



**JOURNAL OF TOURISM,  
HOSPITALITY AND  
ENVIRONMENT MANAGEMENT  
(JTHER)**  
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## MAPPING THE SCHOLARLY LANDSCAPE: REVISIT INTENTIONS AND MOTIVATION IN SOCIAL MEDIA INTERACTIONS

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### Article Info:

#### Article history:

Received date: 26.06.2025

Revised date: 15.07.2025

Accepted date: 20.08.2025

Published date: 01.09.2025

#### To cite this document:

Jamalludin, Z., Saman, N. R. M., & Abd Aziz, N. N. (2025). Mapping The Scholarly Landscape: Revisit Intentions and Motivation in Social Media Interactions. *Journal of Tourism Hospitality and Environment Management*, 10 (41), 118-133.

DOI: 10.35631/JTHER.1041008

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### Abstract:

This study comprehensive analysis of the scholarly landscape surrounding revisit intentions and motivation in social media interactions. With the ubiquitous use of social media platforms, understanding users' revisit intentions and motivations is crucial. Despite growing interest, there remains a need to systematically map the research landscape, identify key contributors, and discern trends and gaps. Employing bibliometric analysis techniques, we examined publications from 2014 to 2023, utilizing scholarly databases and citation indices. Our methodology involved collecting and analysing publication data, including trends in output, author distribution, and subject areas. Visualizations and statistical analyses elucidated patterns and relationships. Our findings reveal a significant increase in publications, indicating a growing interest and maturity in the field. Fluctuations in publication rates were noted, potentially influenced by technological advancements, research priorities, and emerging trends. Dominant authors and collaborative networks were identified, offering insights into influential voices and collaboration opportunities. Additionally, the multidisciplinary nature of research on revisit intentions and social media interactions was highlighted. In conclusion, our study provides valuable insights into the scholarly landscape of revisit intentions and motivation in social media interactions. By mapping the research landscape and identifying key contributors, our findings can guide future research initiatives, foster collaborations, and inform decision-making processes. Moreover, our study contributes to a deeper understanding of

users' behaviours and interactions within the dynamic realm of social media.

**Keywords:**

Revisit, Motivation, Social Media, Technology, Tourism

**Introduction**

In the digital era, the shift, primarily catalyzed by the proliferation of social media platforms. These platforms serve as dynamic arenas where individuals engage in a myriad of interactions, ranging from casual exchanges to profound discussions and collaborative endeavors (Ali, 2024; Almakaty, 2024). Understanding the underlying intentions and motivations that drive such interactions has become a focal point for researchers across various disciplines. As we navigate this complex terrain, it becomes imperative to revisit and scrutinize these intentions and motivations with a fresh perspective, considering the evolving nature of social media usage patterns and the socio-cultural dynamics that influence them (Poloni, 2024; Ünsay, 2025). This article delves into the intricacies of social media interactions, aiming to elucidate the multifaceted nature of users' intentions and motivations, and their implications for individual behaviors and societal dynamics (Shah, 2024).

At the core of social media interactions lie a multitude of intentions, often shaped by diverse individual and contextual factors. From seeking social validation and forming connections to expressing opinions and consuming information, users engage with social media platforms with varying goals in mind (Cho et al., 2024; Knoll, Matthes, & Heiss, 2020). However, the underlying motivations driving these intentions are not always straightforward and can stem from a complex interplay of psychological, sociological, and technological influences. Moreover, the advent of new features and functionalities within social media ecosystems continuously reshapes users' behaviours and motivations, necessitating a nuanced understanding of how these platforms evolve over time (Amorim et al., 2020; Susanto et al., 2021). By revisiting intentions and motivations in social media interactions, we aim to unravel the underlying mechanisms that govern user engagement, thereby providing valuable insights for practitioners, policymakers, and scholars alike (Li, Hu, & Yang, 2023; Wu, Lin, & Hsu, 2024). Through an interdisciplinary lens, this article seeks to bridge gaps in existing literature and pave the way for a more holistic comprehensive of the dynamics shaping contemporary social media landscapes.

**Literature Review**

The existing literature highlights several influential factors that shape users' revisit intentions and motivations in social media interactions. For example Madi, Al Khasawneh and Dandis (2024) found that perceived usefulness and enjoyment significantly affect users' decisions to revisit social media platforms. Similarly, Rather (2021) emphasized the dual role of perceived enjoyment and perceived risk in shaping revisit intentions, demonstrating that both positive and negative user experiences contribute to social media engagement. Roslan et.al (2021) added further depth by identifying perceived social presence, usefulness, enjoyment, social influence, and ease of use as critical factors. Meanwhile, Paliwal et al. (2025) and Zewude et al. (2025) linked social media use to students' mental health and academic performance, illustrating how psychological attributes are interwoven with revisit intentions in digital environments.

Several studies explore the social motivations behind revisit behaviors (Hu et al., 2022). Refer study from Handarkho (2024) that examined social commerce platforms, showing that subjective norms and social influence significantly affect users' continuance intentions. Bowal and Ghosh (2023) extended this inquiry to dark tourism, revealing that tourist satisfaction mediates revisit intentions in niche travel settings. Kondrateva, Pakhalov and Rozhkova (2023) further emphasized the role of social media in shaping initial visit motivations and enhancing revisit intentions through interactive and immersive experiences. These studies collectively underline the power of user-generated content and digital interaction in driving both engagement and return visits.

In the tourism and hospitality sectors, revisit intentions are often framed through theoretical models. Hu et al. (2022) applied the Motivation, Opportunity and Ability (MOA) theory and discovered that motivation and platform accessibility positively influenced travelers' involvement with hotel social media pages, which in turn boosted revisit intentions. Conversely, Gregoriades et al. (2023) used text mining to identify reasons for non-revisit behaviors, showing that negative sentiment in user-generated content can deter future engagement. However, their reliance on sentiment analysis alone may overlook complex emotional and contextual factors that influence revisit behavior.

The COVID-19 pandemic also introduced new dimensions to this discourse. Rather et al. (2023) investigated how social media engagement influenced Customer Brand Engagement (CBE), co-creation, and revisit intentions during the pandemic. Their findings revealed a positive relationship between social media interaction and CBE, which subsequently enhanced revisit intentions. However, they also noted that fear of COVID-19 and perceived risks negatively moderated these relationships, highlighting the impact of external stressors on user engagement. This suggests that future strategies must account for users' psychological safety and perceived risks to sustain digital interaction and loyalty.

Finally, broader literature reviews offer a foundational understanding of social media motivations. Luo, Lam and Wang (2021) identified user experience, enjoyment, and social interaction as key drivers of revisit intentions. Chen and Peng (2023) categorized motivations into social interaction, self-presentation, information sharing, and entertainment, all of which shape users' decisions to return to social media platforms. Lariba (2023) highlighted the roles of social influence, trust, and perceived usefulness, and underscored the importance of user-generated content. Collectively, these studies reveal that revisit intentions are shaped by a complex interplay of cognitive, emotional, and social factors, warranting further exploration into how users interact with digital platforms in dynamic and evolving contexts.

### Research Question

The question, along with the purpose of the review, the intended deliverables and the intended audience, determines how the data are identified, collected and presented (Booth et al., 2021). These are several questions that we want to answer in this paper.

1. What are the research trends in online learning studies according to the year of publication?
2. Who writes the most cited articles and where does they work?
3. What is the type of document by subject of research?
4. What are the popular keywords related to the study?
5. What network mapping based on co-citation by cited references?

## Methodology

Bibliometrics means the combination, managing and investigation of bibliographic information obtained from publications which are scientific in nature (Alves et al., 2021; Assyakur & Rosa, 2022). The study includes basic descriptive statistics like publishing journals, publication year, and major author classification, as well as advanced approaches such as document co-citation analysis (Kleminski, Kazienko, & Kajdanowicz, 2022). Conducting an effective literature review requires a methodical approach that includes identifying relevant keywords, conducting a literature search, and analyzing the findings thoroughly to create a full bibliography and produce reliable results. The study aimed to concentrate on top-tier papers since they provide significant insights into the theoretical views influencing the development of the research field. The study ensured data trustworthiness by utilizing the Scopus database for data collection (Al-Khoury et al., 2022). Furthermore, only articles from thoroughly peer-reviewed academic journals were included to guarantee the quality of publications, while books and lecture notes were intentionally excluded (Baas et al., 2020; Haq et al., 2023). Elsevier's Scopus, renowned for its comprehensive coverage, gathered publications from 2014 to December 2023 for study.

## Data Search Strategy

The study utilized a identifying process to identify search terms for retrieving articles. It began by querying the Scopus database online, employing this crucial step to gather a substantial number of pertinent publications. This process entailed selecting keywords and utilizing synonymous terms from various sources such as thesauruses, dictionaries, encyclopedias, and previous research to formulate search strings. All relevant keywords were chosen, resulting in the acquisition of 1,565 publications during the initial phase of the bibliometric analysis procedure from the databases.

**Table 1: The Search String**

<b>Scopus</b>	TITLE-ABS-KEY ( ( revisit OR return OR stay ) AND ( intention* OR purpose ) AND ( tourism* OR tourist* ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND ( LIMIT-TO ( PUBYEAR , 2014 ) OR LIMIT-TO ( PUBYEAR , 2015 ) OR LIMIT-TO ( PUBYEAR , 2016 ) OR LIMIT-TO ( PUBYEAR , 2017 ) OR LIMIT-TO ( PUBYEAR , 2018 ) OR LIMIT-TO ( PUBYEAR , 2019 ) OR LIMIT-TO ( PUBYEAR , 2020 ) OR LIMIT-TO ( PUBYEAR , 2021 ) OR LIMIT-TO ( PUBYEAR , 2022 ) OR LIMIT-TO ( PUBYEAR , 2023 ) )
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The screening phase was conducted to ensure that the selected studies aligned with the research questions by applying clearly defined inclusion and exclusion criteria. An initial total of 1,565 publications were retrieved during the early stage of the bibliometric analysis from relevant databases. To ensure consistency and relevance, only English-language publications from 2014 to 2023 were included, focusing on recent developments in revisit intention, motivation, social media, technology, and tourism. The selection was further narrowed to peer-reviewed journal articles that had reached their final stage of publication, guaranteeing academic credibility and reliability. This thorough screening process ensured that only high-quality, relevant, and up-to-date studies formed the basis for the subsequent bibliometric analysis.

**Table 2: The selection Criterion**

Criterion	Inclusion	Exclusion
Language	English	Non-English
Time line	2014 – 2023	< 2013
Literature type	Journal (Article)	Proceeding, Book, Review

**Data Analysis**

VOSviewer is a user-friendly bibliometric analysis tool developed by Nees Jan van Eck and Ludo Waltman at Leiden University, Netherlands (Van Eck & Waltman, 2010, 2017). It is widely recognized for its capabilities in visualizing and analyzing scientific literature, particularly through the creation of intuitive network visualizations, the clustering of related items, and the production of density maps. The software's adaptability enables the exploration of co-authorship, co-citation, and keyword co-occurrence networks, thereby offering researchers a holistic perspective on research landscapes. Its interactive interface, alongside regular updates, facilitates the efficient and dynamic analysis of extensive bibliometric datasets. With features such as metric computation, customizable visual outputs, and compatibility with diverse bibliometric sources, VOSviewer serves as a vital tool for scholars aiming to extract meaningful insights from complex academic data.

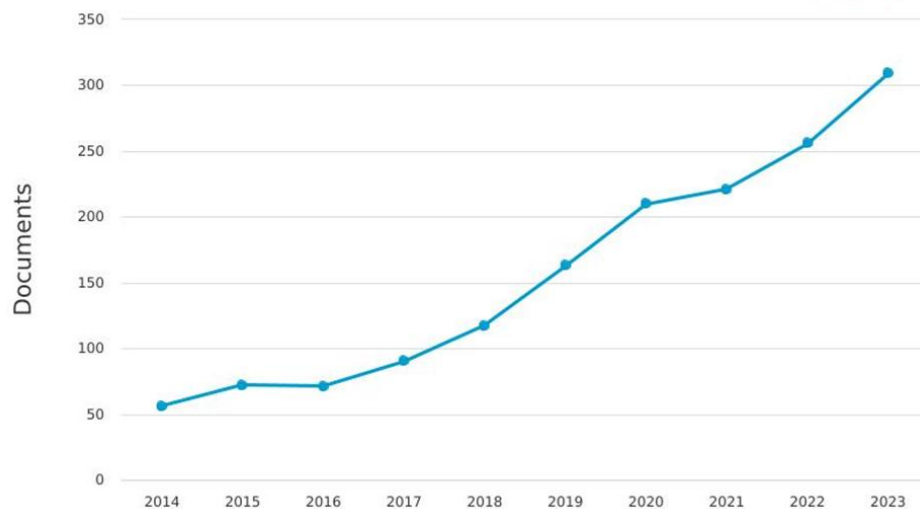
VOSviewer is distinguished by its ability to convert complex bibliometric data into visually accessible maps and charts. Emphasizing network visualization, the software is particularly effective in clustering related elements, analyzing keyword co-occurrence, and generating density maps. Its intuitive interface supports both novice and experienced researchers in navigating and interpreting research landscapes with ease. The ongoing development of VOSviewer ensures its relevance and innovation in the field of bibliometric analysis, offering robust metric computations and customizable visual outputs. Furthermore, its flexibility in handling various types of bibliometric data, including co-authorship and citation networks, makes VOSviewer a highly adaptable and essential tool for scholars aiming to gain comprehensive insights within their respective fields.

Datasets comprising information on the publication year, title, author name, journal, citation, and keywords in PlainText format were procured from the Scopus database, spanning the period from 2020 to December 2023. These datasets were then analyzed using VOSviewer software version 1.6.19. Through the application of VOS clustering and mapping techniques, this software facilitated the examination and generation of maps. Offering an alternative to the Multidimensional Scaling (MDS) approach, VOSViewer focuses on situating items within low-dimensional spaces, ensuring that the proximity between any two items accurately reflects their relatedness and similarity (Van Eck & Waltman, 2010). In this respect, VOSViewer shares a similarity with the MDS approach (Appio et al., 2014). Diverging from MDS, which primarily engages in the computation of similarity metrics like cosine and Jaccard indices, VOS utilizes a more fitting method for normalizing co-occurrence frequencies such as, the associatio strength (AS<sub>ij</sub>) and it is calculated as (Van Eck & Waltman, 2007):

$$AS_{ij} = \frac{C_{ij}}{W_{ij}}$$

## Result and Finding

### *Research Trends in Online Learning Studies According to The Year of Publication*



**Figure 1: Plotting Document Publication by Years**

Overall, the number of publications appears to be increasing over the timeframe shown, from around 50 in 2014 to over 300 in 2023. This is a substantial increase of over 500%, suggesting a growing field of research. Here is a more detailed breakdown of the trends and patterns observed:

- 2014-2016: The number of publications increases steadily from around 50 in 2014 to over 100 in 2016. This suggests that the field is gaining momentum and attracting more researchers.
- 2017-2019: The number of publications continues to increase, but at a slower rate than in the previous period. This could be due to several factors, such as saturation of the field, or researchers focusing on consolidating their findings before publishing new work.
- 2020-2021: There is a sharp increase in the number of publications, from around 150 in 2020 to over 250 in 2021. This could be due to a few factors, such as the COVID-19 pandemic leading to more research on related topics, or an increase in funding for research in the field.
- 2022-2023: The number of publications continues to increase, but at a slower rate than in the previous period. This could be due to several factors, such as the field becoming more mature, or researchers focusing on higher-quality research that takes longer to complete.

Here are some factors that may have influenced the fluctuations in publication rates:

- Advancements in technology: New technologies can make it easier and faster to conduct research, which can lead to an increase in the number of publications. For example, the development of new sequencing technologies has led to a surge in publications on genomics.



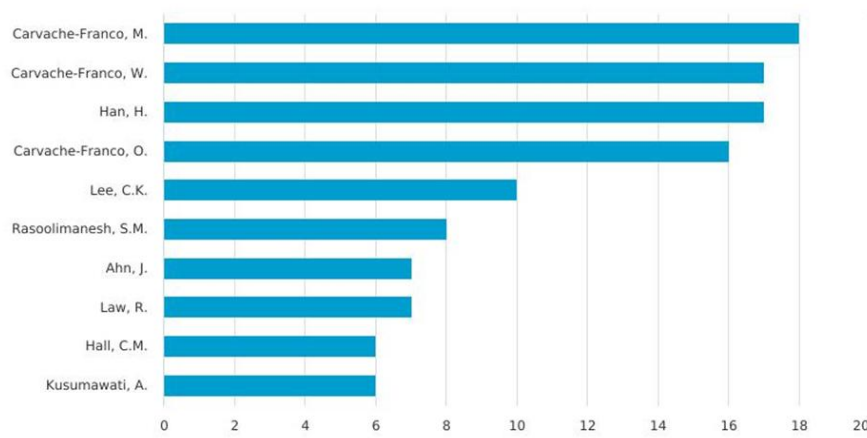
- Changes in funding: Increased funding for research in a particular field can lead to an increase in the number of publications. For example, the US government's BRAIN Initiative has led to an increase in the number of publications on neuroscience.
- Shifts in research priorities: Changes in government priorities or public interest can lead to shifts in research priorities, which can in turn affect publication rates. For example, the focus on climate change has led to an increase in the number of publications on renewable energy.
- Emerging trends in the field: New discoveries or methodologies can lead to new research avenues, which can lead to an increase in the number of publications. For example, the discovery of Clustered Regularly Interspaced Short Palindromic Repeats – associated Protein 9 (CRISPR-Cas9) has led to a surge in publications on gene editing.

The increasing number of publications has a number of potential implications for the field's development or future research directions. On the one hand, it suggests that the field is growing and maturing, which is positive. On the other hand, it can also lead to problems such as information overload and difficulty in keeping up with the latest research. Here are some specific implications to consider:

- Increased competition for funding: As the number of researchers in the field increases, so will the competition for funding. This could make it more difficult for new researchers to get their work published.
- Need for better methods of disseminating research: With the increasing number of publications, it is becoming increasingly difficult for researchers to keep up with the latest research. There is a need for better methods of disseminating research, such as summaries of key findings or online databases.
- Focus on high-quality research: With the increasing number of publications, it is more important than ever to focus on high-quality research that makes a significant contribution to the field.

Overall, the trends and patterns observed in the line graph suggest that the field is growing and maturing. However, there are also a number of challenges that need to be addressed in order to ensure the continued development of the field.

### *Most Cited Articles and Where Do They Work*



**Figure 2: Document by Author**

The provided data presents a bibliometric analysis of the number of documents authored by various researchers in the field of revisit intention and social media. Let's delve into the details:

**Table 3: Number of Publication by Author**

AUTHOR NAME	NO OF PUBLICATION	PERCENTAGE (%)
Mauricio Carvache Franco	18	1.15
Wilmer Carvache Franco	17	1.09
Heesup Han	17	1.09
Orly Carvache Franco	16	1.02
Lee Chong Ki	10	0.64
Seyyed Mostafa Rasoolimanesh	8	0.51
Jeongyeon (Jenny) Ahn	7	0.45
Rob Law	7	0.45
Colin Michael Hall	6	0.38
Andriani Kusumawati	6	0.38

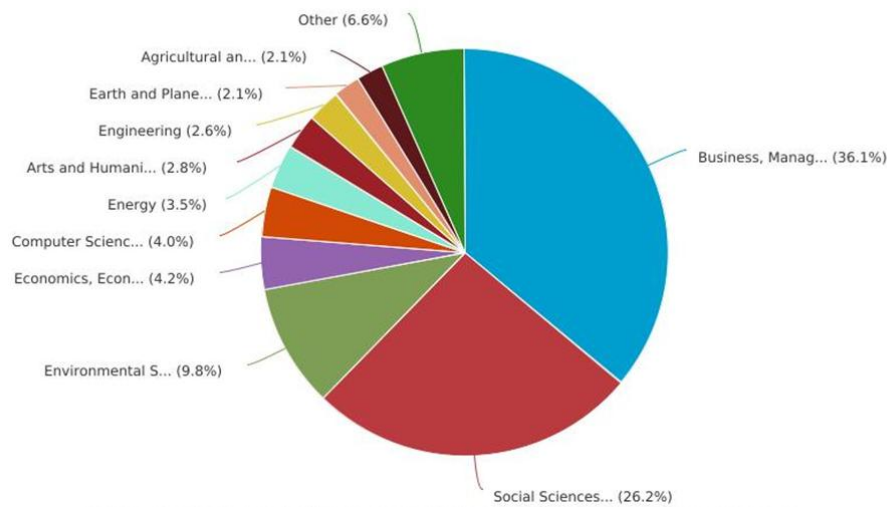
Mauricio Carvache Franco (18 publications, 1.15%), which this author has the highest number of publications among the listed authors, with 18 documents attributed to the field. Their contribution accounts for 1.15% of the total documents analyzed in the dataset. Wimer Carvache Franco (17 publications, 1.09%) and Heesup Han (17 publications, 1.09%): These authors follow closely behind Mauricio Carvache Franco each with 17 publications. They also hold a significant share of the total documents, each contributing 1.09%. Orly Carvache Franco (16 publications, 1.02%): Another author from the Carvache Franco group, contributing 16 publications, slightly less than the top authors but still holding a substantial share of the total documents (1.02%).

Lee Chong Ki (10 publications, 0.64%), Seyyed Mostafa Rasoolimanesh (8 publications, 0.51%), Jeongyeon (Jenny) Ahn (7 publications, 0.45%), Rob Law (7 publications, 0.45%), Colin Michael Hall (6 publications, 0.38%), and Andriani Kusumawati (6 publications, 0.38%): These authors have contributed fewer publications compared to the top authors but still have notable representation in the dataset.

The interpretation of data suggests a certain level of dominance or prominence of specific authors in the field of revisit intention and social media research, particularly the Carvache Franco group and Heesup Han. The distribution of publications among authors is somewhat skewed, with a few authors contributing a significant proportion of the total documents while others have fewer contributions. It's worth investigating the reasons behind the high publication counts of certain authors. Factors such as research focus, collaboration networks, institutional support, and publication strategies may contribute to these differences.



### *Type of Document by Subject Area of Research*

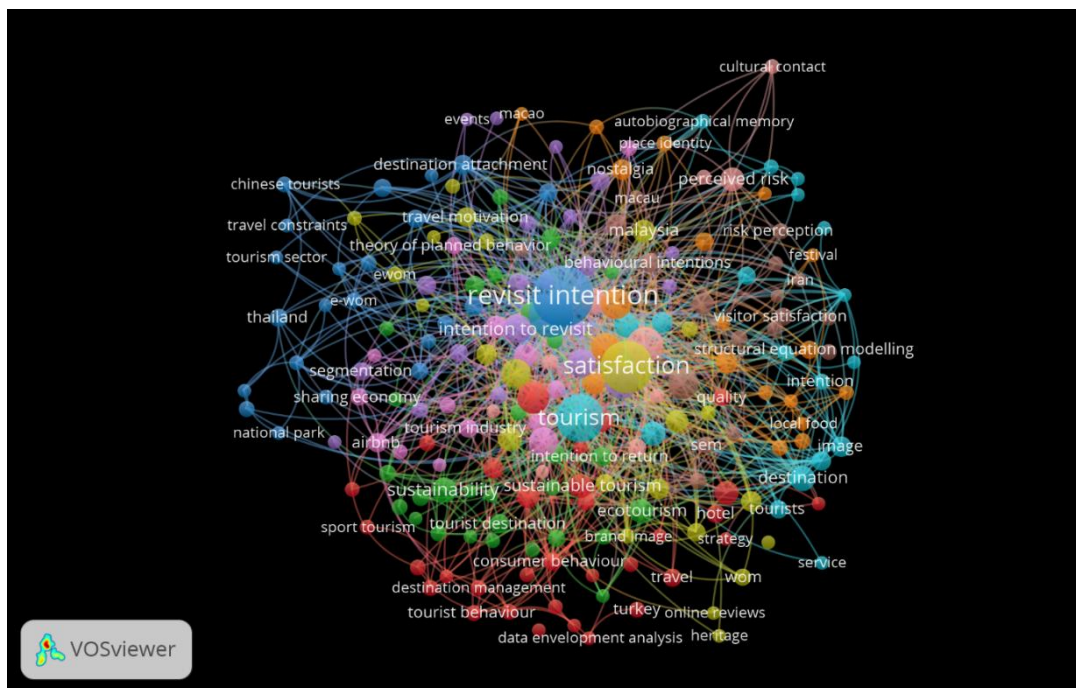


**Figure 3: Document by Subject Area**

The pie chart reveals the subject areas where research on revisit intentions and motivation in social media interactions has been most concentrated. Here's a breakdown of the main findings: In examining the trends, it's evident that the bulk of research (36.1%) stems from business, management, and accounting sectors, indicating a keen interest in understanding how social media impacts customer behavior, crucial for businesses. Following closely behind is social sciences (26.2%), reflecting the significance of social media as a societal phenomenon influencing decision-making processes. Additionally, there's notable attention on environmental science (9.8%), computer science (4.0%), and economics (4.2%), showcasing a growing curiosity in exploring the environmental and economic ramifications of social media usage.

Factors driving publication rates encompass technological advancements, particularly in social media platforms and analytics, altering how businesses engage with customers. Funding dynamics, including increased governmental support for social media research, and evolving research priorities, like the recent focus on mental health impacts, also shape publication trends. Moreover, emerging trends such as the integration of artificial intelligence contribute to the expansion of research areas, notably in computer science, reflecting the interdisciplinary nature and ongoing growth of this research domain. However, addressing challenges like data scarcity and methodological enhancements is crucial for sustained progress in understanding the complexities of social media's influence on revisit intention. Further investigation is warranted to comprehensively grasp the multifaceted trends within this field.

### *The Popular Keywords Related to The Study*



**Figure 4: Popular Keywords Related to The Study**

The network shows several central clusters of keywords, which suggests that there are a few dominant themes in the research on this topic. The largest cluster is centred on the keywords "social media", "tourism", and "travel". This suggests that a major focus of research in this area is on understanding how social media can be used to influence people's decisions about revisiting tourism destinations. Other notable clusters include:

C1: A cluster centred on the keyword's "satisfaction", "loyalty" and "experience". This suggests that another important focus of research is on understanding how factors such as satisfaction and loyalty influence people's revisit intentions.

C2: A cluster centred on the keywords "destination image", "place identity" and "cultural contact". This suggests that researchers are also interested in understanding how people's perceptions of a destination can influence their decisions to revisit.

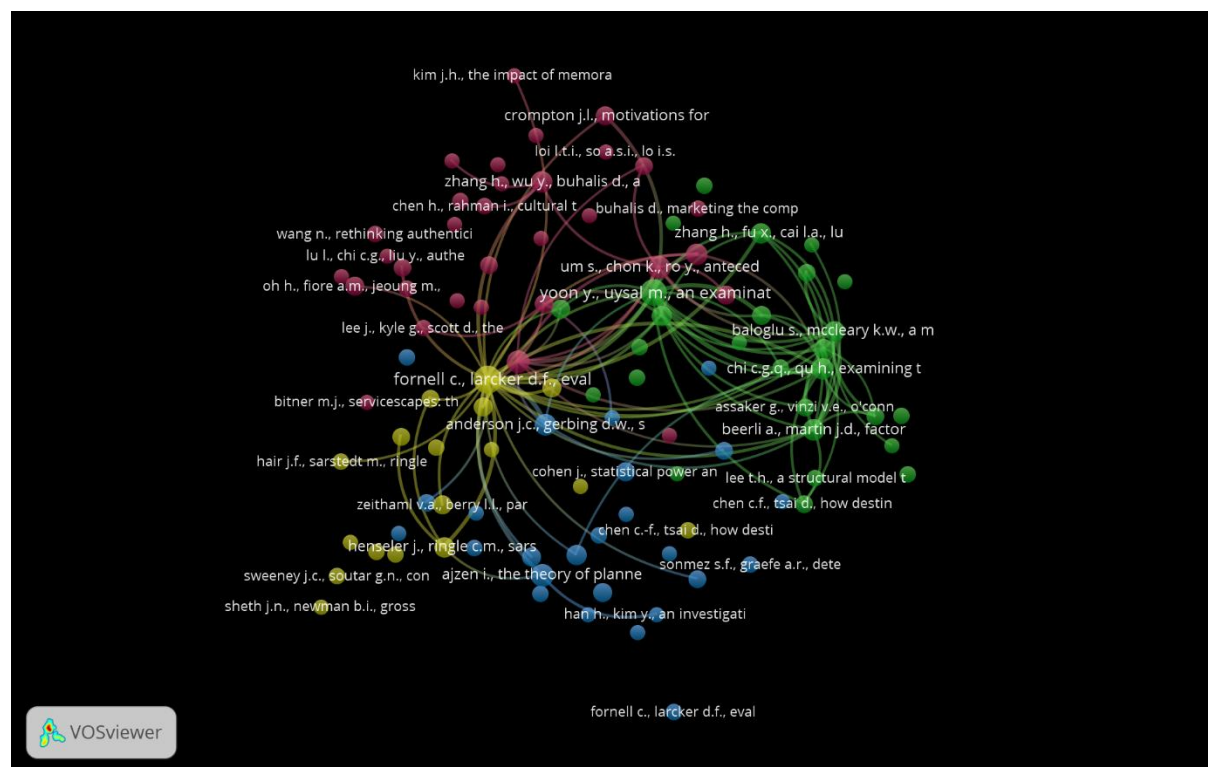
C3: A cluster centred on the keywords "social influence", "electronic word-of-mouth" and "online reviews". This suggests that researchers are interested in understanding how social media can be used to influence other people's decisions about revisiting a destination.

Several factors influence publication rates in the field of social media and revisit intention. Firstly, advancements in technology have fuelled increased interest in exploring how new social media platforms and technologies can impact revisit intention and motivation. For example, the proliferation of location-based services enables businesses to more effectively track and target customers, while the growth of social media advertising offers novel avenues for influencing consumer behaviour. Secondly, changes in funding dynamics have significantly shaped research priorities in this domain. Factors such as governmental agendas, industry trends, and private funding availability play crucial roles in determining the allocation of

resources. Notably, a recent uptick in government funding dedicated to studying the social impacts of social media likely contributed to a rise in publications within this area.

Furthermore, shifts in research priorities reflect evolving trends and emerging developments within the field. For instance, a recent emphasis on understanding the mental health implications of social media may have diverted attention away from other topics, such as investigating the economic impacts. Additionally, emerging trends like the integration of artificial intelligence and machine learning into marketing strategies have prompted exploration of new research areas, leading to increased publication rates across disciplines like computer science. These trends underscore the interdisciplinary nature of research on social media and revisit intention, indicating the necessity for collaboration across various academic disciplines to address the multifaceted challenges posed by social media. Despite the field's growth and increasing recognition of its significance in shaping consumer behaviour, researchers must overcome challenges such as data scarcity and methodological limitations to ensure continued progress and innovation.

### *Network Mapping Based on Co-Citation by Cited References*



**Figure 5: Mapping Based on Co-Citation by Cited References**

The network analysis of cited references presented in the figure reveals significant trends within the field, indicating clusters of highly cited works that have played pivotal roles in shaping research. Notable references such as "An Empirical Investigation of the Effect of Employees' Customer Orientation on Customer Loyalty Through the Mediating Role of Customer Satisfaction and Service Quality" by Aburayya, Marzouqi, Alawadhi, Abdouli and Taryam (2020), "Anticipated Positive Evaluation of Social Media Posts: Social Return, Revisit Intention, Recommend Intention and Mediating Role of Memorable Tourism Experience" by Mittal, Bhandari and Chand (2022) and "Continuance Intentions to Use Gamification for

Training in Higher Education: Integrating the Technology Acceptance Model (TAM), Social Motivation and Task Technology Fit (TTF)" by Vanduhe, Nat and Hasan (2020) emerge as key contributors. These core references not only signify established knowledge but also serve as hubs connecting with emerging areas of research, indicating the field's dynamic evolution and integration of novel concepts.

Various factors influence citation patterns, including the relevance to the topic, methodological rigor, novelty, publication venue, and author reputation. Understanding these factors is crucial for researchers to navigate the scholarly landscape effectively and maximize the impact of their work. By recognizing the dominance of certain references and the emergence of new clusters, scholars can strategically position their research to contribute to the ongoing development of the field, fostering interdisciplinary collaboration and the exploration of innovative ideas.

### Discussion and Conclusion

The surge in publications from around 50 in 2014 to over 300 in 2023 signifies a significant growth in the field of revisit intentions and motivation in social media interactions. This trajectory reveals distinct phases: steady increases from 2014 to 2016, followed by slower growth from 2017 to 2019, a sharp rise in 2020-2021, and moderated growth thereafter. These fluctuations may stem from various factors such as technological advancements, funding dynamics, shifts in research priorities, and emerging trends. The dominance of specific authors like Carvache Franco and Han, alongside skewed distribution of publications, indicates potential collaboration opportunities and highlights the need for further investigation into the reasons behind high publication counts. Implications of these findings include guiding research initiatives, fostering collaborations, and addressing challenges like information overload and competition for funding. The multidisciplinary nature of research on revisit intentions and social media interactions, as evidenced by subject area concentrations, underscores the diverse perspectives and ongoing growth in this dynamic field. However, addressing challenges like data scarcity and methodological enhancements remains crucial for sustained progress in understanding the complex influences of social media on revisit intention. Further research is warranted to comprehensively grasp the multifaceted trends and drive the continued development of the field.

The analysis of the top 10 authors based on citations in articles concerning revisit intention and social media in tourism research reveals several prominent themes and trends. Notably, there's a strong focus on factors influencing revisit intention, such as destination image, memorable experiences, and service quality, as explored by authors. Emerging trends like the impact of technology on tourism experiences, as evidenced by virtual reality, also garner attention. Fluctuations in publication rates and research priorities can be attributed to factors such as technological advancements, shifts in funding priorities, and global events like pandemics, influencing researchers to explore new topics or methodologies. Understanding these dynamics is crucial for informing future research directions, emphasizing interdisciplinary approaches to address evolving challenges and opportunities in the tourism industry.

The network analysis of researchers co-authoring papers on revisit intention and social media interactions reveals a diverse landscape with several central clusters of keywords, suggesting dominant themes in the research. The largest cluster revolves around social media's influence on tourism, followed by clusters focusing on satisfaction, loyalty, and destination perceptions. Factors driving publication rates encompass technological advancements, changes in funding

priorities, shifts in research agendas, and emerging trends. While interdisciplinary collaboration and continued growth are anticipated, challenges such as data scarcity and methodological enhancements must be addressed for sustained progress in understanding the complex interplay between social media and revisit intention.

The collaborative nature of research on revisit intention and motivation in social media interaction is evident from the network analysis, showcasing extensive partnerships among researchers across various countries. Strong collaborations between countries like the United States, the United Kingdom, Australia, Canada, and Singapore underscore the influence of robust research cultures and funding availability in driving collaborative efforts. Additionally, collaborations involving countries not traditionally associated with social media research, such as China, India, and Brazil, highlight the globalization of this field. Factors influencing publication rates include technological advancements, shifts in funding priorities, changing research agendas, and emerging trends like artificial intelligence and machine learning. These trends suggest a globalized landscape for social media and revisit intention research, indicating continued growth and opportunities for interdisciplinary exploration. However, challenges such as the need for more data and improved research methods underscore the importance of addressing foundational issues to sustain progress in this dynamic field. Similarly, the analysis of citation patterns reveals clusters of highly cited references, indicating key works that have shaped the field. Understanding factors influencing citation patterns can inform researchers about the importance of relevance, methodological rigor, novelty, publication venue, and author reputation in maximizing the impact of their work. This knowledge can guide future research endeavours, encourage the exploration of new avenues while build upon established knowledge to advance our understanding of social media's influence on revisit intention and motivation.

### **Limitation**

Despite providing valuable insights into the bibliometric landscape of revisit intention and motivation in social media interactions, this study is subject to several limitations. First, the analysis was restricted to publications indexed in the Scopus database, potentially omitting relevant studies from other reputable databases such as Web of Science or Google Scholar. This database selection bias may have limited the comprehensiveness and diversity of the literature reviewed. Second, the timeframe analysed (2014 to December 2023) may have excluded earlier foundational works, which could provide historical context and depth to the evolution of research themes. Additionally, the study focused solely on peer-reviewed journal articles, thereby excluding significant contributions from conference proceedings, book chapters, and grey literature that may offer practical insights or emerging perspectives. Another limitation stems from the reliance on bibliometric tools such as VOSviewer; while powerful in visualizing co-citation networks and keyword trends, these tools are inherently quantitative and may overlook nuanced interpretations and thematic content that qualitative approaches could reveal.

### **Recommendation**

Future research should consider adopting a mixed-methods approach that integrates bibliometric analysis with qualitative content analysis or systematic literature reviews to provide a more comprehensive understanding of the field. Expanding the scope of databases to include Web of Science, PubMed, or even regional databases would offer a broader and more inclusive dataset, enhancing the generalizability of findings. Moreover, longitudinal analyses



that trace the historical evolution of concepts related to revisit intention and social media interactions could enrich theoretical development. Researchers are also encouraged to explore underrepresented regions and languages to capture diverse perspectives and cultural nuances in digital behaviour. Finally, future studies could delve deeper into the effects of emerging technologies such as artificial intelligence, immersive media, and algorithmic personalization on user motivation and engagement patterns, thereby offering contemporary relevance and practical implications for both academia and industry stakeholders.

### Acknowledgement

The author wishes to express sincere appreciation to all individuals and organizations who contributed in various ways to the successful completion of this research study. Special thanks are extended to Universiti Teknologi MARA (UiTM) Cawangan Johor, Pasir Gudang and Segamat Campuses as well as UiTM Shah Alam for their invaluable support, collaboration, and insightful contributions, all of which were instrumental in the realization of this project. This research article was financially supported by Universiti Teknologi MARA and Institute of Postgraduate Studies UiTM.

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