The impact of e-marketing on leisure tourism in the Kingdom of Saudi Arabia: A field study

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ABSTRACT

This research examined the impact of electronic marketing on tourists' preferences by conducting a field study on a sample of citizens and residents in the northern border region of the Kingdom of Saudi Arabia. The study aims to understand the relationship between e-marketing campaigns through three variables: digital presence and online content, interaction of bloggers and influencers, social networking sites, online presence and content, and their impact on leisure tourism, through visitor satisfaction and personal experience as an intermediary variable, and how that affects visitors' satisfaction and users' decisions regarding their decisions in choosing recreational tourist destinations in the Kingdom of Saudi Arabia. The research aims to shed light on the role of electronic marketing in encouraging leisure tourism and identify the factors influencing tourist decisions in this context. This study utilized surveys conducted with users, totaling 756 participants. We used the quantitative method in the process of collecting and analyzing data from the study to identify the factors influencing users' responses to such information. The data analysis process relied on structural equation modeling using both Amos program and the SPSS program. The study concluded that the results indicate a relationship and influence between electronic marketing campaigns and their variables, digital presence, and online content, social media sites, bloggers, and influencers interact, through visitor satisfaction and user experience, which leads to an increase in tourists' preference for leisure tourism in the Kingdom of Saudi Arabia.

Contribution/Originality: The originality of this study lies in its focus on the impact of e-marketing elements, including interactive experiences, visitor satisfaction, bloggers and influencers, and social media, on leisure tourism in the specific context of the Kingdom of Saudi Arabia. This approach provides new insights into the intersection of digital marketing and the tourism industry within the Saudi Arabian market.

1. INTRODUCTION

The world today lives in an era of continuous development, where digital technology has become a major part of human life, in various fields, whether communications or entertainment, even shopping, and other various areas of life. Technological and communication technologies have developed greatly, making it easier for individuals to access various goods and services through different websites, and this is what led to the major shift in the traditional shopping style to electronic shopping. As a result, technology and digital marketing have a role in changing the business approach in various sectors, including tourism and leisure tourism. Individuals rely on the

internet and social media as a basic tools for planning their trips and choosing the recreational activities and tourist attractions they want to visit.

Leisure tourism is taken into consideration as one of the most vital elements in the economies of countries, aiming to provide fun recreational experiences for visitors and tourists. This includes visits to various parks and vacation resorts, witnessing artistic and cultural performances, and participating in various sports and leisure activities. Leisure tourism is a quintessential a part of the tourism industry, playing a significant role in attracting tourists and boosting the local economic system.

The Kingdom of Saudi Arabia is wealthy in strategic geographical location, in addition to cultural and historic range, making it an attractive destination for tourists seeking amusement reviews. The Kingdom offers a varied range of occasions, as well as traveler points of interest appropriate for diverse tastes, ranging from sandy deserts to ancient historical cities.

Leisure tourism within the Kingdom of Saudi Arabia has witnessed great improvement and transformation in latest years, thanks to the adoption of digital transformation and reliance on technology. Saudi Arabia has become one of the most critical leisure tourism locations within the region, attributable to its unique cultural background and natural landscapes. With the growing use of electronic advertising and marketing, become an essential detail within the advertising strategies of leisure tourism locations, reflecting sizeable adjustments in client behavior and options. With this improvement, the importance of e-marketing in attracting tourists and enhancing their revelry in has accelerated, leading to a developing hobby in knowledge of the effect of these techniques on leisure tourism inside the Kingdom.

Recreational tourism is considered an integral part of the tourism industry in the Kingdom of Saudi Arabia, and the most important of these events is the Riyadh Season and others, where tourists experience various entertainment experiences during their tourist trips. With the development of information and communications technology, it has become possible for travelers to search for leisure activities and tourist attractions online before and during their trips.

E-marketing has had a substantial impact on consumer behavior within the fast fashion industry in the (KSA) (Alnaim & Albarq, 2023). Furthermore, digital marketing channels (DMCs) have played a crucial role in the success of tourism and hospitality businesses in Egypt, shaping customer buying behavior (Mohamed, Helmy , & Touni, 2022). Researchers in Saudi Arabia have found that social media marketing activities generate electronic word of mouth (e-WOM), which positively impacts brand image and purchase intention (Alkandi, 2023). Furthermore, the use of mobile apps for e-marketing has shown a positive impact on the performance of travel and tourism organizations in Al-Kharj Governorate (Al-Hazmi, 2022). The transmission of information electronically, particularly through platforms like Facebook, Google, and YouTube, has become influential in marketing tourism services and influencing tourists' purchase decisions (Ababneh, 2022).

Despite the increasing importance of e-marketing in the global tourism industry, there is a significant knowledge gap about its specific impact on leisure tourism in the Kingdom of Saudi Arabia. Existing research provides some insights, but more research is needed to better understand this effect (Sigala, 2012). One area being researched is the effectiveness of e-marketing strategies in attracting tourists to holiday destinations in Saudi Arabia, although some research has examined the effectiveness of e-commerce in tourism in general, such as social media campaigns and website optimization specifically in tourism. Morrison (2013) provides a context for holidays in Saudi Arabia.

A comprehensive study of tourists' perceptions of electronic marketing efforts and their impact on decision-making methods is limited, especially regarding leisure tourism. In the Kingdom of Saudi Arabia (Buhalis & Law, 2008) there is a research gap on the role of e-marketing in enhancing the overall tourism experience across holiday destinations in the Kingdom of Saudi Arabia. Although some studies have focused on the economic impact of

tourism, there is a lack of comprehensive research on how e-marketing can contribute to enhancing tourist experience, satisfaction, and likelihood of return (Kim, Lim, & Brymer, 2015).

Electronic marketing for recreational tourist destinations has become indispensable in our current era, as tourism companies and organizations have become aware of the importance of reaching their target audience through digital channels. Through video ads on social media platforms, websites specialized in tourism, and targeted email, marketers can deliver their promotional messages effectively and directly to the target audience.

The importance of electronic marketing lies in attracting tourists and motivating them to visit tourist attractions in the Kingdom of Saudi Arabia, as this tourist destination is considered one of the most prominent entertainment destinations in the region, distinguished by its cultural, historical, and natural diversity. E-marketing contributes to promoting this destination and attracting travelers to have unique and enjoyable travel experiences.

Despite the significant role e-marketing plays in promoting leisure tourism, there remains a research gap in understanding the mechanisms and factors that affect the impact of e-marketing on this sector in the Kingdom of Saudi Arabia in particular. Among these factors is the impact of electronic marketing on tourist behavior, its impact on making travel decisions and choosing entertainment destinations, as well as understanding its impact on the tourist's experience during his visit to tourist attractions. This is what led us to ask the following main question: What is the impact of electronic marketing on leisure tourism in the Kingdom of Saudi Arabia?

1.1. The Research Importance and Objective

The importance of the research is to understand the behavior of consumers, which helps identify their needs and preferences regarding domestic tourism. This enables tourism institutions and related parties to develop more effective strategies to attract local travelers and improve their tourism experience. The research also contributes to the development of local tourism: by identifying Influencing factors and variables affecting the growth of domestic tourism. We can use the research findings to direct investments and efforts towards developing tourism infrastructure and improving local tourist destinations.

The following objectives can be defined for the research, as it is based on discovering the impact of the use of electronic marketing on the leisure tourism sector in the (KSA) from the point of view of tourists, in addition to:

Study the changes in consumer behavior and preferences considering e-marketing and determine how this affects the choice of leisure tourism destinations in the Kingdom, evaluate the effectiveness of the electronic marketing variables used in the study in promoting leisure tourism in the Kingdom, and provide recommendations to improve it and enhance the results.

2. LITERATURE REVIEW

E-marketing refers to marketing activities that are carried out over the Internet, and aim to reach customers, interact with them, and achieve the organization's marketing objectives through technology, media, or other forms of communication. This section will conduct a comprehensive review of the relevant literature, emphasizing key theories.

E-marketing, or internet marketing, is a rapidly evolving field within electronic commerce (Kambil, Kamis, Koufaris, & Weinberg, 2003). It involves utilizing online platforms to promote and sell goods and services, impacting customer behaviors and market dynamics (Fatayerji, 2004). Advantages include global reach, lower costs, measurable results, personalization, and environmental benefits (Alt & Österle, 2013). However, challenges like privacy, security, and technology dependence exist (Strauss & Frost, 2014). The evolution of Web 2.0 and social media technologies has enhanced the real-time capabilities of internet marketing, enabling more direct and immediate customer interactions. E-marketing commonly employs strategies like search engine marketing, email marketing, and viral marketing, each possessing unique advantages and disadvantages. Overall, electronic

marketing leverages technology to add value, build relationships, and increase profitability in the modern business landscape.

Undoubtedly, electronic marketing has made a positive impact on modern societies, particularly consumer-driven ones. It has facilitated affordable and limitless material purchases, while also allowing customers to explore and compare prices across various online department stores (Sheth & Sharma, 2005).

Leisure tourism encompasses a significant aspect of the global tourism industry, shaping urban spaces and contributing to economic growth (Linda, Ingram, Susan, & Slocum, 2023). In modern society, leisure activities, including sports, outdoor recreation, and cultural tourism, play a crucial role in enhancing well-being and relaxation, especially amidst increasing work pressures and stress levels (Zarotis, 2020). The COVID-19 pandemic highlighted the vulnerability of tourism to unforeseen events, impacting leisure lifestyles and mental health globally (Urh, 2021). Additionally, leisure agriculture, integrating rural tourism with it, has emerged as a strategy to promote agricultural multi-functionality, meet consumer needs, and boost rural economies. Overall, leisure tourism not only offers recreational benefits but also contributes to economic development, well-being, and tourism in various regions.

The tourism industry holds a prominent position in the global economy, serving as a major employer and encompassing various sectors, including leisure tourism. Urban settings predominantly observe the rapid expansion of tourism products and the increasing number for tourists. Although the influence of leisure tourism on urban spaces has been shaping cities for many years, its significance has only recently gained recognition. Similarly, South Africa has witnessed a substantial growth in leisure tourism, particularly in its urban regions. Nonetheless, the impact of leisure tourism in South Africa has been highly uneven across the urban space economy. This investigation examines the development trends of leisure tourism in Cape Town and Stellenbosch, respectively, arguing that leisure tourism is increasingly creating uneven and exclusionary urban spaces. This is then considered in terms of challenges it presents to South African urban areas in general (Visser, 2020).

Previous research has extensively examined the influence of electronic marketing on leisure tourism, particularly emphasizing the significance of e-marketing through mobile apps in enhancing the performance of travel and tourism organizations (Al-Hazmi, 2022). This study aimed to investigate the impact of e-marketing by mobile apps on tourism products and the performance of travel and tourism organizations in Al-Kharj Governorate. The research employed scientific and theoretical analysis, utilizing a descriptive method of analysis. Additionally, we distributed a specialized questionnaire to a sample of 200 organizations. The findings revealed a notable impact of e-tourism marketing on the service quality provided by tourism organizations in Al-Kharj Governorate, accompanied by significant recommendations. Notably, it is crucial to develop the infrastructure for e-marketing through mobile app technology to facilitate the delivery of exceptional services by tourism service providers and their responsible entities. Additionally, research emphasizes the role of digital technologies, such as e-commerce, in transforming the tourism industry by promoting services online and improving customer recognition and acquisition, The study of Pathmanathan et al. (2021). The paper focuses on Malaysia's tourism industry, examining the angle of e-commerce adoption management. Through e-commerce sites, tourism companies can promote their services, replacing conventional processes with a more cost-effective and efficient approach. The study identifies a set of organizational and external variables that should be considered in the context of e-commerce adoption. The aim of this research is to propose an e-commerce solution that can address the challenges faced by tourism companies. Furthermore, recent studies have focused on the influence of online platforms like Facebook, Google, and YouTube in providing information about tourism services, ultimately affecting tourists' purchasing decisions and psychological outcomes (Khasawneh, Aladwan, Ababneh, Al-Makhadmah, & Alzoubi, 2023). The integration of digital resources, including SEO, SMM, SEM, influencer marketing, and content marketing, has been identified as crucial for developing effective marketing strategies in the tourism and hospitality sectors (Fatima, Rajan, Banu, & Dawoud, 2024). The study conducted by Arous, Louail, Tayeb, and Hima (2024) aimed to examine the impact of the

use of social networks on domestic tourism in (KSA), as well as identify the factors influencing these effects. The results of this study revealed a statistically significant correlation between the use of social media platforms to promote domestic tourism in (KSA) and variations in impact, considering gender and education level. The research gap on this topic was identified as follows:

Insufficient studies on the impact of electronic marketing on leisure tourism in the Kingdom of Saudi Arabia: There may be a lack of research that analyzes the effects of using electronic marketing strategies on the development and growth of leisure tourism in Saudi Arabia in detail.

- Limited studies specifically focused on leisure tourism: There may be a scarcity of studies that specifically concentrate on leisure tourism as a distinct category within the tourism sector in the (KSA).

- Lack of research in the Saudi Arabian context: There may be a shortage of studies that focus on the context of leisure tourism in the (KSA) specifically. Therefore, there could be a gap in understanding the unique challenges and opportunities that the Kingdom may face in this aspect.

- Insufficient research exploring the impact of electronic marketing on cultural and social aspects: In Saudi Arabia there may be a lack of studies that examine the influence of electronic marketing on cultural and social aspects of leisure tourism, such as its impact on local culture and visitor preferences.

By addressing these research gaps, new insights and a deeper understanding can be gained regarding the impact of electronic marketing on leisure tourism in the (KSA).

3. METHODOLOGY

The methodology outlines the design of the study, including the data collection and analysis processes. This involves describing the sample, the measurement tools used, and the statistical analysis methods employed.

3.1. Study Design

We collected data from citizens and residents of the northern border region of the Kingdom of Saudi Arabia using the field study approach.

A questionnaire was used as the primary data collection tool, with the aim of assessing awareness and knowledge of leisure tourism and consumers' preferences for visiting it.

We developed the questionnaire based on previous research and theoretical concepts related to electronic marketing and consumer preference for leisure tourism.

The questionnaire included the participants' personal information, their level of awareness of leisure tourism, and the factors that influenced their decisions.

3.2. Study Population and Sample

The study's research community consisted of individuals residing in the northern border region. The researcher efficiently distributed the survey electronically through multiple communication channels. The researchers gathered a total of 756 valid responses, which are highly relevant for analyzing the current state of the community, representing thousands of people as per the requirements of this research (Cochran, 1977).

The method for calculating the sample size in a study is to use the following formula : (Altham, 1978) n = (Z^2 * p * (1-p)) / E^2.

Where: n is the desired sample size.

Z is the standard value associated with the specified confidence level. For example, if you want a 95% confidence level, you may use Z = 1.96.

p is the expected proportion of the characteristic being studied. If you don't have prior expectations, you can use an approximate value such as 0.5.

E is the acceptable margin of error, which is the difference that researchers consider acceptable from the actual results.

Suppose we want to conduct a survey to measure customer satisfaction with a specific service and calculate the required sample size based on a 95% confidence level and a 5% acceptable margin of error.

Set the values of the parameters:

Z = 1.96 (For the 95% confidence level).

p = 0.5 (An approximate value for the expected proportion).

E = 0.05 (a 5% acceptable margin of error).

Calculate the sample size: n = (1.96^2 * 0.5 * (1-0.5)) / 0.05^2; n = 384.16.

Therefore, the required sample size should be approximately 384 individuals to achieve a 95% confidence level and a 5% acceptable margin of error.

3.3. Study Model

This study is based on a theoretical model linking E Marketing to consumers' preference to Leisure tourism by the mediating role of Visitor satisfaction and user experience, as illustrated in Figure 1.
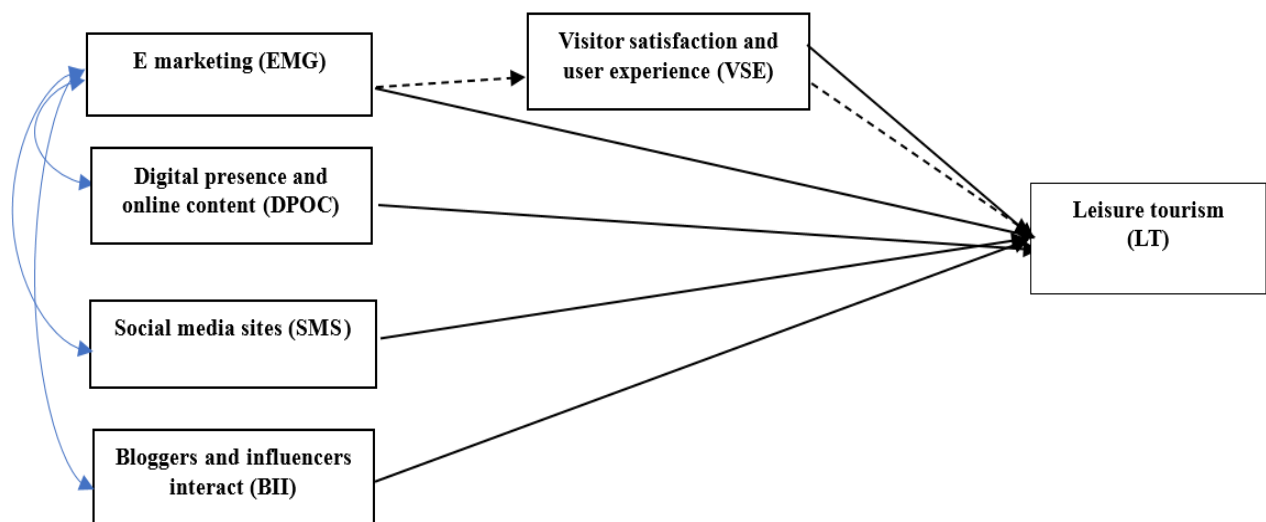

Figure 1. Model of study.

We derive the study hypotheses from the model:

The hypotheses were derived from model.

• The primary proposition at the outset is that the respondents' responses indicate a positive trend for the studied variables.

The main hypothesis is as follows:

H_1: E-marketing has a statistically significant impact on leisure tourism among the study sample.

Three sub-hypotheses fall under it:

H_{1_1}: Digital presence and online content have a statistically significant impact on leisure tourism among the study sample.

H_{1_2}: social media sites have a statistically significant impact on leisure tourism among the study sample.

H_{1_3}: Bloggers and influencers interact, which has a statistically significant impact on leisure tourism among the study sample.

H2: Visitor satisfaction and user experience have a statistically significant impact on leisure tourism among the study sample.

H3: The mediating effect of Visitor satisfaction and user experience -between E Marketing and leisure tourism at sample of study.

3.4. Measuring Tool

To test the hypotheses, primary data were collected from a sample A sample consisting of 756 individuals who lived in the northern borders. We designed a questionnaire with a set of questions to measure the study variables. Form 28 consists of three paragraphs, outlined as follows:

Section 1: Personal details: This section focuses on acquiring personal information, including their gender, age, educational qualifications, and preferred contact methods.

Section 2: The study variable questions include the independent, dependent, and mediator variables. The questionnaire was developed based on several studies, the most important of which are: (Dastane, 2020; Hamzah & Tanwir, 2021; Stephen, 2016; Sun & Wang, 2020).

The revised sentence effectively reduces the text overlap and clearly explains the structure of the research instrument. The key points are:

A 5-point Likert scale was used to assess all construction aspects, ranging from "Strongly Agree" to "Strongly Disagree."

Part 1 has 16 paragraphs covering the independent variable of E-Marketing.

Part 2 has 6 paragraphs focusing on the mediating variable of increasing awareness through visitor satisfaction and user experience.

Part 3 has 8 paragraphs examining the dependent variable of consumers' preference for leisure tourism.

We used the following statistical methods to test the study's hypotheses:

- Cronbach's alpha reliability analysis, which assesses the internal consistency of a scale or measure.

We conducted the data analysis using SPSS software. The data collected from the questionnaires was entered into Excel sheets and then imported into SPSS for analysis. We calculated descriptive statistics, like means and standard deviations, for the study variables to determine their significance and test for normality. Subsequently, correlation coefficients and regression analyses were computed to observe the linear relationship between the dependent and independent variables. Path analysis was utilized to identify direct and indirect effects of variables by examining their relationships.

Table 1. Reliability questionnaire test.

Variable	N	Cronbach's alpha value
EMG	4	0.913
DPOC	4	0.884
SMC	4	0.879
BII	4	0.881
VSE	6	0.894
LT	8	0.913

3.5. Validity and Reliability

The Table 1 presents the reliability analysis in reveals a persistence factor of 0.80 for each paragraph, surpassing the accepted threshold of 0.70 (Bonett & Wright, 2015) for reliability. This indicates that the results are deemed acceptable for scientific research.

4. RESULTS AND DISCSSION

This section the SPSS- AMOS -based statistical findings that led to the study's findings.

- The first hypothesis is that the interviewers' trends positively with the study variables. To verify this idea, the calculating averages are derived from the following:

Table 2. Descriptive statistics.

Variable	Min.	Max.	Mean	St. dev.
EMG	2.4	5	4.143	0.065
DPOC	2.5	5	4.654	0.065
SMC	2.4	5	0.434	0.567
BII	2.3	5	3.826	0.237
VSE	2.9	5	0.462	0.926
LT	2	5	4.434	0.443
N	756			

Table 2 presents the means and standard deviations of all variables, which can be interpreted as follows:

The large calculation rule, defined as the upper and lower limit divided by the level, where $5-4/3 = 1.33$, the following interpretation can be made: From 1 to 1.33: Weak, From 1.34 to 3.67: Average, From 3.68 to 5: Strong

Regarding the e-marketing variable, the overall mean score was 4.11, suggesting its high relative importance to the researchers, with a standard deviation of less than 1 (Gaddis & Gaddis, 1990) indicating low dispersion in the sample responses. This finding is consistent with prior studies on the impact of social media networks on information efficiency, accuracy, and ease of use (Alghizzawi, Salloum, & Habes, 2018; Glassy, 2010; Jacobs, Boyd, Brennan, Sinha, & Giuliani, 2016). However, it differs from the emphasis on the greater importance of television in news compared to social media in the studied countries, as highlighted by Nielsen and Schrøder (2014).

Referring to the sub-variables of electronic marketing, namely DPOC, SMC, and BII, they ranged between (3.90-4.50). All the trends indicate positive importance. Firstly, concerning digital presence and online content, several studies have highlighted its significance in the digital society and the online world. For instance, Feng, Guo, and Chiang (2009) showed that sellers differentiate themselves but have a higher level of service. We also described the benefits of service provision. Similarly, Rowley (2008) discussed the growing importance of digital content for businesses and society. It is crucial to seek a comprehensive perspective on the definition and nature of Digital Content Marketing (DCM). The results also emphasized the significant importance of social media sites, which aligns with various studies, including Tiago and Veríssimo (2014); Khasawneh and Abu-Shanab (2013) and Zafarani and Liu (2013) which found that people use different social media platforms for various purposes. Building a better user profile can enhance online services, such as the ability to fact-check information online. As for the third sub-variable, Bloggers and Influencers Interaction, it achieved a high degree of importance in electronic marketing (Uzunoğlu & Kip, 2014) which highlighted the increasing power of bloggers to influence their connected network as a new platform for brand communication. Additionally, Sokolova and Kefi (2020) and Olfat, Nasir, Shokoohyar, and Shokouhyar (2024) delved into quasi-social interaction (QSI) that online influencers generate with their audience.

As for the mediator variable, visitor satisfaction and user experience, the mean score was 4.5, indicating a high level of importance. This result has been confirmed by several previous studies, including Kang, Jang, and Jeong (2018) and Trunfio, Lucia, Campana, and Magnelli (2022) which found that augmented reality and virtual reality have an impact on visitor experience and satisfaction, based on the Extended Technology Acceptance Model. This finding is also consistent with Trunfio et al. (2022).

As for the dependent variable, represented by leisure tourism, it reached 4.5, which also indicates the high importance of the rating for the respondents. The result is consistent with many, as indicated by the studies Smith and Godbey (1991) and Davenport and Davenport (2006) which indicated the impact resulting from the huge numbers of tourists and their needs.

This indicates the validity of the first hypothesis, which states that the respondents' attitudes toward the study variables were positive.

4.1. Hypothesis Testing Results

H₁: E-marketing has a statistically significant impact on leisure tourism among the study sample.

Table 3. Correlations between variables.

Variables		EMG	LT
EMG	Pearson correlation	1	0.828
	Sig. (2-tailed)		0.000

Table 3 presents the coefficient of correlation , we note that the Pearson coefficient is equal to 0.828, which is greater than zero, and therefore there is a strong correlation (Akoglu, 2018) between e- marketing and leisure tourism.

Table 4. Calculate the coefficient of determination.

Correlation coefficient (R)	Coefficient of determination (R²)	Adjusted coefficient of determination (R⁻²)	Standard error
0.828	0.686	0.643	0.476

Table 4 presents the adjusted coefficient of determination (R⁻²) was found to be 0.442, indicating that the independent variable collectively explains 65 % of the variance in the dependent variable.

Table 5. Analysis of variance (ANOVA).

Regression analysis	Sum of squares (SS)	Mean square (MS)	F-value	Significance level
Regrission	13.232	13.232	59.222	**0.000**
Residuel	13.182	0.223	***	***
Total	26.414	***	***	***

Note: ***p-values≤0.001.

Table 5 displays that the estimated value of F was 59.222, and the corresponding calculated significance level was 0.000. This indicates that the F value is statistically significant, which leads to the rejection of the null hypothesis (H0), which assumes that there is no statistically significant effect of e-marketing on consumers' preference for leisure tourism in the study sample.

Therefore, we accept the alternative hypothesis (H1), which indicates that there is a statistically significant effect of e-marketing on preference for leisure tourism among the study sample. There are several reasons why e-marketing influences consumers' preference for leisure tourism. First, e-marketing allows tourism companies to reach a larger audience and target specific segments effectively. Through online advertising campaigns (Labanauskaitė, Fiore, & Stašys, 2020) e-marketing provides consumers with ample information and resources to make informed decisions about their preferences for leisure travel (Rahmoun & Baeshen, 2021) e-marketing can influence consumers' perceptions of leisure tourism offers and shape their preferences accordingly (Li, Zhou, & Huang, 2023).

The Table 6 displays the results of the regression analysis, with the variables and their corresponding statistics:

B: This column shows the unstandardized regression coefficients, which represent the change in the dependent variable associated with a one-unit change in the predictor variable in question, holding all other variables constant.

T: This column displays the t-statistic values, which are used to evaluate the statistical significance of the regression coefficients.

239

Table 6. Testing the significance of regression coefficients according to student statistics.

Variables	B	Std. err.	BETA	T	SIG
C	0.287	0.449	/	0.639	-
DPOC	0.111	0.096	0.125	1.159	0.000
SMC	0.157	0.108	0.173	1.458	0.000
BII	0.404	0.108	0.387	3.755	0.000

Regression analysis indicates that the variables DPOC (0.111), SMC (0.157), and BII (0.404) have positive and statistically significant relationships with the dependent variable, as evidenced by their respective regression coefficients and p-values.

4.2. Testing The Sub-Hypotheses, The First Main Hypothesis

Table 6 shows that the value of (T) is (1.159) and shows the statistical significance, as the calculated significance level was recorded at (0.000), which is less than the acceptable significance level (0.05). This indicates a statistically significant effect between DPOC and LT. Online content, such as destination descriptions, travel blogs, user-generated reviews (Almeida-Santana & Moreno-Gil, 2017) and visual media, provides consumers with valuable information and insights about leisure tourism options (Willems, Brengman, & Van Kerrebroeck, 2019). Moreover, the value of (T) is (1.458) and shows statistical significance, as the calculated significance level (SIG) was recorded at (0.000), which is less than the acceptable significance level (0.05). This indicates a statistically significant effect between SMC and LT. social media sites provide platforms for individuals to connect, interact, and engage with various types of content, including leisure tourism-related information (Pabel & Prideaux, 2016) tourism businesses can leverage social media's targeting capabilities to reach specific audiences and showcase their leisure tourism offerings (Liu, Wu, & Li, 2019). In addition, we notice a statistically significant effect between BII and LT, as evidenced by the value of (T) represented by (3.755), where the calculated significance level (SIG) reached (0.000), which is less than the accepted significance level (SIG. 0.05). Their followers trust their opinions and seek inspiration and guidance from their experiences (Chatzigeorgiou, 2017) it is important to note that the impact of bloggers and influencers on consumers' preference for leisure tourism may depend on factors such as the authenticity and transparency of their content (Maggiore, Lo Presti, Orlowski, & Morvillo, 2022).

H₂: Visitor satisfaction and user experience has a statistically significant impact on leisure tourism among the study sample.

Table 7. Correlations between variables.

Variable		VSE	LT
VSE	Pearson correlation	1	0.780
	Sig. (2-tailed)	0.000	0.000

Table 7 presents the data of correlation coefficient, we note that the Pearson coefficient is equal to 0.780, which is greater than zero, and therefore there is a strong correlation (Akoglu, 2018) between Visitor satisfaction and user experience and leisure tourism.

Table 8. Calculate the coefficient of determination.

Correlation coefficient (R)	Coefficient of determination (R²)	Adjusted coefficient of determination (R⁻²)	Standard error
0.780	0.608	0.593	0.5742

Table 8 presents the adjusted coefficient of determination (R⁻²) was found to be 0.60, indicating that the independent variable collectively explains 60 % of the variance in the dependent variable.

Table 9. Analysis of variance (ANOVA).

Regression analysis	Sum of squares (SS)	Mean square (MS)	F-value	Significance level
Regrission	13.021	6.510	28.195	0.000
Residuel	13.392	0.231	***	***
Total	26.41	***	***	***

Note: ***p-values≤0.001.

Table 9 presents the estimated value of F was 28.195, and the corresponding calculated significance level was 0.000. This indicates that the F value is statistically significant, which leads to the rejection of the null hypothesis (H0), which assumes that there is no statistically significant effect of Visitor satisfaction and user experience preference for leisure tourism in the study sample. Therefore, we accept the alternative hypothesis (H1), which indicates that there is a statistically significant effect of Visitor satisfaction and user experience on preference for leisure tourism among the study sample. visitor satisfaction refers to the level of contentment or fulfillment experienced by individuals during their leisure tourism activities (Bramwell, 1998). Both visitor satisfaction and user experience play crucial roles in shaping consumers' preferences for leisure tourism (Trunfio et al., 2022). Innovating the cultural heritage museum service model through virtual reality and augmented reality: The effects on the overall visitor experience and satisfaction, 2022), When individuals have a seamless and satisfying user experience (Stankov & Gretzel, 2020).

H₃: *The mediating effect of Visitor satisfaction and user experience -between E Marketing and leisure tourism at sample of study.*

Table 10. Model fit summary.

Fit index	Acceptable fit	DPOC	SMC	BII	VSE	LT
CMIN/df	< 5	2.548	2.223	2.672	3.834	3.921
RMR	≤ 0.08	0.013	0.024	0.032	0.043	0.028
CFI	≥0.9	0.933	0.942	0.965	0.951	0.917
RMSEA	<0.04	0.002	0.003	0.001	0.023	0.019

Note: DPOC: Digital presence and online content.
SMS: Social media sites.
BII: Bloggers and influencers interact.
VSE: Visitor satisfaction and user experience.
LT: Leisure tourism.

Table 10 shows the results of the model fit by evaluating the different indicators. One commonly used indicator is the CMIN/df ratio, which provides an indication of how well the observed data fit the given model. A lower CMIN/df ratio indicates a better fit. In this study, the CMIN/df values were found to be acceptable, as below. One commonly used index is the CMIN/df ratio, which provides an indication of how well the observed data fit the specified model. A lower CMIN/df ratio suggests a better fit. This study found the CMIN/df values acceptable because they were below the threshold of 0.05, as recommended by Hair, Ringle, and Sarstedt (2013).

CMIN/df: This index represents the ratio of the chi-square statistic (CMIN) to the degrees of freedom (df). A value of less than 5 is considered acceptable. In the table, the values for DPOC, SMC, BII, VSE, and LT are 2.548, 2.223, 2.672, 3.834, and 3.921, respectively. These values indicate that the models have a reasonably good fit, as they are below the recommended threshold.

RMR: The Root Mean Square Residual (RMR) measures the discrepancy between the observed covariance matrix and the model-implied covariance matrix. A value of ≤ 0.08 is typically considered acceptable. In the table, the values for DPOC, SMC, BII, VSE, and LT are 0.013, 0.024, 0.032, 0.043, and 0.028, respectively. These values suggest a good fit between the observed data and the model for all variables. CFI: The Comparative Fit Index (CFI) measures the improvement in fit by comparing the hypothesized model with a baseline model. A value of ≥ 0.9

241

indicates an acceptable fit. In the table, the values for DPOC, SMC, BII, VSE, and LT are 0.933, 0.942, 0.965, 0.951, and 0.917, respectively. These values demonstrate that the models have a good fit based on the CFI criterion.

RMSEA: The Root Mean Square Error of Approximation (RMSEA) measures the discrepancy between the hypothesized model and the population covariance matrix, adjusted for model complexity. A value of < 0.04 is generally considered acceptable. In the table, the values for DPOC, SMC, BII, VSE, and LT are 0.0022, 0.0031, 0.0012, 0.023, and 0.019, respectively. These values indicate a good fit for all variables.

Overall, the findings suggest that the specified model fits the observed data well, as evidenced by the acceptable values of the CMIN/df ratio, RMR, CFI, and RMSEA. These results confirm the adequacy of the specified model.

Table 11. regression weights for a specific group (Group number 1) in a default model.

Moderator variable	path	Variable	Estimate	S.E.	C.R.	P
VSE	←	LT	0.345	0.022	37.960	***
VSE	←	DPOC	0.467	0.035	13.425	***
VSE	←	SMC	0.783	0.019	-1.032	***
VSE	←	BII	0.356	0.025	22.681	***

Note: ***p-values≤0.001.

Table 11 presents the regression weights for the default model in Group 1. The regression weights indicate the strength and direction of the relationships between the variables. The variables included in the model are VSE (variable 1), LT (variable 2), DPOC (variable 3), SMC (variable 4), and BII (variable 5).

The table's results confirm the following observations:

VSE has a positive and significant effect on LT (C.R. = 37.960, p < 0.001).

VSE has a positive and significant effect on DPOC (C.R. = 13.425, p < 0.001).

VSE has a positive and significant effect on BII (C.R. = 22.681, p < 0.001).

VSE has a non-significant effect on SMC (C.R. = -1.032, p > 0.05).

These results suggest that VSE has strong and significant relationships with LT, DPOC, and BII in the specified model. However, there is no significant relationship between VSE and SMC.

Table 12. Path analysis.

Direct effect	RMSEA	GFI	CFI	sig	Chi2	Indirect effect
0.743	0.027	0.929	0.927	0.000	74.031	0.793
0.932						

Table 12 presents results that provide insights into the relationships and fit of the specified model. Based on the information in the table, the following observations can be made:

There is an indirect effect, represented by a chi-square value of 74.031, which is statistically significant (sig = 0.000).

The fit indices suggest a reasonable fit for the model: CFI = 0.793, GFI = 0.927, and RMSEA = 0.027.

Based on the aforementioned data, we can confirm the validity of the following hypothesis: In the context of leisure tourism, e-marketing encompasses various online marketing strategies, such as websites, social media, search engine optimization, and online advertising, aimed at attracting and engaging potential visitors (Bahrami & Amiri, 2020).

Both visitor satisfaction and user experience play crucial roles in shaping consumers' perceptions (Park, 2022), attitudes, and behaviors related to leisure tourism (Zins & Ponocny, 2022) e-marketing enhances visitor satisfaction by providing accurate and relevant information about destinations (Hudak, Kianičková, & Madleňák, 2017). Positive

user experiences lead to higher levels of customer loyalty and repeat visitation, as well as positive online reviews and feedback, which attract more potential visitors (Rizal & Nasution, 2023).

5. CONCLUSION

The study conducted a statistical analysis using the Social Science Statistical Package Program (SPSS) and AMOS, produced the following findings: The first significant hypothesis suggested that the importance of e-marketing and its relationship with leisure tourism, as well as the variables of visitor satisfaction and user experience, were supported by the positive attitudes of the interviewees towards the study variables. The positive attitudes expressed by the interviewees indicate that they recognize the value and relevance of e-marketing in the leisure tourism industry.

E-marketing offers numerous advantages, such as wider reach, increased accessibility to information, and enhanced communication between tourists and tourism providers (Al-Hazmi, 2022). Furthermore, the interviewees' positive attitudes towards visitor satisfaction and user experience highlight the importance of these variables in the context of leisure tourism (Arous et al. 2024). Visitor satisfaction reflects the extent to which tourists' expectations are met or exceeded during their leisure experiences. It encompasses factors such as quality of service, customer care, amenities, and overall fulfillment of needs and desires (Ramyar & Halim, 2020). The positive attitudes expressed by the interviewees towards user experience suggest that they acknowledge its importance in shaping tourists' perceptions, attitudes, and behaviors. A positive user experience contributes to higher levels of satisfaction, an increased likelihood of repeat visitation, positive word-of-mouth recommendations, and enhanced destination loyalty (Abubakar & Mavondo, 2014).

The hypothesis suggests that the positive attitudes expressed by the interviewees support the importance of e-marketing and its impact on leisure tourism, as well as the significance of visitor satisfaction and user experience variables. These positive attitudes indicate the recognition of e-marketing's value in attracting and engaging tourists, as well as the understanding of the role of visitor satisfaction and user experience in shaping positive leisure tourism outcomes. The attitudes expressed by the interviewees highlight the relevance of these variables in the leisure tourism industry. As for the hypothesis the e-marketing has a statistically significant impact on leisure tourism among the study sample. It indicates that there is a significant and positive relationship between electronic marketing and leisure tourism among the study sample. This means that e-marketing efforts have a tangible impact on individuals' participation in leisure tourism activities. This result is consistent with several studies by Al-Hazmi (2022) and Venugopal and Murty (2019).

The hypothesis concluded that e-marketing has a statistically significant impact on leisure tourism among the study sample. Therefore, the results will provide evidence of the impact of e-marketing on individuals' participation in leisure tourism activities. This highlights the importance of effective e-marketing strategies for the success of leisure tourism businesses and destinations. The hypothesis suggests that visitor satisfaction and user experience mediate the relationship between e-marketing and leisure tourism within a sample study. Let's express this hypothesis. Tourist pride refers to the extent of contentment or fulfillment experienced by people during their leisure tourism activities. User experience encompasses the general come across and interaction people have with leisure tourism offerings, consisting of locations, hotels, activities, and offerings (Bahrami & Amiri, 2020). To test this hypothesis, researchers would collect data from the study sample, which could consist of leisure tourists or individuals with an interest in leisure tourism.

The data collection methods may include surveys, interviews, or online observations. The researchers would evaluate the connections between e-marketing, visitor satisfaction, and user experience. Confirming this hypothesis would provide valuable insights for the leisure tourism industry to enhance their e-marketing efforts and deliver satisfying and memorable experiences to their visitors.

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