedent of revisit intention. Although, Kanwel et al. (2019) point out that an image of the tourism destination can increase the tourist trust about the destination and the revisit intention because tourists visit many travel blogs which influence decision making. This is further supported that the intention to return was influenced by destination image (Sadeli and Destiana 2019; Arasli et al., 2021).

A sizable number of people visit Nigeria's Olumo Rock Nature Heritage Site because of its historical and cultural importance; however, the facility still struggles to keep attracting tourists over the long run. Understanding the elements that influence tourists' intentions to return is essential for finding a solution to this problem. The role of social media, perceived service quality, tourist perceived value, and tourist satisfaction tourist perceived risk are not considered by the Theory of Planned Behavior (TPB), even though it offers insightful information on behavioral intentions. To thoroughly investigate their impact on visitors' intentions to return to Olumo Rock Nature Heritage Site, it is necessary to extend the TPB model by incorporating social media with tourist satisfaction, tourist perceived value, perceived service quality, and tourist perceived risk. By doing this, we can have a deeper comprehension of the factors influencing visitors' choices to return to the location and offer insightful information for creating strategies to increase visitors' intent to return, advance sustainable tourism, and support the local economy. This study's first objective examines the connection between revisit intention and the social media effect. The objectives of this study were divided into five which include (a) to examine the effect of attitude on revisit intention (b) to verify the significant influence of satisfaction on revisit intention (c) to examine the relationship between perceived service quality on revisit intention (d) to examine the relationship between perceived value on revisit intention and (e) to examine the influence of perceived risk on revisit intention of tourist.

This study concludes that social media platforms are common in the present day and have a significant influence on traveler's real and intended behaviors. Because of the influence that this has on the behavior of visitors, they end up selecting locations and making choices about their vacation plans (Sadeli and Destiana 2019; Arasli et al., 2021). A person's intention to act in a particular way is greatly influenced by a search for tourist information, but their actual action is not much affected by it. On the other hand, social media tourism promotion has a big influence on how actual travelers behave. This demonstrates how companies cannot grow and take up a sufficient portion of the market if they do not have a social media presence and promote themselves there. Overall, the value

of the research project rests in its thorough examination of the variables influencing visitors' willingness to return to Nigeria's Olumo Rock Natural Heritage Site. The study would improve the visitor experience and contribute to the site's long-term viability by extending the TPB model and taking numerous elements into account. The study would also offer insightful information that can be used in tourism management, marketing, and sustainable development initiatives.

## LITERATURE REVIEW

### Development of a hypothesis

#### *Social media and revisit intention*

According to the TPB model, social media does affect how tourists make decisions and who uses it to enhance their reputation among neighbors who are likely to visit a sustainable tourism site (Joo et al., 2020). Surprisingly, social media may be crucial for promoting destinations and raising aspirations to return. Social media platforms provide prospective travelers with an impression of the distinctive qualities and experiences of a location by utilizing high-quality photos and videos (Herman et al., 2020; Zhou and Sun 2022). According to Ibrahim and Aljarah's (2018), social media relationship marketing improved travelers' intentions to return. Alalwan (2018) also discovered that using a structural modelling methodology, social media advertising might considerably affect consumers' behavioral intentions. By influencing their attitudes, beliefs, and behaviors towards places and tourism-related products, this knowledge would eventually impact how visitors make decisions (Javed et al., 2020). This leads to the hypothesis below:

**H1.** *Social media usage has positive effects on tourist revisit intention to a particular tourism site*

#### *Tourist perceived service quality and revisit intention*

According to Liu and Lee (2016), the perceived service quality of a tourist is the overall experience based on the amenities, service provided, and the staff at the destination. Based on prior studies, the perceived service quality is a substantial predictor of tourists' intentions to revisit (Kim and Thapa, 2018). According to a study by Allameh (2015), visitor intentions to return to an Iranian sports tourism site are affected by the perceived quality of the services provided. More so, Worsfold et al. (2016) reveal that perceived service quality by a guest to a hotel affects their intention to revisit the hotel, which implies that when tourists perceive high service quality, it increases the chances of a revisit. According to several studies, most visitors probably returned to the exact location, significantly improving the country's financial situation. Oliver (1980) asserts that a happy customer is more likely to return later. Loyalty is one of the primary drivers of tourists' intentions to return (Cao et al., 2015). Recommending a place to family or friends can increase favorable word-of-mouth in international tourism (Chen and Tsai, 2007). The following hypothesis is thus formulated:

**H2.** *Revisit intention is positively influenced by perceived service quality*

#### *Tourist satisfaction and revisit intention*

According to Chong (2016) and Smith (2020), satisfaction is the emotional response experienced after the cognitive feelings of tourists. Several studies have revealed that developing tourist-positive revisit intention satisfaction has an important impact (Breiby and Slatten, 2018; Hasan et al., 2019). An et al. (2019) studied the Airbnb tourist revisit intention and revealed that the tourist revisit intention is stimulated by tourist satisfaction. Additionally,

Stumpf et al. (2020) observe that as the intention to revisit serves as an indicator of overall satisfaction and the result of an altered attitude, which may ultimately impact the process of deciding to revisit, it is typically measured concurrently with the destination satisfaction. Tourist destination satisfaction increases the recommendation of destinations and revisiting which can, in turn, promote the sustainable expansion of the tourism industry with a specific reference to the area of destination marketing (Chen et al., 2020). Jeong and Kim (2019) claim that the relationship between traveler happiness and overall destination perception is mediated by traveler loyalty. Tourist satisfaction frequently seems to precede intentions to return.

In the tourist industry, satisfaction is a crucial and direct factor in visitors' intentions to return (Cakici et al., 2019). Individuals' contentment or dissatisfaction with a specific destination is highly influenced by tourist expectations (Prayag, 2009). When their level of satisfaction increases, visitors could plan to return to the location (Shahijan et al., 2018). The study also discovered an important link between tourist satisfaction and revisit intention (Thipsingh et al., 2022). Individuals' propensity to return is primarily influenced by contentment, perceived quality, prior travel experiences, and cultural differences. For instance, it was found in various research that a visitor's degree of satisfaction was the primary influence on whether they intended to revisit to the same location (Kozak, 2001; Yuksel, 2001; Yoon and Uysal, 2005; Chiu et al., 2016). Thus, the hypothesis below is developed:

***H3. Revisit intention is influenced by positive tourist satisfaction***

*Tourist perceived value and revisit intention*

Perceived value is the term used to describe tourists' total evaluation of non-monetary and financial factors for a service or product based on what is provided and received, according to a study by Iniesta-Bonillo et al. (2016). Tourist perceived value is seen as what predicts behavioral intention in tourist revisit intention and behavior (Chang et al., 2014). Um and Yoon (2020) highlighted the significance of perceived value in assessing potential imminent tourist intentions. Perceived value is essential for developing long-term relationships with tourists, according to Wang et al. (2017). Studies by Albayrak et al. (2016) and Cham et al. (2021) show a strong association between perceived value and revisit intentions. It went against the conclusion reached by Chang et al. (2014). According to Waheed and Hassan (2016), there is no relationship between intention to return and perceived value. Additionally, Allameh et al. (2015) emphasize that the intention of tourists to revisit a destination is impacted by their perceived value, which means that there is a chance that a tourist will return to a place they feel strongly about after their initial visit. Thus, the hypothesis below is articulated:

***H4. Revisit intention is positively affected by tourists perceived value***

*Tourist perceived risk and revisit intention*

According to Tseng and Wang (2016), perceived risk is referred to as a possible uncertain negative outcome from the trip which consistently increases as any doubt increase. According to the study by Allameh et al. 2015; Chen et al. 2017; Hasan et al. 2017, it was stated that tourists perceiving risk in any destination will have negative on their intention to revisit. One of the key factors influencing someone's decision to visit has been identified as their perception of risk. Tourists in other research showed a desire to return despite the perceived risk (Rittichainuwat and Chakraborty, 2009; Li et al., 2010; Fuchs and Reichel, 2011). This implies that visitors who indicate a desire to return may cognitively view their destination differently than visitors who are visiting for the first time (Sirgy and Su, 2000). Meanwhile, Quintal and Polczynski (2010) discovered that consumer happiness and the intention

to return were not significantly impacted by perceived value, other studies came to the opposite conclusion, finding that perceived risk had a detrimental impact on online flight bookings (Kolsaker et al., 2004; Kim et al., 2009). Ideas on buying vacations online (Bigne et al., 2010), online travel buy intentions (Jensen, 2012; Amaro and Duarte, 2015), and online travel revisit intentions (Sonmez and Graefe, 1998; Hu, 2003). When tourists run across issues while on their trips or excursions, they immediately develop a risk perception surrounding that tourist site. Eventually, dissatisfaction will surface which will cause demand to drop and significantly affect the rate of intention to return (Rindrasih, 2018). Therefore, by the preceding reasoning, the following hypothesis was formulated:

*H5. Revisit intention is negatively affected by tourist perceived risk.*

**Theoretical Framework**

This suggested model was developed using the literature review as its basis. The association between tourist perceived value, tourist satisfaction, social media, perceived service quality, and other factors was investigated. The model is shown in the figure below. There was a clear correlation between each variable and the intention to return. From this quantitative approach survey, researchers came up with a research framework and five (5) hypotheses as shown in Figure 1.

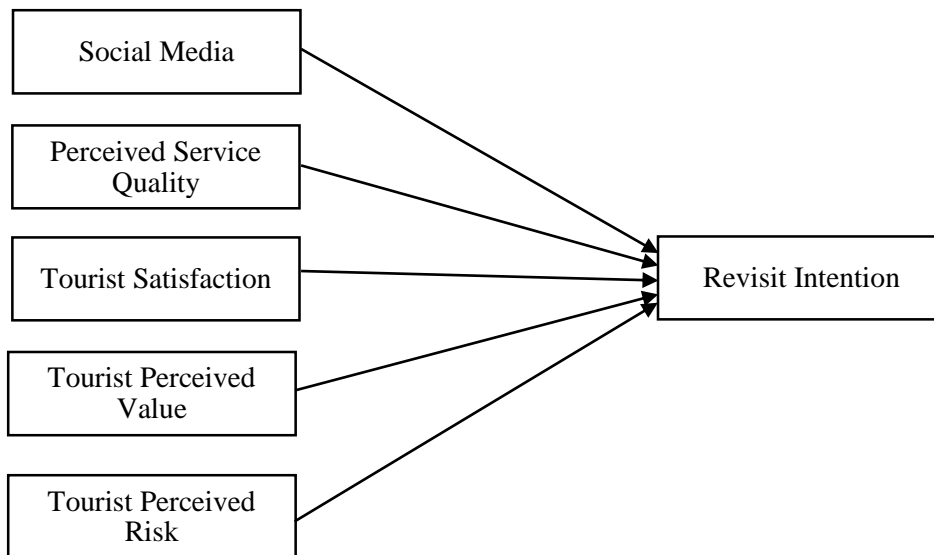


Figure 1: Conceptual Framework

**METHODOLOGY**

Primary data were collected from 234 local and foreign tourists patronizing Olumo Rock tourist centre using a questionnaire. Questionnaire items were created taking into account input from the extensive review of the literature (Prior et al., 2020). Thus, this questionnaire was designed via Google Form to avoid delay and for easy access for all tourists visiting the Olumo Rock, and the questionnaire was filled using QR code (Flick, 2022; Stratton, 2021).

More importantly, participants were briefed on the objective of the study before asking them to respond to the survey questions. This was done between early June and November 2022 for a period of five (5) months to collect the data to collect the data from target respondents using purposive sampling techniques.

Tourists revisit intentions variable were measured by six (6) items that were obtained from a study by Classen et al., (2008). According to the measurement specified in the literature review, the social media effect (the independent variable) was measured by four items. Throughout the instruments, respondents were asked to assess all constructs on a four (4)-point Likert scale ranging from 1=strongly disagree, 2=disagree, 3=agree, and 4=strongly agree. The instrument measured two types of variables: the dependent variable (tourism revisit intention) and the independent variable (social media, perceived service quality, tourist satisfaction, tourist perceived value, tourist perceived risk).

This study employed a purposive sampling method. Purposive sampling produces trustworthy and powerful results, despite the inherent bias that is present in the method (Bernard, 2002). In addition, the use of purposive sampling has become required as a result of the several attempts that were made to obtain the list from the tourists, but it was not available (Glen, 2012; Hair et al., 2019; Levitt, 2021). This was owing to the specific challenges of the database and the multitude of tourists at Olumo Rock in Nigeria.

Furthermore, as was previously described by Sekaran and Bougie (2016), it may at times become necessary to get data from specific intention groups rather than obtaining information from people who are willing or easily obtainable (Sekaran and Bougie, 2016). Securing information from willing or easily obtainable individuals may lead to inaccurate results. The result of this selection was used as the criterion marker for picking the sample units from within the entire population. This study found that an expected group of 264 tourists out of a total population of 600 visited Olumo Rock in Nigeria each year. The essence of this study is to ascertain whether using social media to obtain travel-related information is associated with the likelihood of tourists returning.

## **RESULT AND DISCUSSION**

### **Response rate**

A total number of 135 questionnaires, representing 56%, were completed and returned. However, nine (9) questionnaires were rejected due to missing values and outliers. Ultimately, 126 (53%) of the questionnaire copies were used for research. The retained questionnaires are considered adequate, as suggested by Sekaran & Bougie (2016), that a 50% response rate is suitable for the analysis.

### **Descriptive statistics**

Table 1 shows that most of the respondents were female, amounting to 76 (60.3%) respondents, whereas the remaining 50 (39.7%) were male respondents. Indeed, previous researchers show a similar distribution regarding the respondents' gender. Regarding the respondents' age range, 92 (40.2%) of the respondents were under the age of 30. Following those between the ages of 31 and 40, with 58 (46%) respondents. More so, followed by the age of the respondents between 41 – 50 years, with 26 (20.6%) of the respondents. Finally, the smallest age group is 50 years and above, which amounted to 8 (6.3%) respondents.

In the tourist categories, the result in Table 1 shows that most of the respondents were local tourists amounting to 68 (68.3%) respondents, whereas, the remaining 50 (31.7%) were international tourists' respondents. Based on the qualification of respondents, 26 (20.6%) of the respondents possessed only basic primary school. Those respondents with high school grades amounted to 48 (38.1%). Furthermore, respondents that have University undergraduate degrees represent 42 (33.3%). The smallest part of the respondents is a university postgraduate, representing 10 (7.9%). Concerning the occupation of the respondents, Table 1 reveals that 21 respondents (16.7%) were employed, whereas 28 respondents (22.2%) were unemployed. In contrast, most respondents are self-employed with 77 (61.1%). This suggests that most respondents who visited Olumo Rock were self-employed. Furthermore, in terms of the number of respondents who often visit Olumo Rock, table 4.3 revealed that the majority of the respondents happened to be the first timers with 58 (46%); next to the respondents who frequently visit Olumo Rock amounted to 33 (26.2%); followed by the respondents who visit Olumo Rock sometimes with 20 (15.9%) and finally, 15 (11.9%) respondents were visiting Olumo Rock rarely. Regarding to the purpose of traveling to Olumo Rock; table 1 indicates that 31 (24.6%) of the respondents visit for business purposes. Followed by the respondents travel for leisure which amounted to 56(44.4%). Next to the respondents that travel for visiting families and friends representing 37 (29.4%). Those that travel for other purposes were just two (2) respondents. Based on how often the respondent assess the tourism, most of the respondents always used social media for Olumo Rock visiting were 57 (45.2%) respondents. Next to the respondents that rarely use social media for Olumo Rock visiting 30 (23.8%). Followed by the respondents that frequently use social media for Olumo Rock visiting accounted for 26(20.6%). Finally, 13 (10.3%) respondents never use social media for Olumo Rock visiting. Based on the most preferred social media used, 75 (59.5%) respondents preferred using either Instagram or Facebook social media channel. Followed by the respondents who preferred either using twitter or WeChat with 21 (16.7%) respondents. Next to the respondents who preferred either using Trip advisor or YouTube with 15 (11.9%) respondents. Finally, the respondents who preferred either using Booking.com or trip.com were 15 (11.9%) respondents.

Table 1: Demography Profile of the Respondent

Demography	Info	Frequency	Percentage
Gender	Male	50	39.7
	Female	76	60.3
Age	Below 30 years	34	27.0
	31 – 40 years	58	46.0
	41 – 50 years	26	20.6
	50 years and above	8	6.3
Occupation	Unemployed	28	22.2
	Self-employed	77	61.1
	Employed	21	16.7
Education Status	Basic Primary	26	20.6
	High School	48	38.1
	University Undergraduate	42	33.3
	University Postgraduate	10	7.9
Tourists Category	Local Tourists	86	68.3
	Foreign Tourists	40	31.7

Purpose of Travel	Business	31	24.6
	Leisure	56	44.4
	Visiting families and friends	37	29.4
	Others	2	1.6
How often do you visit Olumo rock?	First time	58	46.0
	Frequently	33	26.2
	Sometimes	20	15.9
	Rarely	15	11.9
How often do you use social media?	Always	57	45.2
	Frequently	26	20.6
	Rarely	30	23.8
	Never	13	10.3
What is the most preferred social media channel do you use?	Twitter/Wechat	21	16.7
	Instagram/Facebook	75	59.5
	Trip Advisor/Youtube	15	11.9
	Booking.com/Trip.com	15	11.9

**Correlation**

The requirement to specify all variables and all linear groups of the constructs is one of the core principles of multivariate analysis. Hair et al. (2018) emphasized that multicollinearity between independent variables is a problem when the coefficient of correlation is 0.9 or higher. Table 2 below shows the interrelations among independent variables in terms of subjective norms, attitude, perceived behavioral control, perceived value, service quality, satisfaction, and perceived risks. A correlation of zero denotes no link, whereas correlation of +1 denotes a positive correlation while correlation of -1 denotes a complete negative correlation (Pallant, 2011). Consequently, the correlation analysis of the exogenous components from every study is shown in Table 2. Results shown in Table 2 indicates correlation coefficient for the independent variable was much lower than recommended benchmark value of 0.9 (Pallant, 2012). This suggests there was little association and the independent variables were independent.

Table 2: Correlation Analysis of the Exogenous Constructs

Constructs	SQ	SAT	PV	PR	SM	RIN
Service Quality (SQ)	1					
Satisfaction (SAT)	.553**	1				
Perceived Value (PV)	.478**	.602**	1			
Perceived Risk (PR)	.330**	.415**	.470**	1		
Social Media (SM)	-.036	.014	-.015	.539**	1	
Revisit Intention (RIN)	-.121	-.133	-.144	-.004	.107	1

\*\*Correlation is significant at the 0.01 level (2 tailed)

**Regression Analysis and Hypothesis Testing**

Table 3 summarizes the analysis of variation in the revisit intention with a large value of regression sum of squares of 78.707 compared to the remaining number of squares with the value of 20.810. This value showed that a large portion of the variation in the revisit intention could be explained by the research model. However, the calculated

F-value (55.314) in Table 4 has a significance level 0.000, meaning that it is less than 0.05 p-value. Hence, this indicates that changes in the revisit intention might be mutually influenced by the social media components taken as a whole.

Table 3: Regression Summary

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	78.707	8	9.838	55.314	.000 <sup>b</sup>
	Residual	20.810	117	.178		
	Total	99.518	125			

*Dependent Variable: Revisit Intention*

*Predictors: (Constant), Social Media, Service Quality, Satisfaction, Perceived Value, and Perceived Risk*

According to this study, there is a positive and significant correlation between the variables and revisit intention to Olumo Rock in Ogun State, Nigeria, and the intention to revisit the site on social media. This suggests that visitors' intentions to return positively correlate with their social media influence. Perceived service quality, satisfaction, perceived value, and perceived risks are all factors in the relationship. A multiple regression analysis was performed to investigate this theory. The outcome showed that five predictive constructs could explain 79% of the model (R squared = 0.791; F-Change = 55.314; P<.000). The dependent variable in this research, which explains how social media affects revisit intention, is depicted in the Table 4. This is a benchmark for analyzing impact of eight independent factors. Concerning correlation between the social media effect and revisit intention, the findings of this study demonstrated significant association ( $\beta = .384$ ,  $t = 7.528$ ,  $p < .000$ ). Hence, H1 was supported.

Regarding the association between revisit intention and service quality (H2) postulated a positive relationship between the two. As shown, there is a significant positive relationship between the intention to revisit and the quality of the service. It was discovered that ( $\beta = .299$ ,  $t = 4.627$ ,  $p < .000$ ) supports Hypothesis H2. This outcome showed that the visitor's intention to return is well predicted by the quality of the service. Likewise, the influence of satisfaction on the intention to revisit (H3) was found to have a significant effect ( $\beta = .131$ ,  $t = 2.682$ ,  $p < .008$ ). This suggests that contentment has a favorable and noteworthy impact on the intention to revisit. As a result, Hypothesis H3 was validated. The hypothesis H4 postulated that perceived value and revisit intention are positively correlated based on the link between the two variables. Consequently, the study demonstrates a strong and favorable correlation ( $\beta = .112$ ,  $t = 2.234$ ,  $p < .027$ ) between revisit intention and perceived value. The result revealed that perceived value has the ability to improve the revisit intention of the tourist.

Hence, Hypothesis H4 was supported. However, regarding the influence of perceived risks on revisit intention (H5), the result indicated that perceived risks had an insignificant relationship with revisit intention ( $\beta = .019$ ,  $t = 0.331$ ,  $p > .741$ ). As a result, Hypothesis H8 was not validated. The general summary of this regression analysis's findings shows that visitors' intentions to return to Olumo Rock in Nigeria are significantly influenced by the coefficient of social media effect. This suggests that the null hypothesis—that is, that social media has a major impact on tourists' intentions to return—will be rejected. As a result, four out of five hypotheses were supported. Results of this study show that visitors' intentions to return to Olumo Rock Tourist Site are not

influenced by their perceptions of risk. Apart from perceived risk, the overall summary of this regression result shows that visitors' intentions to revisit Olumo Rock are significantly influenced by the coefficient of social media effect.

Table 4: Regression Analysis

Construct	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
Social Media	.467	.062	.384	7.528	.000
Service Quality	.322	.070	.299	4.627	.000
Satisfaction	.115	.043	.131	2.682	.008
Perceived value	.116	.052	.112	2.234	.027
Perceived Risk	.026	.079	.019	0.331	.741

**Discussion of Results**

This study's findings demonstrate a strong correlation between revisit intention and the social media effect, closely align with earlier research findings (Cizel et al., 2022). Studies that were carried out in a different setting have shown results that are comparable. Situmorang et al. (2020) discovered a substantial relationship between experience and place attachment among visitors to deserts, while Io and Wan (2018) discovered the same correlation in the context of casino hotels. According several studies (Lee et al., 2012; Tsai 2012; Hefny, 2021), the influence of place attachment through social media has an effect on behavioral outcomes such as satisfaction, perceived value, and intentions to return.

According to the TPB model, social media influences tourist decision-making and those who want to improve their image with neighbors who are likely to visit a sustainable tourism site (Joo et al., 2020). Stojanovic et al., (2018) found that tourists categorize new information by idea. In the theory of planned behavior, attitude is a person's positive or negative feelings about an activity (Bianchi et al., 2017). The result supports various earlier studies that found a positive association between destination revisit intention and visiting attitude. Therefore, attitude affect the intention to revisit Olumo Rock.

This study also show that perceived value enhanced the revisit intention of tourist. This supports by the prior studies that tourist perceived value is seen as what predicts behavioral intention in tourist revisit intention and behavior (Chang et al., 2014). Also, Allameh et al., (2015), point out that tourist revisits intention to a destination is influenced by perceived value which means that there is a chance that a visitor will return to a place they feel strongly about after their initial visit. Additionally, the results of this study show that visitor intentions to return were positively impacted by service quality and satisfaction. According to earlier research, visitor happiness and perceived service quality are significant antecedents of the intention of returning (Worsfold et al., 2016; Kim and Thapa, 2018). According to Allameh (2015), visitor intentions to return to an Iranian sports tourism site are

prejudiced by the perceived quality of the services provided. Hence, the total results on the social media effect show that visitors intend to return to Olumo Rock.

Arguably, social media use has come to light as a factor that can significantly change travelers' intended behavior. Parallel to this, the study's findings show that the idea of behavioral intention significantly influences the actual acts that travelers perform. Additionally, social media platforms substantially indirectly impacted traveler's real behavior. The extensive distribution of knowledge is responsible for this effect. The study's conclusions indicate that traveler's behavioral intentions about their destination choice appear to be significantly influenced by their use of social media platforms as a source of travel information. A relationship of this nature has not been investigated previously, particularly in the context of social media, but it has not been investigated in any other context.

## CONCLUSION

This study experimentally investigates the link between Olumo Rock tourism revisit intention and social media effect in Ogun State, Nigeria. The essential findings shed light on a few social media factors that affect visitors' satisfaction and likelihood of returning. This study would serve as a starting point for understanding the degree of satisfaction and perceived value among Nigerian tourists and point future research in this vital field of study in the right direction. The topic of social media influence, visitor happiness, and intention to return should be prioritized even more by Nigerian tour operators and tourism management. More importantly, the impact of social media channels on visitors' intentions to return and their actual behavior was investigated, with the theory of planned behavior (TPB) serving as a point of departure for these investigations. Specifically, due to the increased rate of social media usage among visitors, the researchers examined both domestic and foreign tourists as potential respondents for their study. Based on research data, this current study concludes that social media platforms are common in the present day and have a significant influence on travelers' real and intended behaviors. Due to the influence that social media has on the behavior of visitors, they end up selecting locations and making choices about their vacation plans. A person's intention to act in a particular way is greatly influenced by a search for tourist information, however, their actual action is not much affected by it. On the other hand, social media tourism promotion has a great influence on how actual travelers behave. Hence, this demonstrates how companies cannot grow and take up a sufficient portion of the market if they do not have a social media presence.

This study examined the experiences of domestic and foreign visitors to Olumo Rock in Ogun State, Nigeria and contributed to a better knowledge of the phenomenon. One of the reasons this study was carried out was the increased incidence of social media use. The inclusion of visitors' satisfaction levels as additional elements in the analysis of tourists' intents to return to a destination after utilizing social media is a novel aspect of this current study and a significant theoretical contribution to the study as a whole. The results of this study are helpful in bolstering the social media aspects of the tourism industry, although Nigerian authorities and policymakers are worried about the sector's overall performance.

This is because decision makers are still ignorant of the significance of social media factors, service quality, and satisfaction, and they see value in enhancing revisit intention. The study's conclusions would also be very helpful to managers, owners, and business professionals in identifying critical elements that would enhance visitors'

overall inclination to return to Olumo Rock in Nigeria. For managers of tourism enterprises, the findings on social media and its influence on tourists' behavior during their visit and in terms of their propensity to return have significant ramifications. As demonstrated by Olumo Rock in Ogun State, social media channels have a significant influence on visitors' intentions to return as well as their actual behavior. This highlights how crucial it is for business managers to give social media usage careful thought to sustain successful tourism enterprises. Revisit intention is significantly influenced by social media searches for tourist information; thus, it is imperative to have current and relevant material and to be accessible on these platforms.

Therefore, tourist can look for tourism information on social media. Crucially, the way that visitors behave when travelling is greatly influenced by the promotion of tourism. Consequently, social media marketing for tourism has emerged as a crucial instrument for attracting traveler interest. To gain market share in a fiercely competitive economic climate and attract more visitors to Olumo Rock in Ogun State, tourism management should implement a suitable tourism promotion strategy for their establishments.

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