

Five point Likert scale were used to collect data from different attributes. The reliability of the study was measured using Cronbach's Alpha value. The Kaiser-Meyer-Olkin (KMO) test and the spherical degree of Bartlett test was used to test the validity of the study.

Results

This study, based on the questionnaire data as the basis, through the factor analysis method, extracted the principal factors that impact tourism consumers' social media adoption intention. A principal component analysis (PCA) was conducted on the 24 items with orthogonal rotation (varimax). The Kaiser–Meyer–Olkin measure confirmed the sampling adequacy for the analysis, KMO = .846 ('great' according to Field, 2009), and all KMO values for individual items were > .728, which is well above the acceptable limit of .5 (Field, 2009). Bartlett's test of sphericity $\chi^2 (253) = 2628.753$, $p < .001$, indicated that correlations between items were sufficiently large for PCA.

Table 1 shows the factor loadings after rotation. The items that cluster on the same components suggest that component 1 represents an adoption preference, component 2 a participation, component 3 service quality, component 4 sharing, component 5 connectivity and component 6 information.

Table 1: Factor Analysis

Variables	Component					
	1	2	3	4	5	6
I search information regarding tourism through social media	0.823	0.065	0.008	-0.102	0.028	0.111
Social media is the first medium I search for tourist information	0.724	-0.07	0.12	0.005	-0.027	-0.009
I use social media to share experiences gain from travelling	0.498	-0.241	-0.041	-0.163	0.393	-0.06
I will continue to use social media as a tool for tourism information	0.35	-0.192	-0.198	0.129	0.214	-0.11
I actively participate in many social media sites	-0.103	0.705	-0.149	0.019	-0.06	-0.018
I am in separable with social media	-0.15	0.683	-0.03	0.034	0.098	-0.003