

The effect of social capital and altruism of Social Network sites on the intention of tourists to revisit them (case study of the web sites of Rasht airlines)

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Abstract The effect of social capital and altruism of Social Network sites on the intention of tourists to revisit them (case study of the web sites of Rasht airlines)
Masomeh shabani The main aim of this study is to verify the effect of social capital and altruism of Social Network sites on the intention of tourists to revisit the web sites of Rasht Airlines. Descriptive Survey method is used in the study and it is an “applied” research. 400 questionnaires were distributed among samples, containing some personal-information questions and questions related to research hypotheses, In order to collect data; and 390 completed and accepted questionnaires were collected. Thereafter, the questionnaires were analyzed statistically. Then, using frequency tables and graphs, a description of the demographic indicators and hypotheses was presented. Next, in order to reject or confirm them, the hypotheses were tested based on the results of the survey questions which had been analyzed using inferential statistics. In order to check the validity of the questionnaire and to verify the hypotheses, ‘Confirmatory Factor Analysis’, and ‘Structural equation modeling (SEM)’ with the aid of the SmartPLS 3 software were used, respectively. The results show that there is a positive and meaningful relationship between social capital and common identity; social capital and common bond; altruism and identity; altruism and common bond; common identity and intention to revisit the networks; common bond and intention to revisit the networks in Rasht Airlines websites.

Keywords : Keywords: E-Tourism, Social Capital, Altruism, Websites.

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