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The Influence of Risk Perception on Visit Decision to Tourism Village: The Mediating Role of Tourist Motivation

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ABSTRAK

Desa Wisata tetap menjadi pilihan favorit untuk dikunjungi meski berbagai risiko mengancam selama pandemi COVID-19. Penelitian ini bertujuan untuk menganalisis peran motivasi wisatawan dalam memediasi pengaruh persepsi risiko terhadap keputusan berkunjung ke Desa Wisata Penglipuran yang masih memiliki jumlah kunjungan wisatawan yang tinggi di masa pandemi. Populasi dalam penelitian ini adalah wisatawan nusantara, dengan jumlah sampel sebanyak 400 orang yang diperoleh dengan menggunakan teknik purposive sampling. Teknik analisis data menggunakan SmartPLS 4 dengan melakukan uji validitas, reliabilitas, dan uji efek mediasi terhadap data penelitian. Hasil analisis data penelitian menunjukkan adanya pengaruh dari masing-masing variabel, dengan 47,0% varians motivasi wisatawan ditentukan oleh persepsi risiko, dan 58,2% varians keputusan berkunjung ditentukan oleh persepsi risiko dan motivasi wisatawan. Dengan demikian, motivasi wisatawan memediasi persepsi risiko dalam keputusan berkunjung secara positif dan signifikan. Penelitian ini dapat membantu pengelola desa wisata dan pemerintah dalam mempersiapkan dan meningkatkan pelayanan dan fasilitas yang diberikan agar menjadi destinasi wisata yang sehat, aman, dan rendah risiko COVID-19.

ABSTRACT

Community Tourism Village remains a favorite choice to visit despite the various risks threaten during the COVID-19 pandemic. This study aims to analyze the role of tourist motivation in mediating the influence of risk perceptions on visit decisions to Penglipuran Tourism Village, which still has a high number of tourist visits during the pandemic. The population in this study were domestic tourists, with a total sample of 400 obtained using the purposive sampling technique. The data analysis technique uses SmartPLS 4 by testing the validity, reliability, and mediating effect test on the research data. The results of the research data analysis show influence from each variable, with 47.0% of the variance of tourist motivation determined by risk perception, and 58.2% of the variance in visiting decisions was determined by risk perception and tourist motivation. Thus, tourist motivation positively and significantly mediates the risk perception in visiting decisions. This research can help tourism village managers and the government prepare and improve the services and facilities provided to become healthy, safe, and low-risk COVID-19 tourist destinations.

1. INTRODUCTION

The current COVID-19 outbreak has duly affected the psychology of tourists and, subsequently, their behaviour and decision-making to participate in outdoor activities (Fan et al., 2023; Humagain & Singleton, 2021). According to World Health Organization in 2020, since the COVID-19 pandemic spread widely, international travel safety has become a global concern. However, tourists usually choose destinations that meet their needs and wants and have minimal risk (X. Chi & Han, 2020; Shang et al., 2020). Travel risks may include health, physical, psychological, performance, financial, equipment, social, and time factors (He & Qin, 2017; Huang et al., 2020). Health risks are significantly associated with travellers' travel decisions, especially during the COVID-19 pandemic (R. L. Chua et al., 2020; Szabo et al., 2021). Therefore, risks to one's health, such as contracting a virus, play an essential role in determining tourism destinations and providers (Bratić et al., 2021; Matiza, 2020). In the aftermath of these crises, the tourism industry faces several challenges to recover, including understanding consumer behaviour in response to catastrophic events (Granville et al., 2016; Mair et al., 2016). Previous research shows that a

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vital obstacle to tourism participation is density; that is, the threat of disease transmission can change tourist behaviour in such a way as to avoid overcrowded destinations in favour of open areas and less populated destinations (Carter et al., 2015; Wang & Ackerman, 2019). Understanding tourist behaviour during and after a major tourism crisis is critical to helping destinations recover (B. L. Chua et al., 2021; Golets et al., 2023). Destinations can only attract visitors if they provide a safe and secure environment where travellers feel protected from threats during their stay (Kara & Mkwizu, 2020; Yousaf et al., 2018). As the results show, travelling to less crowded places may be the new trend. The Ministry of Tourism and Creative Economy stated that in line with changes in post-pandemic tourism trends, tourists tend to choose destinations that prioritize a sense of security, comfort, cleanliness, health and prioritize environmental sustainability, such as tourism village areas.

One of the villages which has become one of the pioneers of prosperous tourism villages in Indonesia, is Penglipuran Tourism Village, located in Bangli Regency, Bali. The uniqueness of Penglipuran Village lies in the socio-cultural system, physical structure, and distinctive spatial pattern with a solid north-south linear pattern. Furthermore, Penglipuran village is surrounded by bamboo forests, timber forests, and dry fields as green open spaces reflecting the beauty of a village that genuinely has Balinese nuances. Tourist visits to Penglipuran Tourism Village are recorded to continue increasing yearly. This can be proven by data on tourist visits, both domestic and international, which were obtained from the Penglipuran Tourism Village manager. There has been a significant increase in tourists over the last five years. However, amid the Covid-19 pandemic that has occurred since the beginning of 2020, the level of tourist visits, both domestic and foreign tourists, has decreased drastically. As a result, Penglipuran Tourism Village was temporarily closed to tourists in March 2020 and only reopened in October 2020. The reopening was done with the strict CHSE (Cleanliness, Healthy, Safety, and Environment) health protocol, and only 50% of visitors were allowed. After reopening to the public, Penglipuran Tourism Village has recorded an increase in tourist visits in 2021. Given the importance of tourism on the one hand and the considerable effect that terror, pandemics, and other hazards have on the tourism industry, it is essential to understand the various factors that shape the intention of tourists to return to travel to various destinations (Desivilya et al., 2015; Shahrabani et al., 2020).

The previous study examined the moderating role of travel motivation in the context of vacations and trips and found that travel motivation can strengthen or weaken the relationship between different variables (Khan et al., 2017; Promsivapallop & Kannaovakun, 2017). The research findings reveal that potential tourists' travel motivation can be used as a yardstick to minimize the adverse effects of perceived high physical risk. Meanwhile, a study by similar research found that tourist motivation does not mediate the effect of accessibility on the decision to visit a tourism village (Hendijani, 2018; Martaleni et al., 2021). On the other hand, tourist motivation plays a role in mediating the influence of facilities and attractions on the decision to visit a tourism village. This means that facilities and attractions can influence tourists' decisions to visit if there is encouragement from tourists to relax, make friends or enjoy the culture at tourist attractions, especially tourism villages in Indonesia. The results of several previous studies have shown different results related to the influence of tourist motivation on perceptions of risk generated by tourists and the decision to visit a tourism village. Therefore, this study aims to determine the mediating role of tourist motivation on risk perception and the decision to visit a tourism village during a pandemic so that it can help stakeholders such as the government and managers of tourism villages to prepare for the needs of tourists in the future. As one of the tourism villages in Indonesia with a high level of tourist arrivals and various achievements in the national and international spheres, Penglipuran Tourism Village is expected to generalise a large population for this research.

2. METHODS

This research is a survey using a quantitative approach and was conducted in Penglipuran Tourism Village, which has a high level of tourist visits during the pandemic, especially domestic tourists. The data was collected through observation, documentation, interviews, and questionnaires from January to May 2022. The sample in this study was determined using a purposive sampling technique in which the sampling was confined to specific types of people who can provide the desired information, either because they are the only ones who have it or they conform to some criteria set by the researcher (Sekaran & Bougie, 2016). Therefore, the sample criteria for this study are domestic tourists who have visited Penglipuran Tourism Village. The number of samples was determined using the Taro Yamane's formula in 1973 with a margin of error of 5%. As a result, 399.77 were obtained and rounded up to 400 respondents. Questionnaires were distributed online in April 2022. Testing and data analysis were carried out using SmartPLS 4, with a measurement model test (outer model) and partial hypothesis testing through path coefficients. This study uses risk perception as an independent variable, visit decision as a dependent

variable, tourist motivation as the mediating variable, and the control variables are age and gender. The conceptual framework of the research on the influence of motivation and perception on visiting decisions is presented in Figure 1.

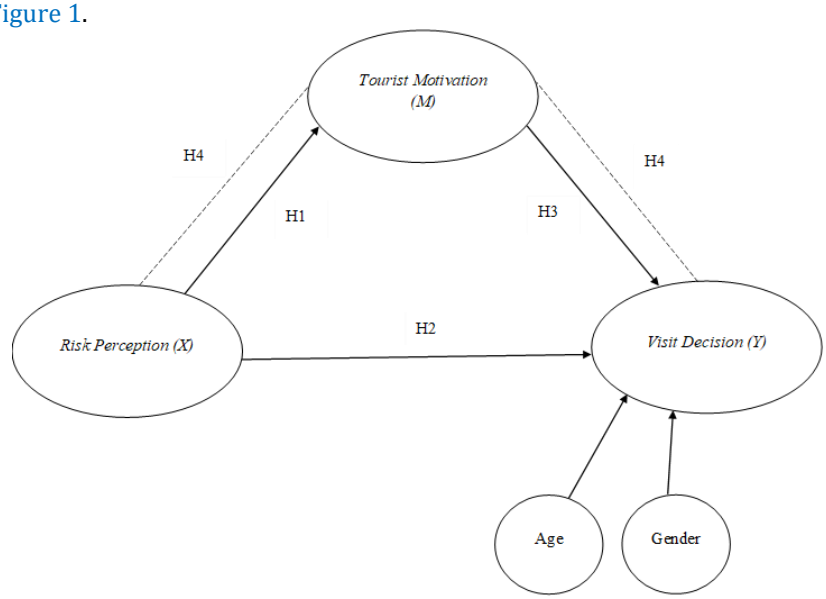

Figure 1. Conceptual Framework

3. RESULTS AND DISCUSSIONS

Results

Community Respondent Profile

Respondents in this study were domestic tourists who visited Penglipuran Tourism Village during the period of March 2020 to May 2022. The characteristic of a total of 400 respondents classified by gender and age can be seen in Table 1.

Table 1. Characteristics of Respondents

Characteristic		Total (People)	Percentage
Gender			
	Male	206	51.5%
	Female	194	48.5%
	Total	**400**	**100%**
Age			
	18 - 25 Years	229	57.25%
	26 - 35 Years	103	25.75%
	36 - 45 Years	42	10.5%
	46 – 55 Years	18	4.5%
	> 55 Years	8	2%
	Total	**400**	**100%**

Based on characteristics of respondents in Table 1, most tourists in this study are male, with a percentage (of 51.5%). Furthermore, it is known that most respondents are tourists aged between 18-25 years, as many as 229 respondents (57.25%), and the least are respondents aged more than 55 years totalling eight respondents (2%). When visiting Penglipuran Tourism Village, tourists go accompanied by several groups of friends, including most with friends/colleagues as many as 190 respondents (47.5%), family/relatives as many as 150 respondents (37.5%), partners with as many as 55 respondents (13.75%), and five people go alone (1.25%).

Data Analysis Results

Measurement Model (Outer Model)

The measurement model test (outer model) includes validity and reliability tests. The validity test was conducted to determine the ability of the research instrument to measure what it was supposed to

measure. Meanwhile, the reliability test is used to measure the consistency of measuring instruments in measuring a concept or the consistency of respondents in answering questions in the questionnaire (Hair Jr et al., 2021). The output of the first measurement model or the outer model before bootstrapping was performed has been presented in Figure 2.

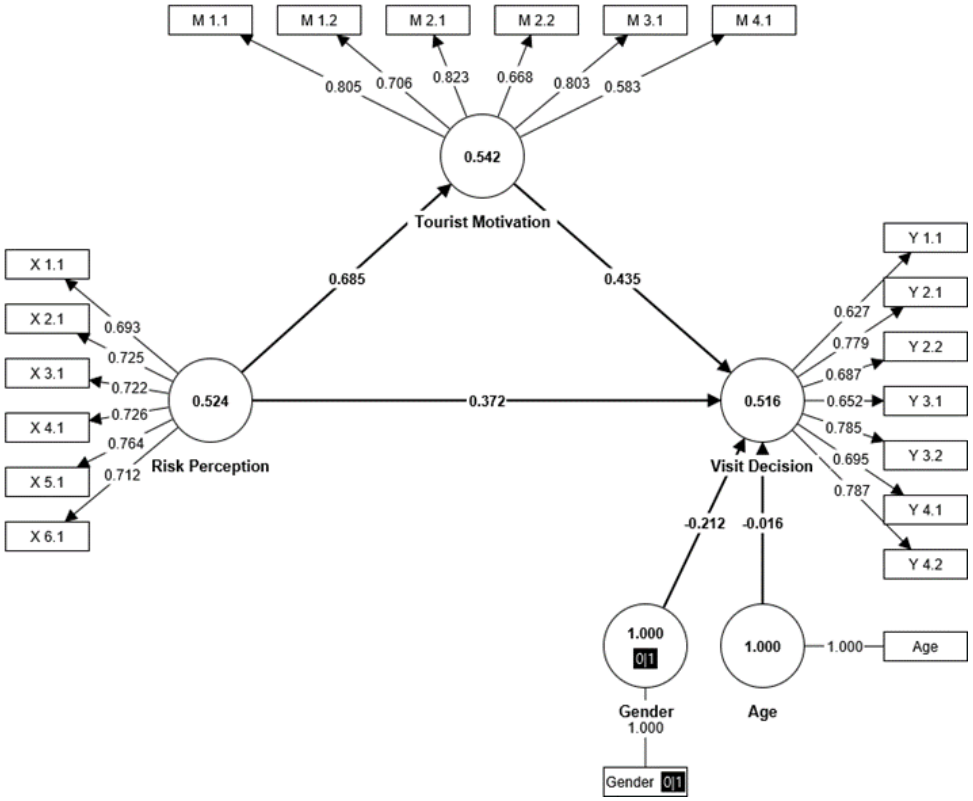

Figure 2. PLS Path Model

Convergent Validity and Reliability Test

The convergent validity test can be seen from the value of the loading factor. The rule of thumb usually used to assess this validity is that the loading factor between 0.6 - 0.7 is still acceptable, with the Average Variance Extracted (AVE) value being greater than 0.5 (Hair Jr et al., 2021).

Table 2. Convergent Validity and Discriminant Reliability Test Result

Construct	Item Code	Outer Loading	Cronbach's alpha	rho_A	CR	AVE
Risk Perception	X 1.1	0.693	0.819	0.820	0.868	0.524
	X 2.1	0.725				
	X 3.1	0.722				
	X 4.1	0.726				
	X 5.1	0.764				
	X 6.1	0.712				
Tourist Motivation	M 1.1	0.805	0.827	0.838	0.875	0.542
	M 1.2	0.706				
	M 2.1	0.823				
	M 2.2	0.668				
	M 3.1	0.803				
	M 4.1	0.583				
Visit Decision	Y 1.1	0.627	0.842	0.845	0.881	0.516
	Y 2.1	0.779				
	Y 2.2	0.687				
	Y 3.1	0.652				

Construct	Item Code	Outer Loading	Cronbach's alpha	rho_A	CR	AVE
	Y 3.2	0.785				
	Y 4.1	0.695				
	Y 4.2	0.787				
Age	Age	1.000	1.000	1.000	1.000	1.000
Gender	Gender	1.000	1.000	1.000	1.000	1.000

There are three constructs and two-variable control in this study. The rule of thumb usually used to assess this validity is that the loading factor value between 0.6 - 0.7 is still acceptable, with the Average Variance Extracted (AVE) value being greater than 0.5 (Hair Jr et al., 2021). From the analysis results, it can be seen that all constructs produce a loading factor value > 0.06, which indicates that all construct indicators are valid. Based on the test results of the measurement model shown in the Table 2, it can be seen that Age and Gender as control variables have a loading factor above 0.6 and AVE > 0.5. The risk perception construct measured by the indicators X1.1, X2.1, X3.1, X4.1, X5.1, and X6.1 has a loading factor above 0.6 and AVE >0.5. The tourist motivation constructs measured by the indicators M1.1, M1.2, M2.1, M2.2, M3.1, and M4.1 have a loading factor above 0.6 and AVE > 0.5. Also, the visit decision constructs measured by the indicators Y1.1, Y2.1, Y2.2, Y3.1, Y3.2, Y4.1, and Y4.2 have a loading factor above 0.6 and AVE > 0.5. Based on the Cronbach's Alpha test results in table 3 above, each construct's alpha value is above 0.6. Age and Gender as variables of control have a value of 1.000, greater than 0.6; the Risk Perception construct has a value of 0.819, greater than 0.6. Tourist Motivation has a value of 0.827, greater than 0.6, and Visit Decision construct has a value of 0.842, greater than 0.6. It can be stated that the gauge used in this study is reliable.

Discriminant Validity Test

The validity test tested the Heterotrait-Monotrait Ratio value, which was useful to determine whether the construct had an adequate discriminant. Average heterotrait-heteromethod correlations relative to the average monotrait-heteromethod correlation. HTMT value above 0.90 or 0.85 when the constructs in the path model are conceptually more distinct suggests a lack of discriminant validity (Hair Jr et al., 2021). Thus, all constructs in the extended model exhibit discriminant validity based on the HTMT method.

Table 3. Heterotrait-Monotrait Ratio

	Age	Gender	Risk Perception	Tourist Motivation	Visit Decision
Age					
Gender	0.187				
Risk Perception	0.242	0.166			
Tourist Motivation	0.264	0.187	0.834		
Visit Decision	0.204	0.259	0.814	0.839	

The Heterotrait-Monotrait Ratio value in Table 3 shows that the value of each construct is not more than 0.9, which means that each construct is declared valid on discriminant validity.

Table 4. R-Square

	R Square	R Square Adjusted
Tourist Motivation	0.470	0.469
Visit Decision	0.582	0.578

The R2 value that has been presented in Table 4 states that the Tourist Motivation is 0.470. Therefore, 47.0% of variances in Tourist Motivation are determined by Risk Perception. In other words, 53.0% of the variances are determined by other factors which are not included in the model. At the same time, the R2 value of Visit Decision is 0.582. Therefore, 58.2% of variances in the Visit Decision are determined by Risk Perception and Tourist Motivation. Also, 41.8% of the variances are determined by other factors not included in the model. Hypothesis Testing Results The results of Hypothesis Testing that have been presented in Table 5 look at the probability value and its t-statistics. The p-value with 5% alpha

for probability values is less than 0.05. The t-table value for 5% alpha is 1.96. So, the criteria for acceptance of the hypothesis when t-statistics > t-table (Hair Jr et al., 2021).

Table 5. Path Coefficient

Hypotheses	Path	Std. Beta	Std. Error	t-value	p-value	Bias	Confidence Interval Bias Corrected		Decision
							5.0 %	95.0 %	
Direct Effect									
H1	Risk Perception -> Tourist Motivation	0.685	0.029	23.254	0.000	0.003	0.631	0.728	Supported
H2	Risk Perception -> Visit Decision	0.372	0.054	6.908	0.000	0.002	0.283	0.459	Supported
H3	Tourist Motivation -> Visit Decision	0.435	0.055	7.865	0.000	0.001	0.336	0.521	Supported
Age	Age -> Visit Decision	-0.016	0.035	0.459	0.323	0.000	-0.076	0.040	Not Supported
Gender	Gender -> Visit Decision	-0.212	0.066	3.198	0.001	0.003	-0.322	-0.105	Not Supported
Indirect Effect									
H4	Risk Perception -> Tourist Motivation -> Visit Decision	0.298	0.039	7.617	0.000	0.002	0.232	0.361	Supported

Discussion

The results of testing the first hypothesis (H1) using the path coefficient obtained a p-value of less than 0.05, namely 0.000, and for the t-statistic it was obtained 23.254 above 1.96. These results indicate a positive influence of risk perception on tourist motivation. The results of this study are in line with previous research regarding the moderating effect of travel motivation on the relationship between perceived, travel inhibition, and intention to visit young female tourists where the results of this study indicate that the risk perceived by tourists has a positive effect on the motivation of young tourists in visiting a tourist attraction (Caber et al., 2020; Khan et al., 2019). Furthermore, similar research shows that competence or mastery factors and stimulus avoidance factors under travel motivation perceive risk positively while one can avoid risks and the other is looking for risks (Islam & Rakib, 2022; Tijjang, 2022). Penglipuran tourism villages can be the right alternative choice for finding destinations that has open spaces with clean air for those who want to go on vacation after the quarantine phase. In the midst of a pandemic, health risk issues can be the main factor that influence tourists' motivation to go travel. Travelers tend to perceive what kind of risks may occur, as well as how to prevent or solve them. In contrast, the previous research found that perception is a negative policy of travel motivation (Luvsandavaajav & Narantuya, 2021; Seyitoğlu & Davras, 2022).

The results of the second hypothesis (H2) p-value is 0.000, and the t-statistics is 6.908. These results indicate a positive effect of risk perception on visit decisions. This shows that the risk perception can affect tourists' motivation and also have a significant effect on their determination or decision-making, including the decision to visit a place. This result supported similar research which shows that the primary constraint to tourism participation is density; the threat of disease transmission could change tourist behaviour in a way that results in the avoidance of overcrowded destinations in favour of open areas and less populated destinations (Carter et al., 2015; Wang & Ackerman, 2019). Other than that, the findings of previous research suggest that safety, peace, and stability are major concerns for tourists' when choosing their travel destination (Garg, 2015; Henthorne et al., 2013). The respondents believe that risk perception greatly impacts their decision to choose a travel destination. Although people have different estimates of the dangerousness of risk, when people perceive a higher risk perception, it does

influence their decision-making for travelling. In this condition, the high number of visit conducted that Penglipuran can be considered as a place that percepted as a low-risk destination for visitors. The third hypothesis (H3) gets a p-value of 0.000 and 7.865 for t-statistics. These results indicate a positive effect of tourist motivation on visit decisions. Strong motivation can affect a tourists' expectation and eagerness to make their final decision. In travelling, tourists are strongly influenced by their motivation to return to visit destinations (Antón et al., 2017; Kempiak et al., 2017). Tourist motivation is a reason for someone to visit a particular tourist attraction, and understanding someone's motivation can be done by identifying the reasons for tourists travelling (N. T. K. Chi & Phuong, 2022; Lu et al., 2016). Previous research indicate that a high perceived risk of travelling during COVID-19 has increased negative emotions and reduced intentions to travel (Agyeiwaah et al., 2021; Matiza & Kruger, 2021). On the other hand, similar research explores motivators and demotivators to travel during the COVID-19 pandemic (Aebli et al., 2022; Kim et al., 2022). The travel experience's health and safety risks represent dominant travel demotivators. However, tourists are somewhat resilient and employ risk-reduction strategies during travel, suggesting different results from this study.

The fourth hypothesis (H4) p-value is 0.000, and the t-statistics is 7.617. These results indicate a positive effect of tourist motivation in mediating risk perception on visit decisions. Previous research explain that motivation is one of the primary thoughts of human behaviour (Bayih & Singh, 2020; Sinambela, 2021). The result of this analysis contrasts with the results of previous research which found that the severity of travel risks and adopted preventive measures influenced their travel behaviour and led to travel avoidance (Nazneen et al., 2021; Teeroovengadum et al., 2021). The findings determined that during COVID-19, travellers assessed the severity of travel risks and adopted preventive measures, influencing their travel behaviour and leading to travel avoidance. The multi-group analysis results indicated no difference in perception for gender and education; however, concerning age, the significant nested p-value specifies a difference in perception. This research makes several contributions to research in the field of tourism and travel and its relation to the decision to visit a tourist attraction. First, theoretically in visiting a tourist attraction, tourists are equipped with high motivation and tend to want to have the minimum risk (X. Chi & Han, 2020; Cicek et al., 2019).

Second, we expand the existing literature on how the impact of perceived risk on the decision to visit tourists is also mediated by how the motivations that exist in tourists have implications for the decision to visit a tourism Village. Third, the perception of the risk of visiting has an influence on deciding to visit a tourism village. That this study expands previous research and has differences from previous studies where motivation to visit mediates the relationship between perceived risk and visit decision (Khan et al., 2017; Promsivapallop & Kannaovakun, 2017). This study has important practical and managerial implications where the results show that tourism village as an alternative destination that suites tourists' needs after pandemic, still become one of the famous destination that the toourist choose. Tourism Village can improve and maximize the use marketing strategies in the unique yet special way to present and preserve the area at the same time, make improvements to public facilities, as well as improve the security around the tourist attractions to increase tourist motivation and minimize bad perceptions of tourist attractions.

4. CONCLUSION

The study results show that risk perception and tourist motivation influence the decision to visit Penglipuran Tourism Village. The better the motivation of tourists to travel, the more it will influence the risk perception on the decision to visit a destination. Therefore, tourist motivation indirectly influences the risk perception in the decision to visit Penglipuran Tourism Village. After testing and interpreting the results of data analysis, it can be concluded that Risk Perception has a positive and significant effect on tourist motivation and the decision to visit Penglipuran Tourism Village. Tourist motivation has a positive and significant effect on the decision to visit and has a direct effect on mediating risk perception on the decision to visit tourists to Penglipuran Tourism Village. On the other hand, Age and gender factors do not directly influence the decision of tourists to visit Penglipuran Tourism Village. Amid the various risks threatening during the pandemic, tourists still are motivated to return to travelling to look for natural, safe, attractive tourist destinations and a low risk of transmission of the COVID-19 virus, such as tourism villages. This study can provide practical contributions to the government and tourism village managers to prepare and improve services and facilities to become healthy, safe destinations and have a low risk of COVID-19 transmission for visitors.

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