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# Analyzing Fit Mediation in The Tourism Marketing Strategy: The Influence of Risk Perception Toward Tourist Behavior

## Noveri Maulana [1*]

[1*] Department of Management Science, Sekolah Tinggi Manajemen PPM, Indonesia.

*Corresponding Email*: nvr@ppm-manajemen.ac.id [1*]

## Abstrak

Penelitian ini menguji model perilaku wisatawan dengan berfokus pada persepsi risiko, kepuasan, intensi kunjungan ulang, dan intensi komunikasi dari mulut ke mulut (word-of-mouth/WoM) sebagai konstruk utama yang menentukan dinamika kepariwisataan pada masa pemulihan pascapandemi. Data primer dikumpulkan melalui survei terhadap 568 responden wisatawan domestik dan internasional yang berkunjung ke Indonesia pada fase awal transisi menuju endemi. Analisis data dilakukan dengan metode Structural Equation Modeling (SEM) untuk menguji hubungan langsung maupun tidak langsung antar variabel, serta memverifikasi validitas model yang diajukan. Hasil analisis menunjukkan bahwa persepsi risiko berpengaruh signifikan dan negatif terhadap tingkat kepuasan wisatawan. Lebih lanjut, dengan menerapkan pendekatan konseptual 'Fit as Mediation', penelitian ini mengkonfirmasi bahwa kepuasan berperan sebagai variabel mediasi penuh (full mediation) dalam hubungan antara persepsi risiko dan loyalitas perilaku yang dioperasionalkan melalui intensi kunjungan ulang dan intensi WoM. Temuan ini menggarisbawahi bahwa dalam konteks pascabencana kesehatan global, strategi mitigasi risiko yang efektif tidak hanya bertujuan menekan persepsi negatif, tetapi harus secara paralel diarahkan untuk meningkatkan pengalaman dan kepuasan wisatawan guna membangun loyalitas jangka panjang. Implikasi teoretis dan praktis dari studi ini dibahas untuk pemangku kepentingan industri pariwisata.

Kata Kunci: Marketing; Risk Perception; Tourist Satisfaction; Tourist Behavior; Tourism Promotion; Fit Concept.

## Abstract

This study examines a behavioral model for tourists, focusing on risk perception, satisfaction, revisit intention, and word-of-mouth (WoM) intention as the core constructs shaping tourism dynamics in the post-pandemic recovery period. Primary data were collected via a questionnaire-based survey of 568 domestic and international tourist respondents visiting Indonesia during the initial transition toward an endemic phase. Data analysis was conducted using Structural Equation Modeling (SEM) to test both direct and indirect relationships among variables and to verify the proposed model's validity. The findings reveal that risk perception has a significant and negative influence on tourist satisfaction. Furthermore, applying the 'Fit as Mediation' conceptual framework, this research confirms that satisfaction acts as a full mediating variable in the relationship between risk perception and behavioral loyalty that operationalized through revisit and WoM intentions. These results underscore that, within the context of a post-global health crisis, effective risk mitigation strategies must not only aim to reduce negative perceptions but should also be concurrently directed at enhancing experiential quality and tourist satisfaction to foster long-term loyalty. The theoretical and practical implications of this study are discussed for tourism industry stakeholders.

Keyword: Marketing; Risk Perception; Tourist Satisfaction; Tourist Behavior; Tourism Promotion; Fit Concept.

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## 1. Introduction

The COVID-19 pandemic has reshaped the global tourism landscape, fundamentally reevaluating tourist perceptions of risk and their subsequent loyalty behaviors (Maulana *et al*., 2022; Mellinas *et al*., 2023). As the tourism industry grapples with the challenges of recovery, it becomes imperative to comprehend the nuanced interplay between risk perception and key loyalty indicators such as satisfaction, revisit intention, and word-of-mouth (WoM) intention (Huang *et al*., 2020; Xie *et al*., 2020). This article endeavors to contribute to the scholarly discourse by delving into the complexities of post pandemic tourist attitudes and behaviors. Some studies during the pandemic lay the groundwork for understanding the strong relationship between risk perception and behavioral intention, particularly concerning revisit intention and the intention to recommend a destination (K. Kim *et al*., 2012; Rather, 2021; Um *et al*., 2006a). However, the current research landscape lacks a comprehensive exploration of tourist loyalty behavior in the specific context of the post-COVID-19 era. The primary objectives of this study are to investigate risk perception, satisfaction, revisit intention, and WoM intention as pivotal variables influencing tourist loyalty behavior. Despite prior research examining these variables, a significant gap remains in understanding their dynamics within the unique context of post-pandemic tourism. In the conceptual framework, satisfaction is commonly conceptualized as the emotional state or overall enjoyment experienced by tourists after a trip (Huang *et al*., 2020; Wardi *et al*., 2018; Yuksel & Yuksel, 2007). While existing studies have explored the influence of customer risk perceptions on satisfaction, examining risk as an antecedent of satisfaction remains an underexplored avenue.

## 2. Literatur Review

### 2.1 Tourist Behavior and Customer Decision Making Process

Consumer behavior is among the most extensively researched areas within marketing studies and the broader tourism and hospitality literature (S. A. Cohen *et al*., 2014). In the context of tourism and hospitality, it is often referred to as 'tourist behavior' or 'traveler behavior,' concentrating on the tourist as a consumer engaged in the tourism and hospitality industry processes. Decades ago, substantial research and model development initiatives were introduced to comprehend tourists as consumers. Furthermore, a study proposed a comprehensive set of seven key consumer behavior concepts in tourism and hospitality: decision-making, motivations, values, expectations, self-concept and personality, attitudes, perceptions, trust and loyalty, and satisfaction (E. Cohen, 1979; S. A. Cohen *et al*., 2014). The primary objective of this study is to cultivate a nuanced understanding of tourist consumer behavior within the context of customer decision-making. Amidst the COVID-19 pandemic, the author contends that tourist decision-making is subject to various factors, notably the health risk perception concerning the COVID-19 disease. Tourism activities transcend routine purchases, adding complexity and challenge to decision-making. Some studies argue for planned decision-making in the purchase decisions of tourists, while others posit the occurrence of arbitrary and impulse purchase decisions (Pramezwary *et al*., 2021). Consequently, an in-depth exploration of the tourist decision-making process is imperative to construct a nuanced purchase decision model specific to the context of tourism services. Research on risk perception toward travel behavior in tourism and hospitality studies is pivotal in understanding customer decision-making in this post-pandemic context (Chan, 2023). Consumer behavior research in tourism traditionally emphasizes the assumption of rational decision-making, wherein tourists rationally evaluate values, perceptions, attitudes, and other external factors during the decision-making process.

### 2.2 Risk Perception in Tourism

In the face of global crises such as the COVID-19 pandemic, comprehending risk in the context of leisure and hospitality becomes paramount for stimulating tourism development. However, the existing literature presents challenges in defining risk in tourism, with variations in terminology and

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conceptualization (Ertaş & Kırlar, 2022; Yang & Nair, 2014; Zhan *et al*., 2022). This article builds upon the work of Yang and Nair (2014), who identified commonalities between risk, safety, and security, emphasizing security as freedom from risks and safety encompassing health, accidents, and non-human-induced incidents. Given the inherent difficulties in measuring actual risk, this article emphasizes the importance of risk perception or perceived risk as a primary focus. *Risk perception* is a complex phenomenon influenced by personal experiences, emotions, and societal factors. Emotions are recognized as a form of intelligence in decision-making regarding health and safety issues (Peters *et al*., 2006). Additionally, personality characteristics, such as venturesomeness, affect how individuals perceive and respond to risks, especially in tourism (Plog, 2002). Numerous studies have explored the role of risk perception in tourist purchase intentions during the pandemic, offering various approaches to defining risk perception factors and dimensions. This article argues for a multidimensional approach to risk perception and aims to investigate its implementation as the foundation for tourist segmentation in the post-pandemic era (El-Toukhy, 2015; Godovykh *et al*., 2021; Maulana *et al*., 2022). Risk perception significantly influences customer decision-making in the hospitality industry. Tourists assess perceived risks associated with various leisure activities, including water sports, adventure journeys, spa treatments, hotel stays, vacations, and dining experiences (Bratić *et al*., 2021). Understanding how tourists perceive risk is essential for designing activities that align with their comfort zones, ensuring positive and enjoyable experiences. To provide memorable guest experiences, the hospitality industry must comprehend the intricate interplay between leisure activities and risk perception (Secchi *et al*., 2020). Understanding risk perception in the leisure and hospitality context is essential for the post-pandemic tourism landscape (Woosnam *et al*., 2023; Zhang *et al*., 2022). This article has highlighted the complexity of risk perception, its influence on tourist behavior and its significance in the hospitality industry. By proposing a multidimensional framework for risk perception, this research contributes to developing effective tourism strategies that prioritize guest experiences and safety in the ever-evolving tourism sector.

## 2.3 Fit Concept as Mediation in Tourism Marketing Strategy

A pivotal consideration in marketing strategy is aligning strategic components, recognized as a determinant of organizational performance. By adopting a fit approach, scholars delve into the internal consistency within a firm (internal fit) and the coherence among organizational structure, strategy, and the external environment (external fit). A deep investigation identifies six perspectives of fit: moderation, mediation, matching, gestalts, profile deviation, and covariation (Venkatraman, 1989). The choice of fit concept becomes crucial, prompting Venkatraman (1989) to propose two fundamental analyses based on the specification of the criterion (dependent) variable, the degree of specificity of the functional form of fit-based relationship variables, and the total number of variables in the equation. This study's chosen fit concept is "fit as mediation." This concept suggests a relevant mechanism intervening between cause-effect variables. Venkatraman's (1989) criteria for the specificity of the relationship model between risk perception and loyalty behavior variables guide this choice. The empirical foundation for this selection lies in previous studies, such as Chua *et al*.'s (2021) investigation into travel avoidance during the COVID-19 pandemic and Law *et al*.'s (2022) study on predicting future travel behavior among Canadian tourist post-pandemic. These studies, among others, provide evidence of the established relationships between risk perception and loyalty behavior variables, forming the basis for applying the fit as mediation analysis in this study (Chua *et al*., 2021; Law *et al*., 2022). The analysis in this study focuses on four main variables in the model: risk perception, tourist satisfaction, revisit intention, and word-of-mouth intention. The multiple variables in the model support the fit as mediation concept analysis, aligning with Venkatraman's (1989) criterion concerning the degree of specificity of the functional form of fit-based relationships. Several studies have examined and proven the relations between risk perception and loyalty behavior variables, further supporting the application of fit as mediation analysis in this study.

## 2.4 Research Model and Hypothesis Development

Hence, the investigation of risk perception toward tourist satisfaction, revisit intention, and word of mouth intention is considered in this research model with the following hypotheses:

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H1: Risk perception negatively influence tourist satisfaction
H2: Satisfaction positively influence revisit intention
H3: Satisfaction positively influence word of mouth intention
H4: Satisfaction negatively mediating the influence of risk perception toward revisit intention
H5: Satisfaction negatively mediating the influence of risk perception toward word of mouth



Figure 1. Research Model and Hypothesis Development

In analyzing the behavioral loyalty and revisit intention, the study of Um *et al* (2006) might be one of the comprehensive analysis toward the antecedents of revisit intention. The intention to revisit has been viewed as an extension of satisfaction rather than a driver of the choice to revisit (Um *et al*., 2006a). Other independent variables, such as perceived quality of performance during onsite and post-purchase stages as well as the destination's uniqueness, may influence the chance that a customer would return. This intention has been considered simply as a criterion validity-related variable of the satisfaction measure, and not as a dependent variable of the study issue. In other words, the aim has been viewed as an extension of satisfaction as opposed to a stimulus for the entire decision-making process (Um *et al*., 2006). In the context of halal tourism, Wardi *et al* (2018) investigate the relationship between tourist satisfaction and word of mouth intention. Their study concluded that the attributes of Halal tourism have substantial effects on tourist satisfaction and Word of mouth intention. However, by investigating the direct impact, there is no significant direct correlation between Halal tourism characteristics and WOM intention. But, tourist satisfaction is significantly as a mediator between the relationship (Wardi *et al*., 2018). Thus, this finding also validate that tourist satisfaction has a mediation role between the relationship of behavioral antecedents toward behavioral loyalty in various research context in tourism and hospitality. Hence, in this study, the author argue that tourist satisfaction is mediating the relationship between risk perception and behavioral loyalty (revisit intention and word of mouth intention).

## 3. Research Methodology

The author has synthesized multiple risk factors from previous studies, drawing upon a comprehensive literature review. To ensure the pertinence of these risk factors to the present study's context, they underwent validation through Focus Group Discussion (FGD). Subsequently, these validated risk factors will be transformed into a research questionnaire for utilization in the field survey. Furthermore, to probe into respondents' loyalty behavior, the study assesses latent variables of satisfaction, revisit intention, and word of mouth, employing three measurement items for each variable respectively. All latent variables are gauged using a five-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree). The principal objective of this study is to scrutinize tourist risk perception regarding stays at tourist accommodations within the Indonesian context, particularly amidst the amelioration of COVID-19 cases. Consequently, the target respondents comprise tourists who visited Indonesia between March and July 2022, and resided in various tourist accommodations (hotels, villas, resorts, homestays, apartments, etc.) during that period

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In the forthcoming analysis, the researcher employs a Structural Equation Model (SEM) using AMOS to examine the interrelationships among risk perception, satisfaction, revisit intention, and word of mouth intention. The Structural Model analysis is intended to corroborate prior findings regarding the influence of risk perception on behavioral loyalty. Despite not constituting the primary focus of the investigation, the results derived from the SEM analysis are anticipated to address gaps in the existing literature, particularly regarding the examination of multidimensional risk perception vis-à-vis satisfaction, as well as the mediating role of satisfaction in the relationship between risk perception and behavioral loyalty. Consequently, due to the inherent challenge in accurately quantifying the total population under study, the authors opted to adopt an infinite population framework for determining the appropriate sample size. To ascertain the requisite sample size, the Taro Yamane formula was employed, as recommended in the literature (Bixley & Yamane, 1965). This formula provides a systematic approach for calculating sample sizes, predicated on a maximum variability assumption (p = 0.5) and a 95% confidence level. Thus, a minimum sample of 400 respondents was deemed necessary for the analysis. To solicit responses from the target demographic, the author personally distributed questionnaires in prominent tourist destinations across Indonesia, including Jakarta, Bali, Lombok, Yogyakarta, and Bogor. Additionally, online questionnaires were also disseminated via social media platforms and messaging applications to ensure broader outreach to potential respondents.

## 4. Results and Discussion

### 4.1 Results

In the main test, 568 respondents participated and returned the questionnaire. However, only 514 answers (91%) met our research criteria and were eligible for further analysis. Total respondents are dominated by female tourists (62%) rather than male tourists (38%). Most respondents are aged 21-40 years old (79%) and have bachelor's degrees (55%) and master's degrees (29.6%). However, 80% of total respondents are dominated by domestic tourists, and only 20% of others are foreign tourists from several countries worldwide. Most tourists stay at hotels (69.5%), villas (14.4%), Homestay (10.3%), and other types of accommodation. Descriptive data of the respondents are detailed in Table 1.

Table 1. Descriptive Data of the Respondents

| Item Description | Category | Frequency (n: 514) | Percentage |
|---|---|---|---|
| Gender | Male | 194 | 37.7% |
| | Female | 320 | 62.3% |
| Age Category | < 20 years | 8 | 1.6% |
| | 21 - 30 Years | 194 | 37.7% |
| | 31 - 40 Years | 212 | 41.2% |
| | 41 - 50 Years | 67 | 13% |
| | 51 - 60 Years | 26 | 5.1% |
| | > 60 Years | 7 | 1.4% |
| Education Level | High School and Below | 24 | 4.7% |
| | Diploma/Academy | 38 | 7.4% |
| | Bachelor Degree | 224 | 55.3% |
| | Master Degree | 152 | 29.6% |
| | Doctoral Degree (PhD) | 16 | 3.1% |
| Type of Tourist Accommodation | Hotel | 357 | 69.5% |
| | Villa | 74 | 14.4% |
| | Apartment | 10 | 1.9% |
| | Homestay/Hostel | 53 | 10.3% |
| | Others | 20 | 3.7% |

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### 4.1.1 Confirmatory Factor Analysis in Measurement Model

The fit process adopted in this study employs "fit as mediation" to examine the influence of risk perception and accommodation attributes on loyalty behavior while assessing the mediating role of satisfaction between these variables. Structural Equation Modeling (SEM) using AMOS software is employed for analysis. Before SEM, the study assesses the validity and reliability of all variables and dimensions through Confirmatory Factor Analysis (CFA). The CFA establishes the measurement model before testing constructs within the structural model. In this phase, latent variables are evaluated against the model to determine the goodness of fit for the measurement model. Upon reaching the standard for goodness of fit, the model is deemed suitable for further analysis in the structural model for hypothesis testing. Within the CFA measurement model, the researcher conducts several modification indices to achieve the desired goodness of fit. A total of six modification indices are applied, leading to the deletion of one item (F1-OPP1) in the 'opportunity-loss risk' construct to enhance the measurement model's fit. Following a meticulous evaluation of each step in conducting the CFA measurement model, the final measurement, as per the goodness of fit standard, is presented in Table 2.

Table 2. Goodness of Fit Measurement Model of the Study

| No | Fit Indices Standard | Cut-off Point | Results of Model Measurement | Conclusion |
|----|----------------------|---------------|------------------------------|------------|
| 1. | CMIN/df | 2 < value < 3 | 2.58 | Marginal Fit |
| 2. | CFI | $\geq 0.90$ | 0.94 | Good Fit |
| 3. | TLI | $\geq 0.90$ | 0.93 | Good Fit |
| 4. | RMSEA | < 0.07 | 0.056 | Good Fit |

Based on table 2 regarding the goodness of fit evaluation in the SEM model, the CFA summarizes that the model is a good fit and could be acceptable for further analysis. Since the total number of observed variables is greater than 30 items, the cut-off point for Tucker Lewis Index (TLI) and Comparative Fit Index (CFI) is greater than 0.90. Furthermore, by implementing the standard point of CFI at 0.90, the RMSEA (Root Mean Square Error of Approximation) value should be below than 0.07 (Hair *et al.*, 2014). Therefore, the measurement model is ready to investigate the structural model further. Nevertheless, the author must ensure that all the study's constructs are reliable and valid before running the structural model. Convergent validity is applied in this study. Three effective indexes are the main standard in this analysis: factor loading, composite reliability (CR), and average variance extracted (AVE). In table 3, the results of convergent validity are presented.

Table 3. Validity and Reliability Test of SEM Model

| Item and Construct | | | Estimate | CR | AVE |
|--------------------|------|------------|----------|-------|-------|
| F1_OPP6 | <--- | Opp_lost | 0,843 | 0,883 | 0,602 |
| F1_OPP5 | <--- | Opp_lost | 0,763 | | |
| F1_OPP4 | <--- | Opp_lost | 0,743 | | |
| F1_OPP3 | <--- | Opp_lost | 0,716 | | |
| F1_OPP2 | <--- | Opp_lost | 0,809 | | |
| F2_Psy5 | <--- | Psy_risk | 0,702 | 0,881 | 0,597 |
| F2_Psy4 | <--- | Psy_risk | 0,727 | | |
| F2_Psy3 | <--- | Psy_risk | 0,775 | | |
| F2_Psy2 | <--- | Psy_risk | 0,804 | | |
| F2_Psy1 | <--- | Psy_risk | 0,846 | | |
| F3_HE4 | <--- | Health_risk | 0,834 | 0,847 | 0,584 |
| F3_HE3 | <--- | Health_risk | 0,649 | | |
| F3_HE2 | <--- | Health_risk | 0,706 | | |
| F3_HE1 | <--- | Health_risk | 0,849 | | |
| F4_Soc3 | <--- | Soc_Risk | 0,665 | 0,825 | 0,614 |

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| | | | | | |
|---|---|---|---|---|---|
| F4_Soc2 | <--- | Soc_Risk | 0,783 | | |
| F4_Soc1 | <--- | Soc_Risk | 0,887 | | |
| F5_Fin3 | <--- | Fin_risk | 0,513 | 0,728 | 0,482 |
| F5_Fin2 | <--- | Fin_risk | 0,858 | | |
| F5_Fin1 | <--- | Fin_risk | 0,669 | | |
| REV3 | <--- | Rev_Int | 0,815 | 0,900 | 0,751 |
| REV2 | <--- | Rev_Int | 0,869 | | |
| REV1 | <--- | Rev_Int | 0,913 | | |
| WOM1 | <--- | WoM_Int | 0,894 | 0,868 | 0,69 |
| WOM2 | <--- | WoM_Int | 0,877 | | |
| WOM3 | <--- | WoM_Int | 0,708 | | |
| SAT1 | <--- | Tourist_Satisfaction | 0,802 | 0,889 | 0,728 |
| SAT2 | <--- | Tourist_Satisfaction | 0,878 | | |
| SAT3 | <--- | Tourist_Satisfaction | 0,878 | | |

Based on the data, all constructs except Fin_Risk confirmed their convergent validity because the value is greater than 0.50. However, one value is still included in the analysis. Although the value is only 0.482, lower than the threshold value, it is still acceptable. Meanwhile, the composite reliability of all constructs is greater than 0.70 (Hair *et al.*, 2014).

### 4.1.2    Hypothesis Testing in Structural Model

Following the assessment of reliability and validity in the measurement model, the subsequent step in Structural Equation Modeling (SEM) analysis involves evaluating the structural model in alignment with the study's objectives. SEM-tested models typically encompass measurement and structural models, with most multivariate techniques focusing on directly analyzing variables. These models may include exogenous or endogenous constructs where the endogenous variable is particularly interesting. The findings of the structural model analysis are outlined in Table 4, depicting the relationships and pathways between the variables under scrutiny. Exogenous constructs represent the multi-item, latent counterparts to independent variables influenced by factors external to the model.
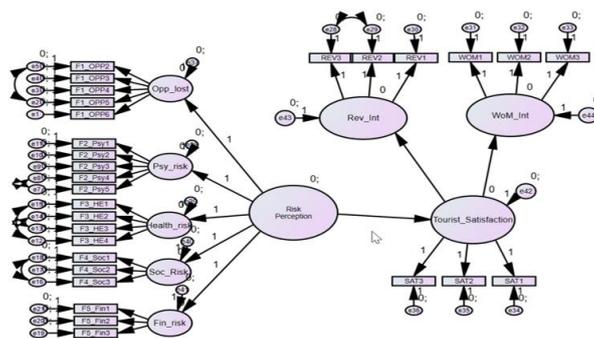


Figure 2. Structural Model in the Study

The comprehensive analysis of Structural Equation Modeling (SEM) results, as delineated in Table 4, lends unequivocal support to the hypotheses posited within the study, confirming the significant negative impact of risk perception on behavior loyalty. The intricate dynamics of tourist behavior in the post-pandemic era are illuminated, revealing a compelling correlation between heightened risk perception and diminished satisfaction in tourists' lodging experiences. This nuanced understanding underscores the pivotal role of risk perception in shaping tourists' perceptions and subsequent behaviors. Furthermore, the findings underscore the profound significance of tourist satisfaction, which emerges as a robust predictor of both revisit intention and word-of-mouth intention, imparting a noteworthy positive influence on these

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vital behavioral outcomes. However, the mediation effect of tourist satisfaction unveils a subtle paradox, as risk perception, while moderated by satisfaction, paradoxically exerts a negative impact on revisit and word-of-mouth intentions. This nuanced interplay underscores the complex nature of tourist decision-making processes, wherein risk perceptions interact intricately with satisfaction levels to shape subsequent behavioral intentions. These insights provide invaluable contributions to the literature on post-pandemic tourism, offering profound implications for tourism stakeholders striving to navigate the evolving landscape with acumen and foresight.

Table 4. The Hypotheses Testing in Structural Model

| Hyp. | Path Direction | C.R. | P-Values | Std. Estimate | Conclusion |
|---|---|---|---|---|---|
| H1 | Risk Perception → Staisfaction | -7.993 | *** | -0.406 | Supported |
| H2 | Satisfaction → Revisit Intention | 22.268 | *** | 0.876 | Supported |
| H3 | Satisfaction → Word of Mouth Intention | 20.780 | *** | 0.837 | Supported |
| H4 | Risk Perception → Satisfaction → Revisit Intention | | *** | -0.340 | Supported |
| H5 | Risk Perception → Satisfaction → Word of Mouth Intention | | *** | -0.356 | Supported |

### 4.2 Discussion

The findings of this analysis corroborate the assertions made in the comprehensive review conducted by Hasan *et al*. (2017), which emphasized the substantial influence of risk perceptions on tourist satisfaction. Within the literature, empirical evidence has supported both significant and non-significant negative associations between perceived risks and satisfaction. These perceptions can directly impact customer satisfaction or dissatisfaction. Some studies further assert that certain risk elements, such as performance, financial, and time risk, strongly correlate with post-purchase evaluations, potentially diminishing consumer value judgments. Similarly, heightened perceived risk diminishes traveler satisfaction and undermines consumer repurchase intention. The research indicates that customers perceiving a lower level of risk associated with products tend to exhibit greater tolerance in terms of overall satisfaction. Therefore, tourism practitioner should concern their business strategy in improving these factors. Higher risk perception corresponds to diminished intentions among tourists to revisit the same destination in the post-COVID-19 context. The author contends that reducing tourist risk perceptions can enhance satisfaction, subsequently influencing revisit and word-of-mouth intentions among tourists.

## 5. Conclusion

This study explores the relationship between risk perception, satisfaction, and word-of-mouth intention. Tourist satisfaction significantly mediates the relationship between risk perception and word-of-mouth intention. This finding echoes the previous research which concluded that tourist satisfaction significantly mediates the relationship between antecedents and word-of-mouth intention within the realm of tourism. Thus, it can be inferred that dissatisfied tourists are more likely to spread negative word-of-mouth, potentially attributed to heightened risk perceptions prior to their visit. Despite prior research exploring these constructs, a notable gap exists in comprehending their dynamics within the unique context of post-pandemic tourism. Satisfaction is commonly conceptualized as the emotional state or overall enjoyment following a trip, yet examining risk as an antecedent of satisfaction warrants further exploration. This study captures the situation of the early stage of post-pandemic era in 2022. The risk perception of tourist in the current context of endemic may be different. Hence, this could be one of the limitations of this study. Future study shall elaborate this analysis in the current context of the tourist behavior. However, this study also contributes to the development of research topic in understanding

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tourist behavior based on risk perception. The importance of segmenting tourists based on risk perception to predict future behaviors in the post-pandemic era should be concerned by the tourism practitioners.

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