

Adapting and Validating Scale of Customer Engagement in Online Travel Communities

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*Corresponding author **Abstract** Increasing attention towards customer engagement has caused its measurement to remain a highly debated issue among scholars. This study adapts and validates measurement scales for customer engagement in Online Travel Communities. It builds on previous studies on scale development for customer engagement. Data were collected from 450 members of Online Travel Communities in eight countries: Australia, Canada, Hong Kong (Chinese territory), New Zealand, Singapore, South Africa, the United Kingdom and the United States of America. The process of adapting and validating the scale involved exploratory factor analysis, testing for differential item functioning, examination of item response theory, confirmatory factor analysis, testing for invariance and criterion validity. The results found that three dimensions (affection, absorption, and interaction) suitably and adequately measure customer engagement in Online Travel Communities.

Keywords

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Customer engagement; Online Travel Communities; Psychometric scale development and validation

Citation

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