

# The Effect of Domestic Tourist Perceived Risk on Revisit Intention in Malaysia



**Nik Alif Amri Nik Hashim, Abdullah Muhamed Yusoff, Zaimatul Awang, Roslizawati Che Aziz, Shah Iskandar Fahmie Ramlee, Nurzehan Abu Bakar, Mohd Asyraf Mohd Noor, Boyd Sun Fatt**

**Abstract:** *Tourism research identified that the risk element has a significant impact on tourist intention to travel and tourist destination choice criteria. The connection between domestic tourists perceived risk and revisit intention has not been widely explored mainly in Malaysia context, but the existing studies suggest a close connection among them. This study aims to examine the affect tourist perceived risk toward their revisit intention to visit tourist destination in Malaysia. A total of 384 sample valid responses were obtained. The sampling method for domestic tourist was convenience sampling method. Data collection instrument was a questionnaire which adapting the self-administered questionnaire distribution. The Partial Least Square Structural Equation Model (SEM-PLS) was used to analyze the information. A Partial Least Square findings verified model fitness in the population studied. Similarly, the results of the path analysis found that the intention of visiting tourist destination in Malaysia was affected by physical and financial risk.*

**Keywords:** *Domestic Tourist, Perceived risk, Revisit Intention, Malaysia*

## I. INTRODUCTION

In the world global tourism industry, the domestic tourist has become an attractive market segment. In Malaysia itself, the tourism sector is a primary economic contributor for the country which contributing about RM83.1 million for the revenue in 2017 (Tourism Malaysia, 2017). It is increased by 11% from the 2016 revenue. No matter how much the revenue received by the country, but tourism is progressively affected by forces and events in the internal and external environment. Although a small crisis happened, it still gives an impact on the tourism destination whether the events happen in the region or outsides (Aminuddin, Soumin, Razak, & Tarmudi, 2017).

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\*Correspondence Author(s)

**Nik Alif Amri Nik Hashim**, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan

**Abdullah Muhamed Yusoff**, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan

**Zaimatul Awang**, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan

**Roslizawati Che Aziz**, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan

**Shah Iskandar Fahmie Ramlee**, Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan

**Nurzehan Abu Bakar**, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan

**Mohd Asyraf Mohd Noor**, Faculty of Hospitality, Tourism & Wellness, Universiti Malaysia Kelantan

**Boyd Sun Fatt**, Faculty of Hotel & Tourism Management, Universiti Teknologi MARA

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For instance, when the media play essential roles in publishing the crisis events that happened to the public, it will influence the tourist's judgment. As a result, it will affect their decision-making process (Bagans&Tapola, 2011) in choosing to visit the destination. What was published by the media to the public will give a particular perception of risk to tourist about the destinations in particular if it was related to the safety and security issues (Hall, 2003). Tourists are looking for destinations where the risk to safety is perceived to be minimum and tourists will not visit the unsafe destination (Fowler, Lauderdale, Goh & Yuan, 2012). Whether tourists plan their travel or visit the destination, they will make a decision based on their risk perception (Lepp, Gibson, & Lane, 2011). As stated by Karl (2016), it shows that 54% of tourists will choose a safe and secure tourism destination.

In Malaysia, the crisis and incident happened have raised the safety and security concern among tourist. For example, the case in Sabah which has been identified as kidnapping and terrorism destination in the East Coast of Sabah. Because of these unfortunate events, some countries like Australia, the United States, the United Kingdom and New Zealand issued a travel ban on Sabah, especially in the East Coastal area. (Department of Foreign Affairs And Trade, Australia, 2015; Foreign Affairs & Trade, New Zealand, 2016; Bureau of Consular Affairs, U.S., 2016; ). Followed by the issue of illegal foreigners which involved in criminal activities, especially prostitution, kidnapping, robbery, human trafficking, and even murder (Prostitution Tops, 2017). For instance, the murder of grab driver by Myanmar resident in Selayang, Kuala Lumpur (Police Nap Myanmar, 2018). In line with those issues, Kuala Lumpur has been identified as a high threat location for criminal cases by the Overseas Security Advisory Council (OSAC US State Department, 2017), and this will affect the domestic tourist revisit intention to visit the area.

Looking at the issues, thus, it is very crucial to understand the effect of domestic tourist's perceived risk towards their revisit intention to visit tourism destinations with high safety and security concern. Besides, a limited attempt has been made to examine the domestic tourist's perceived travel risks beyond safety and security concern towards travel behaviour. In addition, past tourism researchers have identified the impact of perceived risk on destination selection and travel behavior (Mansfeld, 2006; Artuger, 2015; Adam, 2015; NikHashim, Ritchie & Tkaczynski, 2017; Deng & Ritchie, 2018); however, these studies did not focus on domestic tourism.



An Understanding a wider range of perceptions of domestic tourism risk will help marketers and tourism players bring back the visitors' positive image. To address these gaps, the purpose of this paper is to examine the impact of perceived tourist risk on their intention to revisit. Such an approach can help to develop a more effective strategy for reducing prospective risks.

### II. LITERATURE REVIEW

#### Travel Perceived Risk

Over the last four decades, research on perceived risk has grown whereby the concept was introduced in the 1920s in the economic area by focusing on decision making (Dowling & Staelin, 1994). Perceived risk is the main concepts in consumer behaviour, which found to be one of the factors influencing consumer and purchasing behaviour (Bauer, 1960; Cheung, Wu, & Tao, 2013). There are two aspects of perceived risk, namely, uncertainty and consequences, according to Bauer (1960). A lot of perceived risk studies have been investigated in different contexts in the tourism area. For example (Roehl & Fesenmaier, 1992; Mavondo & Reisinger, 2006; Deng & Ritchie, 2018). Moutinho (1987) suggested five kinds of perceived risks that are functional, physical, economic, social, and psychological. Then Roehl & Fesenmaier (1992) categorized seven perceived risk categories, including facilities, economic, physical, psychological, social, and time satisfaction. However, there is no widely accepted model for individual travelers to examine perceived travel risks (Fuchs & Reichel, 2006). From previous studies, there are inconsistent findings and instruments that impair the ability to compare research findings and contrast them (Fuchs & Reichel 2006). This study therefore reviewed the five main aspects of perceived tourist risks starting with physical risk, social risk, time risk, psychological risk, and financial risk.

#### Perceived Risk Dimension in Tourism

Some risks related to the tourism area were recognized in the previous literature. Physical, social, time, psychological and financial risk are among the risks recognized. The possibility of a tour leading to physical threat or injury is a physical risk (Roehl & Fesenmaier, 1992). It can be linked to natural disasters, accidents, physical attacks, or injuries by participating in selected activities. Moreover, political instability (e.g. Seddighi, Nuttall & Theocharous., 2001), crime and harassment (e.g. Brunt, Mawby, & Hambly, 2000; Kozak, 2007), health issues (e.g. Lawton & Page, 1997; Rittichainuwat & Chakraborty, 2009) and terrorism (Sönmez & Graefe, 1998b) may also be the main types of physical risk.

Another type of risk associated with the tourism area's consumption is a social risk. Social risk is the possibility that a trip may not meet other people's standards (Roehl & Fesenmaier, 1992) or, alternatively, the choice of travel or experience will affect the tourist's opinion of other people. Prior scholar not only measured the self-image of tourists in the eyes of native and local communities (Aschauer, 2010), but also how peers, family members, and friends of tourists (Floyd & Pennington-Gray, 2004) and service staff (Gallarza & Gil Saura, 2006) could perceive the tour. The

scholars noted that other tourists could be perceived as competitors, disturbers, and strangers (Pearce, 2005), which could create social risk. In particular, the past scholar examined the concern of tourists for children (Simpson & Siguaw, 2008), lifestyle and standard of living (Sönmez & Sirakaya, 2002), political unrest (Reichel, Fuchs & Uriely, 2007), political and religious dogma, and cross-cultural dissimilarity (Lepp & Gibson, 2003).

Other studies have found major risks associated with tourism to include time risk. According to Roehl & Fesenmaier (1992), time risk may be referred to as the possibility of a tour being time-consuming or, alternatively, a single decision would cost too much time (Mowen & Minor, 2000). Time was found to be a serious antecedent in many previous studies, for example, Gallarza & Gil Saura (2006) listed four factors related to time risk such as the cost of time planning and preparation, the time spent on the return trip, the cost of time losses and the time spent on the tour. In other Rittichainuwat & Chakraborty (2009) research that examined perceived danger of long travel time, too many hours, too many connecting flights, and traffic jams, and discovered that long travel time was recognized as a potential danger to a large number of travelers, including students. Next, tourism risk has been a psychological risk. It can be defined as the possibility of a tour not being compatible with the tourist's personality or self-image (Roehl & Fesenmaier, 1992), or the likelihood of embarrassment and self-esteem loss (Boksberger, Bieger, & Laesser, 2007). There are many scholars who have examined psychological risk associated with perceived tourist risk. For example, Aschauer (2010) studies the image of a holiday destination, such as atmosphere, language barriers, and language challenges (Basala & Klenosky, 2001; Rittichainuwat & Chakraborty, 2009) and cultural obstacles (Larsen, Ogaard & Brun, 2011). Furthermore, other psychological risks could consist of getting lost (Simpson & Siguaw, 2008), fear of becoming intoxicated (Eitzinger & Wiedemann, 2007), feeling bad about one's future success (Reichel et al., 2007), and being tricked (Gallarza & Gil Saura, 2006).

Finally, the types of risk identified for tourism include the financial risk. It may be viewed as the possibility of losing the money invested in a tour (Roehl & Fesenmaier, 1992), or on the other hand, a tour will not provide value for money (Basala & Klenosky, 2001). This type of risk is attributed to tourism's nature of service, which means that money must be spent on arranging the tour before the actual consumption occurs. There are many studies that measure the perceived tourist risk in different ways, such as Chi and Qu (2008) and Sönmez and Sirakaya (2002) measured the perception of 'value for money' by travelers in general. Simpson and Siguaw (2008) measured money and price issues while Roehl and Fesenmaier (1992) adopted three statements to measure the financial risk of travelers: 'unexpected extra expenses', 'impact on the financial situation,' and 'more expensive than other destinations'.

In summary, there are different types of perceived risks associated with a tourist destination, especially in the context of domestic tourism. The perceived risks of domestic tourists may vary from physical, social, psychological and financial time. In a tourism context, Table 1 listed the types of tourist risk perceived.

**Table. 1 Types of perceived risk in the tourism context**

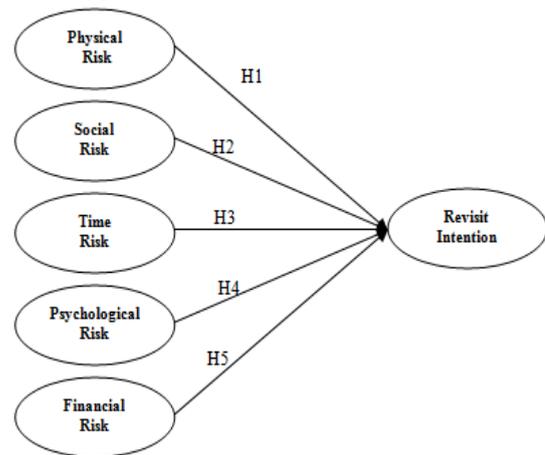
Risk Dimensions	Definitions
<b>Physical</b>	The possibility of physical danger, injury or sickness while on a tour
<b>Social</b>	The possibility that a tour will affect others' opinion of them
<b>Time</b>	The possibility that a tour will be a waste of time or will take too much time
<b>Psychological</b>	The possibility that a tour will not reflect the consumer's personality or self-image
<b>Financial</b>	The possibility that the tour will not give value for the money spent

Source: Sharipour, 2014; Deng & Ritchie, 2018; Nik Hashim, Mohd Noor, Awang, Che Aziz & Muhamed Yusoff, 2018.

**Revisit Intention**

Behavioral intention is described as an indication of individual readiness to act (Fishbein & Ajzen, 2010). In tourism literature, the behavioural intention has been identified in various form, for instance, revisit intention, willingness, intention to recommend. In this study, the behavioural intention was measured based on the intention to revisit the destination. Lots of researchers have studied the effect of perceived risk on revisit intention related to tourist behaviour in different context and areas. For instance travel destination (e.g., Adam, 2015; Sharipour, Walters & Ritchie., 2014; Chew & Jahari, 2014). A study by Artuger (2015) stated that the intention to visit/revisit Marmaris was affected by the risk dimensions that they had perceived during their stay. Then Chew & Jahari (2014) further discussed it in a study of Malaysian tourists who had previously visited Japan and it was concluded that perceived physical risk would affect their visiting intention. Based on the study by a past scholar, it can be said that perceived risk is multifaceted and multidimensional. The dimensions of perceived risk differ from one destination to another. It is also believed that perceived risk influence tourist' decision-making process in planning their travel.

**III.CONCEPTUAL FRAMEWORK**



**Fig. 1 A conceptual framework**

Based on the previous literature review, the conceptual framework is proposed in Figure 1. The past study revealed that perceived risk play a vital aspect in understanding domestic tourist revisit intention. While many studies have been undertaken in this area, lots of studies have been fragmented in their approach. For this reason, the effect of perceived risk on revisit intention needs to be understood. This study investigated the effect of perceived domestic tourist risk on the purpose of visiting tourist destination in Malaysia. Following the literature review on the study variables and the conceptual framework, the following hypotheses were developed:

- H1: Physical risk perception affects the revisit intention of domestic tourists.
- H2: Social risk perception affects the revisit intention of domestic tourists.
- H3: Time risk perception affects the revisit intention of domestic tourists.
- H4: Psychological risk perception affects the revisit intention of domestic tourists.
- H5: Financial risk perception affects the revisit intention of domestic tourists.

**IV.RESEARCH METHODOLOGY**

**Methodology**

This study was employed as a quantitative approach. The population for this study were the domestic tourist population who are over 18 years of age. The samples were selected to meet specific criteria; for instance, the domestic tourists must be travellers who had visited Kuala Lumpur before. The data collection process was conducted at Kuala Lumpur International Airport (KLIA 2) during the school holiday. The domestic tourist was approached, and a total of 384 responses were obtained based on Krejcie & Morgan (1970) table. All participants must be willing to participate, aged 18 years and above, male or female and constitute any race. The data from this study were analyzed using partial least square (SEM-PLS) structural equation modeling. Table 2 lists the details of the data collection process.



Table. 2 Data Collection Procedure

Target Population	Domestic Tourist
Sampling Size	384 domestic tourist
Method of sampling	Convenience Sampling
Research Technique	Quantitative Technique
Data collection method	Self-Administered distribution of a questionnaire
Data Analysis method	Smart-PLS Version 3

**Instrumentation**

There are three parts of the questionnaire developed to collect the data from the domestic tourist. Part A of the questionnaire was asked on demographic questions. For part B, the question was related to tourist perceived risk on destination. Last but not least, part C was asked on the question related with revisit intention. The instruments of the perceived risk and revisit intention were adopted and adapted from the previous study such as Chew & Jahari (2014); Deng & Ritchie (2018) and Artuger (2015). Seven-point Likert scales were used for these items to get more information, ranging from (1= very strongly disagree to 7=very strongly agree).

**Reliability and Validity**

This study has conducted the reliability and validity test before conducting the actual data collection process. The researchers are needed to show how they will establish the reliability and validity of their research and the collected data. Reliability is more about the repeatability of the result, whereas validity is more about the credibility and believability of the study. For improving the reliability, there are four criteria were followed by the researcher which is: (1) configuring all constructs, (2) improving measurement levels, (3) using some indicators, and (4) conducting pilot studies. According to Sekaran & Bougie's rule of thumb (2017), reliability is considered poor by less than 0.6 while 0.70 is acceptable and good by more than 0.8. The scores for items below 0.70 were deleted or filtered. In terms of validity of content, academic staff from public universities such as Universiti Malaysia Kelantan (UMK) and Universiti Teknologi MARA (UiTM) have been contacted to review the validity of the content.

**V.RESULT AND DISCUSSION**

**Profile of Respondent**

Respondent demographics are shown in Table 3. Approximately 238 respondents were female (62.1%) and 146 respondents were male (37.9%). Regarding age, the majority of the respondents are between 25 to 39 years old representing (39.1%), about 19.6% 15-24 years old, 26.3% age between 40-54 years old and 15% above 55 years old. Nearly half of respondents were undergraduate background (45%), followed by postgraduate (34.9%) A smaller percentage of respondents were SPM education background. The majority of respondents are earnings between RM 1000 and RM 3000 (34.7%), followed by earnings between RM 3001 and RM 5000 (25.1%) and earnings between RM 5001 and RM 10,000 (21.3%). The minority of respondents came from income above RM10,000 (18.9%).

Table. 3 Demographics of domestic tourist (n = 384)

Variables	Category	Frequency	Percentage (%)
Gender	Male	146	37.9
	Female	238	62.1
Age	15-24	75	19.6
	25-39	150	39.1
	40-54	101	26.3
	55 above	58	15
Education	SPM	77	20.1
	Undergraduate	173	45
	Postgraduate	134	34.9
Income	RM 1001-3000	133	34.7
	RM 3001-5000	96	25.1
	RM 5001-10000	82	21.3
	RM 10,000 above	73	18.9
	above		

**Path Analysis and Hypotheses Testing**

Figure 2 shows the  $\beta$  coefficients of all the relationships among the variable of the model. Using the PLS technique, it can be stated that the hypotheses H1 and H5 would be supported while the hypotheses H2, H3, and H4 would be rejected. Physical, social, time, psychological and financial risk are as the independent variable and revisit intention is as dependent variables. As shown in figure 2, physical risk had a significant effect on revisit intention ( $\beta = -0.383, p < 0.001$ ), the P-values is less than 0.001. As a result, hypothesis 1 was supported. Furthermore, the results reveal that the total effects for social risk (H2), time risk (H3) and psychological risk (H4) were not significant towards revisiting intention. In supporting H5, this study finds out a significant effect between financial risk and revisit intention (H5:  $\beta = 0.357, p < 0.05$ ). The results of structural relations and path significance, the  $\beta$ -value and their significance level, p-value are presented in Table 3.



Table. 4 Results of Hypothesis Testing

Hypothesis	Relationship	Beta Value ( $\beta$ )	p-value	Significant level	Decision
H1	PR =>RI	-0.381	0.001	****	Supported
H2	SR =>RI	0.123	0.217	ns	Not Supported
H3	TR =>RI	0.012	0.911	ns	Not Supported
H4	PSR =>RI	0.034	0.602	ns	Not Supported
H5	FR =>RI	-0.357	0.04	**	Supported

Note: Significant level = \*\*  $p \leq 0.05$ ; \*\*\*\*  $p \leq 0.001$ ; ns= not significant; PR=Physical Risk; SR= Social Risk; TR=Time Risk; PSR=Psychological Risk; FR= Financial Risk; RI=Revisit Intention

**VI.CONCLUSION**

In conclusion, past studies indicate that perceived risk is complex and multidimensional. The majority of studies have been undertaken with leisure travellers from one country and not the domestic tourist. It is unclear what the underlying dimension of domestic tourist perceived risk is. This study has found two main risk factors in the context of domestic tourism in Malaysia. The most prominent factor was labelled ‘physical risk’, followed by ‘financial risks’. The findings broadly support previous research, but propose that domestic tourist perceive this risk differently with functional types of risks loading under physical factors alongside other risks such as safety, crime and terrorism.

This study supports the need to consider the context while assessing travel perceived risk. Lastly, financial risks were significant for domestic planning to travel within Malaysia destinations. This is not surprising due to the high cost related with travel in Malaysia particularly to the big city such as Kuala Lumpur, Johor Bharu, Penang, Kota Kinabalu and Kuching. In fact that university domestic tourist have limited funds compare to international tourist who have lots of fund when they convert the money from their origin country to Malaysia currency.

To improve the generalization of the findings, replicated studies are recommended in the future study whereby it could conduct this study with the same model study between different setting, such as highlighting on state rather than the whole country, focuses on two different types of tourist domestic and international and compare the result. It would be more constructive to have an adequate number of the respondent for each group. The study would be more interesting to see the different perception of nationalities groups of tourist. Moreover, future research could examine the relationship between the destination image, perceived risk and travel intention or the travel motivation variables that influence the travel intention. It would help to understand the categories of tourist, the travel motivation and constraints that they have towards a destination that they visited or never visited before. In summation, it is expectant that the findings might give insightful information and knowledge to the tourism players in Malaysia, in particular, to plan their marketing strategies in attracting the tourist.

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