

THE ROLE OF PERCEIVED TRAVEL RISK AS A MEDIATION ON DESTINATION QUALITY AND REVISIT INTENTION IN BALI

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Abstract

Travel risk is something that cannot be avoided due to several external factors, but due to the increasing development of tourist destinations that provide facilities that are easily accessible to tourists, it shows the quality as a tourism destination, it shows that travel risk and destination quality become a consideration for tourists revisiting destinations. This study aims to see the effect of destination quality towards revisit intention, the effect of destination quality towards perceived travel risk, the effect of perceived travel risk towards revisit intention and does perceive travel risk becomes a mediator between destination quality and revisit intention. The sampling technique is purposive sampling with 305 domestic tourists as a respondent who has visited Bali twice. The results of this study indicate that the entire hypotheses are being accepted or show a significant influence through the variable.

Keywords: *tourism destination, perceived travel risk, destination quality, revisit intention*

Introduction

One factor that greatly influences satisfaction and interest in repeat visits to a tourist destination is the benefits of popular destinations and excellent service (Nuraeni, 2014). Whereas the quality of the destination has a significant impact on visitor satisfaction and interest, it must be supported by several factors, including attractions, amenities, accessibility, ancillary services, and hospitality (Jayaprakash, K., & Mythili, 2017; Nurbaeti et al., 2021). The reality of the tourism industry's interdependence renders it powerless in the face of crises or disasters that endanger the health and safety of potential tourists. (Cró & Martins, 2017; Estevão & Costa, 2020). Furthermore, travel risks are critical to understanding because several types of businesses in the tourism travel industry are extremely vulnerable to risks influenced by a variety of factors such as natural disasters, crime, health and safety, political factors, socio-demographics, technological, and economic risks, all of which are inextricably linked to the quality of tourist destinations visited (Widahartana, 2021). As a result, the quality of the destination and the role of travel risk become two inseparable factors in determining tourists' intentions to return to a destination, which in this study is Bali.

Literature Review

This research is similar to previous research in that it uses questionnaires to collect data and indicates the quality of destinations in terms of price, the safety of a destination, community characteristics, and ease of accessibility (Kubickova & Campbell, 2022). Determine the relationship between tourists' risk perceptions and intent to return. (Hasan et al., 2017). The application of the dimensions of the theory of recommendation and revision (Nugroho et al., 2021) (Showkat et al., 2021). Indicates the use of financial risk, time risk, socio-psychological risk, and financial risk dimensions in travel risk (Utama & Setiawan, 2020)(Nazir, Mehmood, et al., 2021)

Perceived travel risk

Travel risk can also be defined as a situation that encourages tourists to consider the risks before embarking on a trip. (Widahartana, 2021). The term "risk" can also refer to potential harm, consequences, difficulties, or threats. Risk is defined as a social construct that emerges as a result of danger and uncertainty. (Weber, E.U. and Slovic, 2002). Travel risk has four dimensions of tourist intention to travel: financial risk, time risk, socio-psychological risk, and health risk (Utama & Setiawan, 2020). According to another study, based on a review of other research, financial, health, safety, and psychology are dimensions that are commonly used in researching the risk of travel to various tourism products (Hasan et al., 2017).

Destination quality

Tourist destinations, as defined by Indonesian Law No. 10 of 2009, are geographical areas within one or more administrative areas that contain tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interconnected and complement the realization of tourism. The concept of destination quality used in this study is broadly related to satisfaction with tourism destinations and the level of expectations, which are influenced by a variety of factors such as price, accessibility, and local community characteristics (Kubickova & Campbell, 2022).

Revisit intention

Intention to revisit, also known as revisit intention, refers to a consumer's desire to return to a specific location, product, or service in the future (Deshpande, 2013). Where this indicates consumer satisfaction and loyalty to a location or brand (Mannan et al., 2019). Two dimensions of revisit intention affect tourists: the desire to recommend to others (intention to recommend) and the desire to return to visit (intention to revisit). (Baker & Crompton, 2000).

Problem's Hypotheses

According to a study by Acharya et al. (2023), it was discovered that travel satisfaction has a greater impact on return intentions than destination satisfaction, which addresses the quality of the destination itself. Several studies have also revealed that the quality of a destination has an impact on the intention to return, wherein (Tosun et al., 2015) It was discovered that the quality of destinations based on accommodation services is a stronger determinant for visitors to return to these destinations than the first time, in addition to previous research (Basiya R & Rozak, 2012). This demonstrates that there is a positive relationship between the quality of

the destination and tourists' intent to return. A hypothesis is formed as a result of the findings of such disparate results, namely;

H1 = There is an impact of destination quality on tourists' revisit intention to visit Bali.

A study conducted in China (Becken et al., 2017) shows that, while the attributes of China's tourism image are considered positive, demonstrating its quality as a destination, there are still negative views regarding travel risks in China in general, particularly air quality, demonstrating the impact of perceived travel risk on the quality of destinations in China. In other studies that look into medical tourism (Khan et al., 2020), Using medical and non-medical attributes as a guide, it appears that physical health risks have a significant negative impact on destination image based on medical attributes. Destination risk has a negative impact on destination image based on medical and non-medical attributes, while service quality risk has a negative impact on destination image based on medical attributes. This research also discovered that travel restrictions have a negative impact on the image of medical and non-medical destinations, then:

H2 = There is an impact of destination quality on the perceived travel risk of tourists visiting Bali.

According to the findings of a study conducted by Rather (2021), put forward the findings that tourist visit intention is influenced by perceived travel risk, this study looks at how big the influence of social media is in drawing travel risk, which will later influence tourists' intention to return, which is explained in more detail (Chew & Jahari, 2014) that the physical risk of travel has a significant impact on the intention of tourists to return. Other research has found that travel motivation can help to mitigate the negative relationship between travel risk, structural constraints, and visit intentions (Khan et al., 2019). Other studies have found that perceived risk has a need effect on the intention to visit, even though the average effect is insignificant or small, so it is suggested that perceived risk be repositioned as a "necessary condition" for travel decision-making (Lee et al., 2022). These studies yielded the following hypothesis:

H3 = There is an impact of perceived travel risk on the revisit intention of tourists who come to Bali.

The last hypothesis is supported by research that, revealed that destination image significantly mediates the relationship between two risks, namely sociopsychological risk, financial risk and intention to return (Chew & Jahari, 2014). Another study, this time in Pakistan, found that perceived risks and perceived constraints had a negative impact on destination image and behavioural intention (Nazir, Yasin, et al., 2021). On the other hand, destination image influences behaviour positively. Furthermore, this study demonstrates the role of destination image in mediating the relationship between perceived risks, perceived constraints, and behavioural intentions. Significant negative impact on destination image and intention to visit; however, this is complexly mediated to appear insignificant (Jiang et al., 2022). Furthermore, different mediating factors and dimensions of perceived travel risk operate differently depending on the combination and circumstances. Other studies revealed two findings, the first of which is that perceived satisfaction, attractiveness, accommodation services,

cultural contact, and perceptions of travel risk all have a direct influence on the intention to return. Second, attractiveness, accommodation services, cultural contact, and perceived travel risks all have a direct impact on satisfaction (Nguyen Viet et al., 2020). As a result of these studies, a hypothesis, that is;
H4 = perceived travel risk as a mediation between destination quality and revisit intention of tourists to Bali.

Research Methodology

The primary data from the study comes from the responses of the respondents. Non-probability sampling was used in this study (Sugiyono, 2017). The sample size used was 305 domestic tourists. Data was gathered using survey methods and a literature review, as well as a research instrument in the form of a questionnaire. Surveys were distributed to domestic tourists across Indonesia. The variables employed are as follows: *Destination Quality* (X_1), *Perceived Travel Risk* (X_2), dan *Revisit Intention* (Y). SEM-PLS was used to analyze the questionnaire results data, with a measurement model test or Outer Model to show how each indicator block relates to its latent variables.

Results and Discussion

According to the research data processing results, there were 305 respondents. Male respondents outnumbered female respondents by 65.2% (or 198 people) to 38.8% (or 107 people). The largest age group of respondents was 16-24 years old (88.5%), while the smallest group was 35-44 years old (two people or 0.7%). Respondents aged 25-34 years comprised 26 people (8.5%), respondents aged 45-54 years comprised 4 people (1.3%), and respondents aged 55-64 years comprised 3 people (1%). According to island origin, Java Island has 60% of the respondents, Bali Island has 30%, and Sumatra Island has 5.9%. While the island category with the fewest 41 respondents, Sulawesi Island and East Nusa Tenggara, both had the same number of respondents 0.6%, West Nusa Tenggara Island had 2.9%. The purpose of visiting respondents was divided into several destination categories, to visit the holiday category accounting for 233 people or 76.4%, the school activity category accounting for 54 people or 17.7%, the business activity category accounting for 6 people or 2%, the medical tourism category accounting for 4 people or 1.3%, and the purpose of visiting with other categories accounting for 8 people or 2.6%.

The impact of destination quality to revisit intention

Table 1: The results of measurement model destination quality to revisit intention

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
X1-> Y	0.601	0.602	0.052	11.518	0.000

Source: Research Data, 2022

Based on the test results in the table above, it is clear that X1 has a p-value of 0.000, which is less than 0.05. The results of the data processing show that

destination quality influences visit intention. According to these findings, the quality of a destination determines whether or not tourists will return; the higher the quality of the destination offered, the greater the desire of tourists to return to a destination. Attributes of tourism destinations are important in attracting tourists (Reisinger et al., 2009).

Tourism destination managers can increase someone's intention to travel if they include all of their destinations' attributes (Ekanayake and Gnanapala, 2016; Sangpikul, 2018). The findings of this study are consistent with previous research that indicates that if a person feels and has a good experience while visiting a tourism destination, including one that is exotic, familiar, and authentic, it creates a demand for tourism (Goeldner and Ritchie, 2006; Kim and Brown, 2012; Wang et al., 2018; Yeap et al., 2019), and determines whether someone will go on a tour (Wang et al., 2017; Moon and Han, 2018; Shahijan et al., 2018).

The impact of destination quality on perceived travel risk

Table 2: The results of measurement model destination quality on perceived travel risk

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
X1-> X2	0.628	0.635	0.033	18.965	0.000

Source: Research Data, 2022

Based on the test results, it is clear that X1 has an effect on X2 with a p-value of 0.000, which is less than 0.05. Based on the data processing results, it is clear that destination quality influences tourists' perceived travel risk when travelling. We can see from these results that the quality of a destination is a barometer for how risky a trip will be for tourists; in other words, if a destination is not maintained for its quality, the travel risks that tourists will face will undoubtedly increase. This is in line with previous empirical studies (Chew & Jahari, 2014), as in the case of tourist destinations like Hong Kong (Prideaux, 2018).

The impact of perceived travel risk to revisit intention

Table 3: The results of measurement model perceived travel risk to revisit intention

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
X2 > Y	0.127	0.129	0.060	2.126	0.034

Source: Research Data, 2022

According to the test results in the table above, X2 has a p-value of 0.034, which is less than 0.05. Based on the data processing results, it is clear that perceived travel risk influences tourists' intention to return to Bali. According to this test, the greater a destination's travel risk, the greater the influence on tourists'

desire to return to that destination. This demonstrates the importance of tourists understanding the risks of travel before traveling, especially during a pandemic like Covid-19 (Yagci et al., 2021), as it will have an impact on tourist behavior when visiting a tourism destination (Ahmad et al., 2022).

Perceived travel risk as a mediation on destination quality and revisit intention

Table 4: Perceived travel risk as a mediation on destination quality and revisit intention

	Original Sample	Sample Mean	Standard Deviation	T Statistic	P Values
X1 -> X2 -> Y	0.080	0.081	0.038	2.106	0.036

Source: Research Data, 2022

According to the test results in the table above, X2 influences as a mediator between X1 and Y with p-values of 0.036, which are less than 0.05. According to the data processing results, perceived travel risk acts as a mediator between destination quality and tourist intention to travel. According to research, perceived travel risk influences a person's decision to visit someone at a destination as mediation (Wang et al., 2022). Tourists will return to good tourism destinations more frequently (Najar & Rather, 2022), especially if several online reviews influence someone's visiting intention (Yadav et al., 2023). The research model can be seen in the figure below.

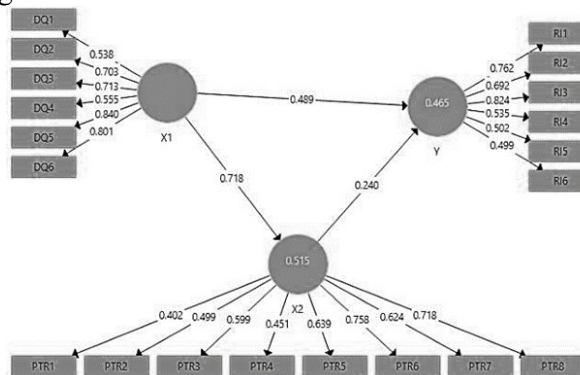


Figure 1: Research Model
Source: Data analysis, 2022

Conclusions

Based on the research findings, it is clear that all hypotheses of this study can be accepted, as evidenced by the test results for each hypothesis demonstrating that destination quality affects tourists' perceived travel risk in travelling, where the good or bad quality of a destination determines how risky the trip will be. generated by tourists. The second test results show that destination quality influences visit intention, which means that tourists will return if a destination is of high quality. The third test results show that perceived travel risk influences tourists' desire to return (revisit intention), indicating that the travel risk posed or likely to arise

becomes a benchmark for tourists in making decisions to return. The final test demonstrates that perceived travel risk mediates destination quality and revisit intention, indicating that the quality and risk of a trip influence the intention to return to a destination.

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