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Community structure of underwater pinnacles in Mu Ko Si Chang, the Upper Gulf of Thailand

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Rangseethampanya, P. Chamchoy, C. Yeemin, T. Ruengthong, C. Thummasan, M. Sutthacheep, M (2021) Coral community structures on shallow reef flat, reef slope and underwater pinnacles in Mu Ko Chumphon, the Western Gulf of Thailand. *Ramkhamhaeng International Journal of Science and Technology*, 4(1), 1-7

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Sangthong, S., & Soosan, N (2023) An analysis of destination reputation, perceived value and environmentally responsible behavioral intention of domestic tourists to scuba diving in Andaman coast, Thailand *ABAC Journal*, 43(1), 103-115



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Beyond Factors: IGSCA-SEM's Application in The Context of Cannabis Tourism

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Abstract

Structural Equation Modeling (SEM) is a statistical technique that is used to model the relationships among hypothetical constructs investigated by researchers. SEM can be broadly classified into two main approaches: factor-based (or covariance-based) SEM and component-based (or variance-based) SEM. Factor-based SEM is particularly well-suited for analyzing constructs that resemble factors, while component-based SEM is designed for composites or components. Historically, in the field of tourism research, there has been a tendency to treat factor models as a statistical proxy for all

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Determinants of Intention to Repurchase Antigen Test Kit (ATK) Product

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Abstract

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Comparative Analysis of Factor-Based and Composite-Based Structural Equation Models: Factors Affecting Word-of-Mouth of Tourists in Khung Bang Kachao

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Structural Equation Models (SEMs); Factor-Based SEM; Composite-Based SEM; Partial Least Squares (PLS); Hypothetical Constructs; Theory Testing; Predictive Modeling; Tourism, Hotel Management

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Abstract

Structural Equation Models (SEMs) are commonly categorized into two main types: factor-based SEM and composite-based SEM. Each type is suitable for analyzing different forms of hypothetical constructs. Factor-based SEM is well-suited for analyzing factors, while composite-based SEM is tailored for analyzing composites. However, the majority of past research has favored composite-based SEM, particularly Partial Least Squares (PLS), for analyzing factors. Such practices can introduce biases into the analysis.

This article provides an illustrative example from the tourism and hotel management domain by analyzing hypothetical constructs in two scenarios: one where the constructs are treated as factors and another where they are treated as composites. The study includes six constructs: service quality, atmosphere, perceived value, satisfaction, revisit intentions, and word-of-mouth. In the first scenario, the research objective is theory testing, while in the second scenario, the research aims to assess the model's predictive capabilities when applied to datasets beyond those used for the analysis.

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TOURISTS TO SCUBA DIVING IN ANDAMAN COAST, THAILAND [Article]. *ABAC Journal*, 43(1), 103–115. <https://www.scopus.com/inward/record.uri?eid=2-e2.0-85148584401&partnerID=40&md5=6f9bf12991ac2356d39bdf53db7db2ce>

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EXPLORING THE NEXUS OF FOOD DESTINATION REPUTATION, PERCEIVED VALUE OF LOCAL FOOD CONSUMPTION, AND FOOD DESTINATION ATTRACTIVENESS IN MELAKA, MALAYSIA

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Exploring Research Streams in Sport Tourism Management: A Descriptive Meta-Analysis of Destination Image, Event Quality, Tourist Satisfaction, and Future Intentions

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Russell, Z. A., Boley, B. B., Woosnam, K. M., & Campbell, W. K. (2022). Motivations behind posting travel pictures for status: developing and testing the Conspicuous Consumption Posting Scale (CCPS). *Journal of Travel and Tourism Marketing*, 39(6), 555-569. <https://doi.org/10.1080/10548408.2022.2162858>

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Examining the life satisfaction, behavioural intentions, and well-being of scuba divers: applying an extended model of goal directed behaviour

V. G. Girish, Jaephil Lim, Do-Young Chang & Choong-Ki Lee

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Systematic Literature Review: The Use of SEM in Business and Social Sciences – Insights from ABAC Journal 2021–2024

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Abstract

Structural Equation Modeling (SEM) is a crucial analytical instrument in business and social sciences, allowing researchers to examine intricate correlations between observable and latent

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