

THE IMPACT OF FACILITY AVAILABILITY ON TOURISTS' REVISIT INTENTION: THE MEDIATING ROLE OF PERCEIVED RISK IN COASTAL TOURISM

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ABSTRACT

A tourist attraction's viability is influenced by both its popularity and the number of return visitors. Unsatisfactory visitor experiences, especially with regard to perceived risk and facility availability, are believed to have contributed to the drop in visitation. The low intention of tourists to return is a result of both causes. The link between these factors is explained theoretically by the Theory of Planned Behavior. This study uses the Theory of Planned Behavior method to examine how risk perception and facility availability affect visitors' intentions to return to beach tourist destinations. This study employs a quantitative, associative research methodology. The major data sources for this quantitative data type are surveys completed by 120 respondents. The study's population consists of visitors to Tulungagung's Gemah Beach. Non-probability sampling of the accidental sampling kind is the method employed. Structural Equation Modelling (SEM)-PLS was used to map the connections between variables in the data.

This study found that (1) the availability of facilities significantly affects risk perception, (2) the availability of facilities significantly affects revisit intention, (3) risk perception affects revisit intention through, and (4) risk perception mediates the effect of facility availability on revisit intention. Based on these findings, it is recommended to improve the availability and quality of facilities to reduce risk perception, thereby effectively encouraging revisit intentions.

Keywords: Risk Perception; Facility Availability; Revisit Intention

INTRODUCTION

Tourism is one of the major industries contributing significantly to both regional and national economic growth. In addition to increasing regional income, tourism plays a role in preserving local culture and improving community welfare. In Indonesia, infrastructure development, such as the Southern Cross Road (JLS), has made new tourist destinations accessible, including Gemah Beach in Tulungagung Regency. Following the construction of the JLS, this beach experienced a surge in visitors, but there has been a significant decline in tourist arrivals over the past few years. This decline indicates the need to evaluate the factors influencing tourists' desire to return.

Revisit intention refers to tourists' willingness the same destination within a certain timeframe. This concept is further elaborated by Nourissa and Widyastuti, who explain that the notion of revisit intention is adapted from repurchase intention, commonly identified within post-purchase behavior. (Syachadi, 2021)

Two main factors believed to influence the intention to revisit are perceived risk and facility availability. Perceived risk is tourists' subjective assessment of potential physical, psychological, social, and financial losses during their trip. Perceived risk significantly impacts the revisit intentions of domestic tourists arrivals to Yogyakarta (Gunawan et al., 2024). Similarly, Physical and functional risks significantly influence the behavior of tourists participating in whitewater rafting in Pangalengan (Tazkiyyah & Yuniawati, 2023). A study on Wonosari Tea Garden revealed similar findings: the lower the risk perception, the higher the intention to revisit (Nafis et al., 2023).

In addition to risk perception, adequate facilities at tourist destinations greatly influence visitors' experiences and comfort. Important indicators in shaping perceptions of

destination quality include availability of basic facilities such as sanitation, accessibility, rest areas, and spaces for religious activities. In accordance with the Theory of Planned Behavior, perceived of behavioral control, influenced by these facilities, can encourage tourists to return (Abbasi et al., 2021; Abidin et al., 2022; Ajzen, 1991; Yoopetch & Kongarchapatar, 2021). That primary and supporting facilities directly impact tourist satisfaction and intentions to revisit water tourism destinations (Sugiyama et al., 2024). (Masykur et al., 2022) reinforce this finding, stating that the availability of facilities positively and significantly influences revisit intentions.

Various studies have examined the impact of risk perception and facility availability on revisit intention separately. However, research that comprehensively integrates both variables, particularly within the context of nature-based tourism in developing areas such as Pantai Gemah, remains limited. Studies on the influence of risk perception include those by (Abidin et al., 2022; Gunawan et al., 2024; Nafis et al., 2023; Nguyen Viet et al., 2020; Rahmadiani et al., 2024; Ramli et al., 2021; Setiawan et al., 2024; Tazkiyyah & Yuniawati, 2023). Other studies have examined the influence of facilities on revisit intention (Ibrahim & Susanti, 2021; Kurniawan & Hanifah, 2023). However, studies that simultaneously examine the mediating effect of risk perception on the relationship between facility availability and revisit intention are scarce. Therefore, this study seeks to address this gap by analyzing both the influence of facility availability on tourists' revisit intentions and the indirect effect mediated by risk perception. The outcomes of this study are intended to yield theoretical enrichment and pragmatic recommendations for the administration of sustainable tourism destinations oriented toward enhancing visitor satisfaction.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Icek Ajzen, asserts that an individual's intention is the main factor influencing the occurrence of a behavior (Ajzen, 1991). That intention is formed from three components: (1) attitude toward the behavior, (2) subjective norms, and (3) perceived behavioral control. In the context of tourism, the TPB framework is widely used to understand tourists' intentions to revisit a destination, highlighting importance for previous travel experiences in shaping perceived destination value and associated risks.

If tourists perceive the benefits of tourism products or services as high and the available facilities as adequate, their attitudes and perceptions of behavioral control will be positive, thereby strengthening their intention to revisit. Conversely, if risk perceptions are high, attitudes toward the behavior become negative, and the intention to revisit decreases. Thus, TPB offers a comprehensive conceptual structure for analyzing how the interaction between attitudes, subjective norms, and perceived behavioral control collectively affects tourists' intentions and actual behavior when deciding whether to revisit the destination (Abbasi et al., 2021; Abidin et al., 2022; Si et al., 2019).

Revisit Intention

Revisit intention is defined as a tourist's propensity to revisit a destination in the future after evaluating positive experiences there (Edith Windy Zulfida, Usep Suhud, 2024). Based on the Theory of Planned Behavior (TPB), this intention is influenced by favorable attitudes toward the destination, subjective norms, and perceived behavioral control over their travel behavior (Kotler, 2008). Within the framework of consumer behavior, post-visit satisfaction is a crucial factor in the intention to return, similar to repurchase intention in product purchases (Masykur et al., 2022).

Some researchers, such as Han and Kim, define revisit intention as tourists' readiness to return to the same destination. Others, such as Um, Chon, and Ro, assert that revisit intention is a consequence of satisfaction and not an initial stage in the decision-making process. Satisfied tourists typically exhibit indicators of revisit intention, such as the

desire to return, the propensity to recommend the destination to others, and desire to promote a destination (Cheng, T. M., & Lu, 2013). Therefore, revisit intention serves as an indicator of tourist satisfaction and contributes to enhancing loyalty as well as promoting positive word-of-mouth about the tourist destination.

Risk Perception

Risk perception refers to an individual's subjective evaluation of possible hazards or unfavorable from uncertainty, especially when information is limited. In tourism, it describes travelers' concerns about possible dangers or discomforts during their trip or at their destination. Tourists perceive various types of risks, including: (1) Economic risk: potential financial loss due to unbalanced expenses and benefits, (2) Physical risk: threats to health and safety during travel, (3) Psychological risk: emotional or social impact due to the destination not matching the tourist's personality or social status, and (4) Destination mismatch risk: discrepancy between tourists' expectations and actual conditions, such as bad weather or inadequate facilities (Diarta, 2010).

Mitchell and Vasso (in Zaki and Astrid) explain that risk perception can influence tourists' behavior, causing them to delay or cancel trips to particular attractions. Tourists travel decisions are generally by their perception of what is likely to happen (Zaki Iftikar & Puspaningrum, 2024). Therefore, a favorable risk perception is critical in enhancing tourists' sense of safety and comfort, which in turn promotes revisit intention.

Availability of Facilities

In the context of tourism, facilities include all the infrastructure and services that support tourists' comfort and convenience during their visit, from departure to return. According to Spillane's classification, tourism facilities fall into three main categories (Jannah, 2021): (1) Primary facilities: Cleanliness, comfort, and beauty, (2) Supporting facilities: Accommodation, dining venues, and transportation, (3) Complementary facilities: Public toilets, places of worship, and information centers. The availability of adequate facilities is crucial for enhancing comfort, safety, and the appeal of a tourist destination. Adequate facility availability, in terms of completeness, physical condition, cleanliness, and ease of access, is crucial to enhancing comfort, safety, and the appeal of a tourist destination.

Indicators of successful facility availability include completeness, cleanliness, optimal condition, functionality, and ease of use. There is a significant relationship exists between availability facilities and revisit intention (Masykur et al., 2022; Novia Febriani & Hijriyantomi Suyuthie, 2024; Zaki Iftikar & Puspaningrum, 2024). Quality facilities create positive experiences for tourists, encouraging them to revisit the destination. Thus, effective facility management meets tourists' needs is instrumental in fostering tourist loyalty building loyalty and encouraging revisits to the destination.

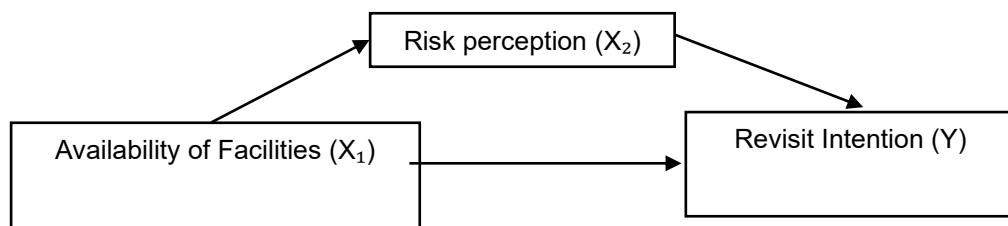


Figure 1. Conceptual Framework
Source: Processed Data (2025)

HYPOTHESIS

The hypotheses of this study are as follows:

- H₁: Facility availability significantly affects risk perception.
- H₂: Facility availability significantly affects revisit intention.
- H₃: Risk perception significantly affects revisit intention.

H₄: Risk perception mediates the effect of facility availability on revisit intention.

METHODS

This study employed a quantitative research method, which comprised the collection of numerical data and analyzing it to generate valid scientific findings. (Martono, 2010). Within this framework, an associative research design was applied to examine the relationships among two or more variables. The population consisted of tourists at Gemah Beach, using a non-probability sampling technique, specifically accidental sampling, was employed due to the undefined population size. The sample size was determined based on the theory proposed by Stanley Lemeshow. The data source was primary data from the distributing questionnaires to 120 respondents.

Tabel 1. Research Instrument

Variables	Definition	Indicator	Codes
Facility availability	Facilities in the context of tourism are included components that make up tourism products, where these facilities are defined as all forms of facilities that provide services for tourists for all their needs during their stay and visit to tourist attractions (Sedarmayanti et al., 2018)	Completeness, cleanliness, and neatness of the facilities offered	F2
			F3
		Condition and functionality of the facilities to be offered	F4
			F5
		Ease of use of the facilities offered	F6
Risk perception	Risk perception is the uncertainty faced by customers when they cannot predict the consequences of their purchasing decisions. This is influenced by the risks they perceive, regardless of whether those risks actually exist or not (Wisnblit, 2019)	Economic risk	PR1
			PR2
		Psychological risk	PR5
			PR6
Revisit Intention	Zeithaml explains that revisit intention can be considered as a behavioral intention resulting from an evaluation of a trip or the value obtained by visitors, which will overall influence visitors' future behavior in considering the decision to revisit and their willingness to recommend it to others. (Masykur et al., 2022)	Revisiting Intention	RI1
			RI2
		Recommendation Intention	RI3
			RI4
		Promotion Intention	RI5
			RI6

Source: Processed Data (2025)

RESULTS

In this research, data analysis was conducted using Structural Equation Modeling (SEM)-PLS to analyze the relationships among variables, with the assistance of SmartPLS software, which includes outer and inner model testing stages. In outer model testing or measurement model evaluation, convergent validity, discriminant validity, and reliability were measured.

The convergent validity values measured using factor loadings, as shown in Table 2, indicate that all outer loadings for each variable indicator are greater than 0,70. Meanwhile, based on the AVE (Average Variance Extracted) values for all variables, which surpassed 0,50 for all variables, it can be concluded that the convergent validity criteria were satisfied, allowing the analysis to continue to the subsequent stage.

Tabel 2. Convergent Validity

Variables	Codes	AVE	Outer Loadings
Facility availability	F2	0,689	0,710
	F3		0,830
	F4		0,814
	F5		0,878
	F6		0,905
Perceived risk	PR1	0,574	0,778
	PR2		0,748
	PR5		0,734
	PR6		0,771
Revisit Intention	RI1	0,659	0,841
	RI2		0,856
	RI3		0,813
	RI4		0,848
	RI5		0,702
	RI6		0,800

Source: Processed Data (2025)

Discriminant validity testing was performed to confirm that each latent variable represents a distinct construct. The results, as shown in Table 3, demonstrate cross-loading values in which the correlation between each indicator and respective construct is higher than that of other constructs. This result indicates that each latent construct more strongly explains the indicators within its block compared to indicators in other blocks.

Tabel 3. Discriminant Validity

Variables	Codes	Cross Loading		
		F	PR	RI
Facility availability	F2	0,710		
	F3	0,830		
	F4	0,814		
	F5	0,878		
	F6	0,905		
Perceived risk	PR1		0,778	
	PR2		0,748	
	PR5		0,734	
	PR6		0,771	
Revisit Intention	RI1			0,841
	RI2			0,856
	RI3			0,813
	RI4			0,848
	RI5			0,702
	RI6			0,800

Source: Processed Data (2025)

Reliability is used to indicate the stability, accuracy, and consistency of the instruments in measuring constructs. The results of the instrument reliability measurements, as shown in Table 4, show that each variables has Cronbach's Alpha and Composite Reliability values greater than 0,70, thereby indicating that these constructs satisfy the reliability criteria.

According to the outcomes of construct validity, discriminant validity, and reliability, the results indicate the outer model requirements were met. This allows the analysis to proceed with the inner model testing (structural model). Inner model testing is employed to see the strength of influence exerted by independent variables on dependent variables.

Tabel 4. Cronbach's Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability
Facility availability	0,887	0,917
Perceived risk	0,753	0,843
Revisit Intention	0,896	0,920

Source: Processed Data (2025)

Table 5 presents the results for R-Square and adjusted R-Square tests, indicating that 37,3% of the risk perception variable is influenced by the availability of facilities, whereas the residual 62,7% is attributable to external factors beyond the model. Meanwhile the Revisit Intention variable, 32,2% is influenced by facility availability and risk perception, whereas the residual 67,8% is attributable to external factors beyond the model.

Tabel 5. Nilai R-Square dan R-Square Adjusted

Variables	R-Square	R-Square Adjusted
Perceived risk	0,378	0,373
Revisit Intention	0,334	0,322

Source: Processed Data (2025)

The final step in data analysis is hypothesis testing. Table 6 presents the outcomes of hypothesis testing on the interrelationships among variables in this study, based on the inner weight values, which provide parameters estimates in the structural model.

Tabel 6. Hypothesis Testing

Hypothesis	Original Sample	Standard Deviation	P Values	Results
Facility availability -> Perceived risk	0,615	0,075	0,000	H1 Accepted
Facility availability -> Revisit Intention	0,335	0,090	0,000	H2 Accepted
Perceived risk -> Revisit Intention	0,308	0,103	0,003	H3 Accepted
Facility availability -> Perceived risk -> Revisit Intention	0,189	0,072	0,008	H4 Accepted

Source: Processed Data (2025)

Based on Table 6 indicates that all relationships between constructs within the model significant with a P value < 0,05, so all four hypotheses are accepted. The relationships between latent constructs specified in this model are seen from the path estimates (path coefficients) and the significance level of 0,05 (5%). To determine whether the research hypotheses are accepted or rejected is based on the significance values of the relationships among constructs t-statistics, and p-values. A hypothesis is accepted when the significance value of the t-statistic greater than 1,96 and the p-value is below 0,05.

First, the relationship between facility availability and risk perception has an original sample value of 0,615 and a P-value of 0,000, indicating a positive and significant effect. An original sample value of 0,615 indicates a positive relationship between facility availability and risk perception. This indicates that for every one-unit increase in facility availability, risk perception increases by 0,615 units. The p-value of 0,000 is smaller than 0,05, indicating the first hypothesis is accepted. These results suggest that more complete and adequate facilities can enhance tourists' comfort and safety, reducing their perceived risk during visits (Cui et al., 2016; Wen, 2018).

Second, the relationship between facility availability and revisit intention has an original sample value of 0,335 with a p-value of 0,000, meaning it has a positive and significant effect. The original sample value of 0,335 indicates a positive relationship between facility availability and revisit intention. This means that for every one-unit increase in facility

availability, there is a 0.335 unit increase in revisit intention. The p-value of $0,000 < 0,05$ indicates that the second hypothesis is accepted. Adequate facility availability fosters revisit intention, is substantiates the conclusions of prior research (Septianing & Farida, 2021)

Third, the relationship between risk perception and revisit intention has an original sample value of 0,308 and a p-value of 0,003, indicates a positive and significant effect. This indicates that risk perception positively correlates with revisit intention, means that for every one-unit increase in risk perception, revisit intention increases by 0,308 units. The p-value of 0,003 is smaller than 0,05, indicates that third hypothesis is accepted. Risk perception positively and significantly affects revisit intention, suggesting that certain risk experiences can increase tourists' desire to revisit the destination. This finding is substantiates the conclusions of prior research (Rahmawati et al., 2024)

Fourth, the outcomes of the indirect effect (mediation) analysis reveal that facility availability influence revisit intention through risk perception. The coefficient is 0,189, with a p-value of 0,008. This indicates that the fourth hypothesis is accepted. This means that risk perception serves as a significant mediating construct in the nexus between facility availability and revisit intention. Accordingly, facility availability not only demonstrates a direct effect but also indirectly augments revisit intention through the intervening role of risk perception.

CONCLUSION

The analytical results derived affirm that facility availability has a significantly impacts risk perception. Specifically, greater facilities availability leads to an elevated risk perception. Facility availability also significantly impacts revisit intention, meaning that the greater the availability of facilities, the greater the revisit intention. Additionally, risk perception has been proven to significantly impact revisit intention, meaning the greater of risk perception, the greater the revisit intention. Finally, the availability of facilities indirectly influences revisit intention through risk perception. This means that risk perception serves as a n intervening construct in the nexus relationship between facility availability and revisit intention. Thus, it emphasizes the important role of risk perception as an intermediary variable in this model. Due to the limitations of this study, the researchers recommend that future studies consider additional variables, such as memorable tourist experience, service quality, destination image, and customer satisfaction.

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