

# TOURIST RISK PERCEPTION AND REVISIT INTENTION: EXAMINING THE VALIDITY AND RELIABILITY OF THE MEASURING INSTRUMENT

<sup>1</sup>Nik Alif Amri Nik Hashim, <sup>2</sup>Siti Rohana Mohamad, <sup>2</sup>Tahirah Abdullah, <sup>1</sup>Zaimatul Awang, <sup>1</sup>Raja Norliana Raja Omar, <sup>2</sup>Eni Noreni Mohamad Zain, <sup>1</sup>Fauzan Hafiz Muhammad Safri, <sup>1</sup>Nor Maizana Mat Nawi <sup>1</sup>Abdullah Muhamed Yusoff & <sup>1</sup>Fadhilahanim Aryani Abdullah

<sup>1</sup>Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan

<sup>2</sup>Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan

Correspondent Email: nikalifamri@gmail.com

***Abstract: Tourism scholar has recognized that the risk component has an influence on the tourist revisit intention to travel to the tourism places. However, the linkages amongst domestic tourist's risk perception and revisit intention has not been broadly explored primarily in Malaysia situation. Nevertheless, the current research recommends a close relationship between them. Hence, the aimed of this pilot study is to examine the influence of tourist risk perception toward their revisit intention to visit tourism places in Malaysia. A total of 100-respondent was analyzed using the statistical software IBM SPSS version 24. Before that, content and face validity, reliability and data normality were examined based on expert assessment. From the results of the pilot study, it is shown that the measuring instrument used in this study is reliable, and the data proves rational normality. The findings of this study provide overall support for the proposed measuring instruments for further research.***

***Keywords: Risk Perception, Revisit Intention, Domestic Tourist, Malaysia***

## INTRODUCTION

In the current tourism industry, domestic tourists have become a main market segment. According to Tourism Malaysia (2017), the economic income for Malaysia came from the tourism sector, which contributes around RM83.1 million in the year 2017. The revenue from the year 2017 showed that the increase in revenue by 11 per cent compared to the year 2016. Despite how greatly the income earn by the country, however, tourism is gradually influenced by strengths and events in the internal and external environment. Even though there is a small crisis that occurs, but it still gives a bad impression of the tourist destination whether the incident occurred in the country or abroad (Nik Hashim et al., 2019; Hashim, Ritchie, & Tkaczynski, 2018; Aminuddin, Soumin, Razak & Tarmudi, 2017).

Looking at the statistics, several studies have been done and were reported that this business model able to shake up the traditional tourism and hospitality industry (U.S. Department of State – Bureau of consular affair, 2016). This situation brought a positive/negative impact on international and domestic tourism. As a consequence, it will influence the process of decision-making of tourists (Omar et al., 2020; Harun, Obong, Kassim, & Lily, 2018; Hashim, Noor, Awang, Aziz, & Yusoff, 2018; Chew & Jahari, 2014; Bagans, & Tapola, 2011) in choosing to visiting / revisiting tourist destinations. Whether tourists are planning a trip or visiting a destination, tourists will make a decision based on their risk perception of the destination (Hashim

et al., 2020; Deng & Ritchie, 2018; Lenggogeni, Ritchie, & Slaughter, 2019). According to Karl (2018), statistic demonstrations that 54 per cent of tourists will choose a safe and secure tourism destination. They looking for destinations where safety risks are considered the lowest, and tourists will not visit risky places (Hashim et al., 2019; Fowler, Lauderdale, Goh, & Yuan, 2012). For example, in the case of Sabah who have been identified as abductions and violence in the east coast has resulted in a number of countries such as UK, Australia, and US had issued a travel ban against Sabah, particularly in the area of East Coast (Department of Foreign Affairs and Trade, Australia, 2015). Followed by the latest issue of kidnapping in June 2019, whereby ten fishermen kidnapped by militants in Lahad Datu Sabah (Sidom, 2019).

Looking at the incident and issues above; thus, it is vital to know in depth the influence of tourist risk perception towards revisiting intention. Thus, this study attempts to examine the reliability and validity of the proposed scale of measurement and how it may contribute to the tourist's risk perception on their revisit intention to visit Malaysia by conducting a pilot study. The validity and reliability are the main goals to ensure that no issues may arise during actual research that could cause the project unsuccessful.

## METHODOLOGY

### Methodology

This study is used in quantitative techniques. This study was targeted domestic tourists who are aged 18 years old and above. The respondents were selected based on certain criteria such as they must be a domestic tourist who has visited Kuala Lumpur in the past two years ago. The process of collecting the data was conducted in the Kuala Lumpur International Airport (KLIA 2) on Saturday and Sunday. Around 100 responses were answering the questionnaire during the pilot study. Then, the data were evaluated by calculation Cronbach alpha scores through IBM SPSS version 25 software.

Table 1: Data Collection Procedure for Pilot Study

<b>Target Population</b>	Domestic Tourists
<b>Sampling Size</b>	100 domestic tourists
<b>Research Technique</b>	Quantitative Approach
<b>Analysis</b>	IBM SPSS Version 25

### Research Instrument

There are six sections of questionnaire was developed to conduct the pilot test among the domestic tourist. Section one was the question about the tourist demographic. For section two, there are five items was developed which is related with tourist physical risk on destination. Section three was asked the question on social risk variable while section four was the question related with time risk variable.

Furthermore, for the section five, there are four items was developed which related with financial variable. Finally, section six is the items associated with revisit intention variable. The instruments of the questionnaire were modified from the past study for instance Artuger (2015), Deng & Ritchie (2018), Nik Hashim, Velayuthan, Yusoff, Awang, & Muhammad Safri, (2019) and Samengon, Aziz et al. (2019), Hashim, Nawati, Ahmad, Othman, Ridzuan, Simpong, Awang, Yusoff, Aziz & Ramlee (2020). Likert scales consist of 7 Likert scale were used for these items to obtain additional information.

### Reliability and Validity

Before conducting the actual data collection procedure, this study was performed on the reliability and validity analysis. To increase reliability, there are four standards considered by the researcher which is (i) improving measurement levels; (ii) using some indicators, and (iii) conducting pilot studies. Following the Sekaran and Bougie (2017) and Hair, Celsi, Money, Samouel, and Page (2015) rule of thumb; the reliability values lower than 0.6 is considered poor, whereas 0.70 is deemed to be good and more than 0.8 is very good and the value 0.9 and above was considered excellent. The values of the items below than 0.70 were removed from the questionnaire because it is considered poor. Table 2 illustrated the detail of Sekaran, & Bougie (2017) and Hair *et al* (2015) rules of thumb. In addition, scale validity content will be used for the actual data collection process. To improve the validity of the questionnaire, a point of view from an academicians and expertise from the universities were invited to check at the validity content. Based on the data obtained, it is clearly stated that all the measures have a high-reliability standard ranging from physical (.901), social (.890), time (.823), financial (.895) and revisit intention (.876) which represent an excellent internal consistency. Instruments with a coefficient highest than 0.60 are considered to have an average liability (Hair et al, 2015). As a result, questionnaires can be considered as final question and can be used to conduct further actual research. Table 3 shown the result of pilot study in details.

Table 2: Reliability of Instrument

<b><math>\alpha</math> Coefficient Range</b>	<b>Score</b>
Less than 0.6	Poor
0.6 to 0.7	Moderate
0.7 to 0.8	Good
0.8 to 0.9	Very Good
Above 0.9	Excellent

Table 3: Alpha Coefficient of internal reliability of questionnaire

<b>Variable</b>	<b>No of Items</b>	<b>Cronbach's Alpha Coefficient</b>	<b>Strength of Association</b>
Demographic	-	-	-
Physical	5	0.901	Excellent
Social	4	0.890	Very Good
Time	3	0.823	Very Good
Financial	4	0.895	Very Good
Revisit Intention	3	0.876	Very Good

### Data Distribution

Usually, a normality test was examined to avoid errors in statistical, which create an invalid result. By looking at the value of skewness and kurtosis, both tests were performed. As a result, skewness and kurtosis scores showed positive scores. This indicates that the data is slightly tilted to the right and peaks (leptokurtic) compared to the normal distribution (Std Error), giving 0.476 for slope and 0.788 for kurtosis. Both figures show within the limit of  $\pm 1.96$ , which means that the division of all combinations of variables is normal. Hence it is suggested that the departure from normality is not too extreme.

## CONCEPTUAL FRAMEWORK

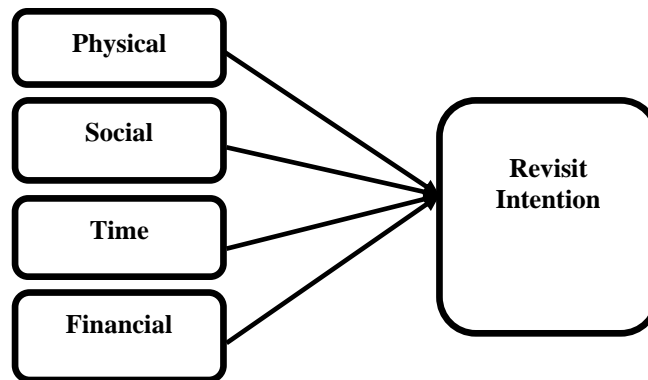


Figure 1: A conceptual framework

## CONCLUSION

The aims of this pilot study is to prove the validity and reliability of the measuring instrument with the aim of studying the influence of tourists' risk perception on the purpose of their return visit to tourist destinations in Malaysia before the actual study is conducted. Pre-tests are completed by evaluating the content and validity of the questionnaire face from an expert. In addition, the reliability test of this study showed that all items were reliable with Cronbach's Alpha more than 0.8, which indicated that there was no need to remove the item as it was considered a good item. In addition, the results of the normality test showed that the data were normal, so it was confirmed that the study protocol could be implemented. Overall, the questionnaire was validated by validating the "reliability and construct" validity of its measurements. The actual study, which is predicted to gather more than 300 tourists, can provide an overview of tourists' risk perceptions of their intention to return to visit tourist destinations in Malaysia. The results of this study provide several implications on the available information of relevant and beneficial fields for policymakers, tourism and hospitality; also, to practitioners to boost the tourism industry in Malaysia. Finally, it will be the standard for further study.

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