

The Relationship between Risk Perception and Revisit Intention in Tourism

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Abstract: *The paper focuses on identifying the relationship between risk perception and revisit intention through the relevant prior studies. Based on the previous researches, the article also summarizes different perspectives on risk perception, revisit intention, in considering the research trends of this relationship through stages. The research results show that the opposite relationship between these two factors is confirmed by the majority of empirical studies. This is the foundation for establishing policy and governance implications, enabling tourism managers to improve operations, service quality and performance of businesses in tourism.*

Keywords: Tourism. Revisit Intention. Risk Perception.

1. Introduction

Revisit intention is a major research topic in tourism and important behavioral intention (Sthapit and Björk, 2017). Traveler behavior includes destination selection, a review of that destination and a revisit intention in the future. Destination rating refers to the value that travelers feel and their satisfaction. Whereas the revisit intention refers to the willingness of the customer to review the same destination and recommend the destination to others. Therefore, destination and event organizations interested in the hidden reason is the intention of returning tourists because it is much less expensive to influence visitors' revisit decision than to attract new ones. This is an important structure in destination marketing to predict future behavior of tourists. An individual only repeats behavior when that behavior is satisfactory. Abubakar et al. (2017) suggest that tourism service consumers are divided into first-time travelers and returning tourists. First-time travelers' decisions are based mainly on information gathered from a variety of sources. This leads to the expectation of a trip / travel service, and these expectations create the intention of a first visit. And the revisit intention is formed when tourists have the goal of repeating the travel services that were previously encountered in reality.

The revisit intention is seen as a competitive strategy and an effective one for managers (Meng and Cui, 2020). Increasing the individual's revisit intention is an important goal for any tourism business. Getting tourists interested in revisiting and recommending destinations to others is the goal of every travel destination manager. The importance of a return visit by travelers is one of the factors that helps the destination's sustainability in destination marketing. In the study of Zhang et al. (2020), in the context of tourism, loyalty to a destination can be explained at two different levels: the level of behavior can be expressed in number and frequency, rate of revisit; The degree of attitude is expressed by the intention to revise and the intention to recommend returning to the destination.

Su and Huang (2018) agree that the revisit intention is one of the most important manifestations of loyalty representing the

ability to revisit the same destination in the future. Consumers' loyalty is an important goal of their service providers to create a sustainable competitive advantage, which can increase the company's market share and allow it to maintain profitability. On the other hand, Chen et al. (2020) argue that visitor loyalty is often measured by the revisit intention and recommendations from travelers, which is also an important concept that influences Business results through multiple customer acquisitions. Traveler recommendations are psychological behaviors that encourage family members, colleagues and friends to use what the traveler likes. Studying the intention of return of tourists therefore becomes an important research topic, addressing the business management needs of tourism businesses.

2. Revisit intention

The number of studies investigating revisit intention increase a lot each year but there is no unified definition. For Chen et al. (2016) the revisit intention is a cognitive state that reflects the travel plan to return to a destination within the expected time period. As one of the components of a behavioral intent, a revisit intention is defined as the intention of a consumer to experience a future product, brand, location or region (Tosun et al. (2015). Meanwhile, Abubakar et al. (2017) perceive that the revisit intention is an extension of satisfaction stemming from the first use of the service, the intention to return is defined as the willingness to visit a destination again.

According to Isa et al. (2019), the revisit intention is the possibility of visitors returning to a future tourist destination. This implies the extent to which tourists make a return or not return to an attractive destination in the future. The revisit intention is also related to the time of readiness, in which Isa et al. (2019) only consider this relationship within a twelve-month limit. With the same points, the revisit intention is defined by Meng and Cui (2020) as the ability of customers to repeat an activity or revisit a facility. While Situmorang et al. (2020) identify the revisit intention is the ability to commit and engage in a specific action or behavior. In the field of tourism, the intention to return is understood as the

ability to plan a trip again in the future. And is considered a form of loyalty and very helpful in predicting consumer behavior in the future.

Approaching from a different perspective, the revisit intention is an impulse from within the visitor in the form of a desire to visit a place or area of interest (Atikah et al., 2020). The authors also believe that the revisit intention of tourists is the same as the intention to review or intention to buy back from consumers in the purchase. Similarly, Chen et al. (2020) intend to return as tourists' judgment about their ability to revisit travel destinations.

According to Nguyen et al. (2020), there are many definitions of revisit intention based on the intention of human behavior, in the world. And the intention of behavior is simply understood as the intention to formulate a plan to carry out a specific action. The revisit intention is a future behavior that is intended or planned. In general, the definitions of the intention of many authors have similarities, little difference despite the approach in many different perspectives, research contexts and research objectives. Based on these concepts, the define of revisit intentions is understood as an extension of satisfaction with a visitor's experience of a destination while traveling, manifested through a tourist's perception of a willingness to reconsider or plan to return to that destination one or more times. After analyzing the results of the previous study, this study explains the revisit intention is the result of recalling from what has been experienced thereby promoting the trend of returning to the same destination.

3. Risk perception

There have been many definitions of risk perception presented through the research of many authors. Risk perception refers to visitor concerns about possible losses, adverse effects or unfortunate events (Fuchs and Reichel, 2011). Similarly, Chen and Zhang (2012) argue that risk perception is intuitive and subjective judgments about the potential risk factors that appear during tourists' travel. Approaching from another perspective on the likelihood of adverse situations, Yang et al. (2014) argues that risk perception is the probability and cognitive ability to face threats and dangers. Probability and ability are two separate but related concepts. Meanwhile, probability refers to measurable opportunities that exist and form in imagination. The risk perception of tourists may not recognize the probability of risk, even though they all know the likelihood of the risk.

At the same time, in the review of risk and cognitive risks in tourism, confirms that risk perception is very subjective, that is the anxiety built on the imagination of the possible impacts in the past. Show them enjoy the holiday. Hashim et al. (2018) argue that risk perception is perceived based on two main factors: uncertainty and negative consequences that will occur in the future. According to research by Karl and Schmude (2017), risk perception is a multidimensional concept related to aspects of avoiding uncertainty, anxiety and fear. In addition, risk perception is also considered in

terms of psychology, associated with an individual that flexibly intertwined with subjective and objective factors.

In short, visitors' perceptions of risk are expressed through subjective and intuitive perceptions (Chen and Zhang, 2012) about the probability and likelihood of facing threats and dangers (Yang, 2014) or uncertainty (Karl and Schmude, 2017; Fuchs and Reichel, 2011) and negative consequences (Hashim et al, 2018) will occur during tourism service participation.

4. The relationship between risk perception and revisit intention

The relationship between risk perception and revisit intention to one of the topics of interest to researchers. The number of related buildings published about risk perception and revisit intention has increased significantly, but still not commensurate with the actual context of the tourism industry. Assessing empirical studies on tourism risk perception and revisit intention in the period to 2017, Hasan et al. (2017) found that risk perception has an impact on tourism behavior. and the intention of tourists. Most research findings have found a negative relationship between risk perception and intent to reconsider. It is clear that the importance of the relationship between these two factors has been confirmed.

From 2017 to the present, studies on this topic have focused more on the perception of risks and intentions of first-time travel to destinations (Hashim et al., 2018; Perpiña and et al., 2020) or travel events (Kim et al., 2019). Meanwhile, the research on risk perception and the revisit intention of tourists focuses only on the indirect relationship between these two factors (Hasan et al., 2017; Khan et al., 2017; Loureiro and Jesus, 2019). The direct relationship is also evaluated and evaluated by a small number of studies. Of the two studies the author has reviewed with two different contexts, research by Kaushik and Chakrabarti (2018) in India and Harun et al (2018) in Malaysia, the two results are completely opposite. Given the context of research in India, tourists' perception of physical risks, time risks, risk of satisfaction has negatively affected their revisit intention. But for tourists traveling in Malaysia, the risk perception is not important to them and hardly affects the revisit intention to this destination.

5. Conclusions and recommendations

The impact of risk perception and revisit intention to a tourism destination has been studied over a long period of time in various socio-cultural contexts. In each of the different research contexts, the degree of relationship between these two factors is different. However, most studies have confirmed the negative relationship between these two factors. Accordingly, the increase in perceived risk can reduce the intention of returning to the destination of a tourist destination and vice versa. Accordingly, in order to increase the intention of return of tourists, tourism managers need to make related discoveries in order to impact and reduce the visitors' risk perception.

The reduction in risk perception in visitors can be done in the direction of affecting the components of risk perception or changing the factors affecting these components. The tourism risk perception of tourists can be formed from a combination of risk perception components, which include components such as food safety risks, travel risks, theft, risks, disease risk, politics, society, law ... Each aspect of risk perception is governed by external factors such as service quality, customer care policies of the business, image, destinations ... Thus, in order to impact and minimize the risk perception of travelers needing comprehensive, inclusive and consistent measures of the business to impact on the quality of service, improve destination image. These are also solutions to improve customer satisfaction for tourism services, enhance cohesion and loyalty to businesses and tourist destinations.

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