

# The Effect of Perceived Travel Risk on Revisit Intention at Chow Kit Road Market (CKRM), Kuala Lumpur Among Domestic Tourists

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## Abstract

The field of tourism research has discovered that the presence of risk has a substantial role in influencing the intention of tourists to travel and their criteria for selecting a travel destination. The relationship between perceived travel risk and intention to revisit among tourists has been extensively investigated but lacks within the context of Malaysia's domestic tourists. Previous research indicates a strong association between perceived travel risk and intention to revisit. This study focuses on local tourists who have visited Chow Kit Road Market (CKRM) in Kuala Lumpur. The Chow Kit area has a negative reputation as a hazardous district. Therefore, this study aims to investigate the impact of perceived travel risk on domestic tourists' intention to revisit CKRM. A total of 385 valid responses were collected via convenience sampling technique. SPSS version 28 was utilized for data analysis. This study found that financial risk, time risk, and physical risk are significant, while social risk and psychological risk are not significant in terms of revisit intention at CKRM.

## Keywords:

Travel, Tourism, Safety, Risk, Revisit Intention, Chow Kit Road Market

## 1 Introduction

Domestic tourism has become a lucrative market segment within the global tourism industry (Hashim et al., 2019). Based on tourists' arrival in 2022, domestic tourism in Malaysia is doing extremely well (Goh, 2022). According to the Domestic

Tourism Survey 2022 released by the Department of Statistics Malaysia (DOSM), the country spent a total of RM64.1 billion domestically. In 2021, Malaysia incurred total expenditures of RM18.4 billion. The survey provides annual statistics on domestic visitor arrivals, tourism expenditures, travel patterns, and social and demographic characteristics. In 2022, the number of domestic visitors increased by 160.1%, reaching 171.6 million people. In 2021, 66 million people were counted. Not just that, Selangor received more than 22 million visitors, an increase of 33.4% from the year before. This was followed by Kuala Lumpur with 16.9 million, Sarawak with 15.5 million, Perak with 14.6 million, and Pahang with 13.2 million to complete the top five.

Despite the growth of domestic tourism in Malaysia, some destinations have safety and crisis issues. For example, Chow Kit Road Market (CKRM) in Kuala Lumpur, which is Malaysia's largest wet market (Ting, 2018), with hundreds of kiosks selling meat, fresh fruit, and freshly caught fish, appears to line the tiny hallway. For decades, the market has been a lifeline for local families living in a residential area with strong Malay and Indonesian minorities (Sani, 2023). CKRM is also frequented more by foreigners than locals (Adnan, 2022), which can lead to conflicts regarding space and safety. There are too many cases of crime, pickpocketing, snatched theft, and other unreported incidents that have occurred, not only to the police but also in the media (Khan, 2018). Tourists seek destinations where the safety risk is perceived to be minimal, and they will avoid hazardous destinations (Fowler et al., 2012). Tourists will decide based on their risk perception regardless of whether they plan their trip or visit the destination (Lepp et al., 2011). Studies show that 54% of visitors prioritize choosing a safe and secure tourist destination (Karl, 2016).

Space at CKRM, especially along the routes, leads to congestion and is packed with humans, making it hard for the buying and selling process to occur calmly and comfortably. Chow Kit has several titles, some of which are more favorable than others. CKRM, named after the former tin miner and public figure Loke Chow Kit, stretches between the two parallel lanes of Jalan Raja Laut and Jalan Tuanku Abdul Rahman. In 2023, there were 31 hawkers on the Chow Kit sidewalk without a license, as reported by Dewan Bandaraya Kuala Lumpur (DBKL). Many sellers and buyers are dissatisfied due to the higher prices of the products (Solihin, 2020). In contemporary times, a substantial proportion of goods available in the market are being offered at elevated prices. Traders who procure their supplies through intermediaries may face adverse consequences, as they are compelled to incur higher costs, thus witnessing a reduction in their profit margins. There are instances in which day traders are only able to achieve a breakeven outcome. There were instances where customers expressed their dissatisfaction audibly while settling their payments, and a few were observed engaging in negotiations with the traders.

According to Travelgasm.com (2023), Chow Kit did not appear in the top 75 sights on major tourist advisory sites, although the neighborhood has long had a smattering of basic hostels and guesthouses. A Chow Kit walking tour that takes 90 minutes, full of murals, several alleys, and back streets, along with interesting shops featuring custom-made items, provides the best experience for some tourists

(Workman, 2022). In 2020, Chow Kit made the New York Times List of 52 places to visit (Nazari, 2020). Chow Kit is much more than its dark side. It has survived most of Kuala Lumpur City's rapid development and is rich in history and culture. Over the last few years, new developments in the region have drawn a new wave of tourists and locals.

Given the aforementioned concerns, it is imperative to comprehend the impact of perceived risk among domestic tourists on their intention to return to the destination (CKRM) while prioritizing safety and security. Gaining a comprehensive understanding of the diverse spectrum of attitudes regarding the risks associated with domestic tourism will assist marketers and stakeholders in restoring a good perception among visitors. In order to bridge these existing gaps, the objective of this study is to analyze the influence of perceived travel risk among domestic tourists on their intention to revisit CKRM. This technique can potentially facilitate the development of a more efficient strategy for mitigating potential risks. Furthermore, the proposed questions in this research are as follows:

1. Does physical risk perception affect the revisit intention of domestic tourists at CKRM?
2. Does social risk perception affect the revisit intention of domestic tourists at CKRM?
3. Does time risk perception affect the revisit intention of domestic tourists at CKRM?
4. Does psychological risk perception affect the revisit intention of domestic tourists at CKRM?
5. Does financial risk perception affect the revisit intention of domestic tourists at CKRM?

## **2 Literature Review**

### **2.1 Perceived Travel Risk**

Risk perceptions refer to individuals' cognitive evaluations and subjective opinions regarding the likelihood of encountering danger or experiencing a loss (Paek & Hove, 2017). The assessment of risk features and severity is a subjective determination made by individuals. In the past forty years, there has been a significant increase in the study of perceived risk. The notion of perceived risk was first established in the 1920s within the field of economics, with a specific emphasis on decision-making (Dowling & Staelin, 1994). The main focus of consumer behavior is around the concept of perceived risk, which has been identified as a significant factor that influences consumer behavior and purchase decisions (Bauer, 1960; Cheung et al., 2013). Bauer (1960) posits that perceived risk encompasses two fundamental dimensions: uncertainty and consequences. Numerous studies examining perceived risk have been conducted in various contexts within the field of tourism. As demonstrated by previous studies (Roehl & Fesenmaier, 1992; Reisinger & Mavando,

2006; Deng & Ritchie, 2018), it is evident that Moutinho (1987) proposed a taxonomy of perceived hazards encompassing five distinct categories, namely functional, physical, economic, social, and psychological dangers. Roehl and Fesenmaier (1992) conducted a categorization of perceived risk, identifying seven distinct categories: facilities, economic, physical, psychological, social, and time satisfaction. Nevertheless, the absence of a universally recognized framework for individual travelers to assess their perceived travel risks has been noted. Previous studies have yielded contradictory findings and utilized different tools, which hampers the capacity to effectively compare and evaluate research findings (Fuchs & Reichel, 2006). This study thus conducted an examination of the five primary dimensions associated with perceived risks among domestic tourists who have visited CKRM, commencing with physical risk, social risk, time risk, psychological risk, and financial risk.

## 2.2 Perceived Risk Dimension in Tourism

Numerous researchers have attempted to quantify the dimensions of risk. However, risk comprises more than just dimensions. Before, during, and after a vacation, one’s perspective may alter when making a decision. This may vary depending on whether this is the first visit or one of many (Wolff et al., 2019). Research has also discussed the significance of measurement and definitions. In addition, the personal or sociodemographic characteristics of visitors may impact their risk perceptions (Perić et al., 2021). The academic consensus is that tourism risk perception is a multifaceted term, influenced by the diverse range of threats and the subjective experiences of visitors. Scholars argue that theoretical models and research methodologies should be developed to incorporate these various dimensions (Jacoby & Kaplan, 1972). According to Moutinho (1987), an exemplar of the initial utilization of multidimensional models in examining tourist risk perception, there are five distinct aspects that comprise tourism risk perception: functional, financial, social, physical, and psychological dangers. Subsequently, the presence of satisfaction risk and time risk was substantiated by Roehl and Fesenmaier’s (1992) research. As research deepens, terrorism risk, performance risk, natural disaster risk, and culture risk have been confirmed successively in the research (Jonas et al., 2011; Lepp & Gibson, 2003; Nouri et al., 2018; Sharma et al., 2022).

In brief, various categories of perceived risks are associated with tourist destinations, particularly within the realm of domestic tourism. These perceived risks may encompass various dimensions, including physical, social, psychological, financial, and time aspects. Table 1 represents a comprehensive enumeration of the various categories of perceived risks encountered in the tourism domain.

Table 1: Types of perceived risk in the tourism context

Risk Dimension	Definition
Physical	The possibility of danger, injury, or sickness of physical while traveling.
Social	The possibility that a tour or trip will affect others’ opinion of them.
Time	The possibility that a tour will be a waste of time or will take too much time, especially waiting.

Psychological	The possibility that a tour will not reflect the consumer's personality, self-image, or expectation.
Financial	The possibility that the tour will not give value or worth for the money spent.

Sources: Sharipour, 2014; Deng & Ritchie, 2018; Nik Hashim, Mohd Noor, Awang, Che Aziz & Muhamed Yusoff (2018)

### 2.3 Revisit Intention

The concept of revisit intention refers to the likelihood that a consumer will engage in a repeated action or return to a certain service (Soliman, 2019). Prior studies have indicated that the impact of memorable recollection significantly influences the reassessment of intent (Widjaja et al., 2019; Chin et al., 2018; Rahatmawati et al., 2020). Zhang, Wu, and Buhalis (2018) demonstrate a favorable correlation between memorability and tourists' frequency of visits to both zoos and museums. The study conducted by Abubakar et al. (2017) found that memorable experiences significantly influenced individuals' inclinations to revisit. According to Seetanah et al., (2020), individuals tend to see tourism as a memorable experience, primarily attributing this perception to several experiential components such as excitement, relaxation, entertainment, enjoyment, and a heightened sense of engagement. Research has indicated that these emotions play a crucial role in an individual's assessment of their surroundings (Loi et al., 2017). According to Markus et al. (2019), a favorable evaluation of expertise can enhance the likelihood of a subsequent reassessment. Tourist service users can typically be categorized into two distinct groups: the initial customers and the repeat consumers (Salehzadeh et al., 2016). The current decision-making process places significant emphasis on the acquisition of knowledge from several sources, leading to the anticipation of an optimal experience for tourism service providers. Nevertheless, it is imperative to reconsider the strategy of targeting those who have previously utilized tourism services and have first-hand expertise with the service's actual implementation. The majority of the research indicated that the intention to revisit was associated with an increase in enjoyment derived from the initial experience (Stylos et al., 2016; Abdulla et al., 2019). Prior research on memorable travel experiences has indicated that nostalgia is closely linked to the recollection of positive tourist experiences and is highly associated with an emotional connection to the site (Bonn et al., 2016). According to Ku and Chen (2015), the recollections of tourist interactions have an impact on the emotional connection individuals develop with a particular destination. The recollections that tourists depart with have the potential to influence their intentions to revisit a specific destination.

According to Artuger (2015), the risk dimensions perceived during their stay influenced their intention to visit or revisit Marmaris. In a study of Malaysian visitors who had previously visited Japan, Chew and Jahari (2014) concluded that perceived physical risk would affect their visiting intention. Before embarking on a trip, a tourist develops perceived risks associated with these uncertainties. Existing research has shown that when tourists feel risk concerning any tourism destination, it will have a negative impact on their desire to return (Allameh et al., 2015; Chen et al., 2017; Hasan et al., 2017). As a result, this study implies that if travelers perceive any risk

linked with the intended tourist destination, it is quite likely that the tourist would associate it with negative connotations. According to the past scholar's research, perceived risk is diverse and multidimensional. The characteristics of perceived danger fluctuate depending on the destination. It is also considered that tourists' decision-making process when organizing their trip is influenced by perceived risk. However, due to the varying experiences of tourists which differ from one individual to another, it might affect revisit intention at CKRM.

## 2.4 Hypothesis Development

The conceptual framework is adopted from Hashim et al. (2019). The relationship between independent variables (IV) and a dependent variable (DV) is depicted in Figure 1 of the framework.

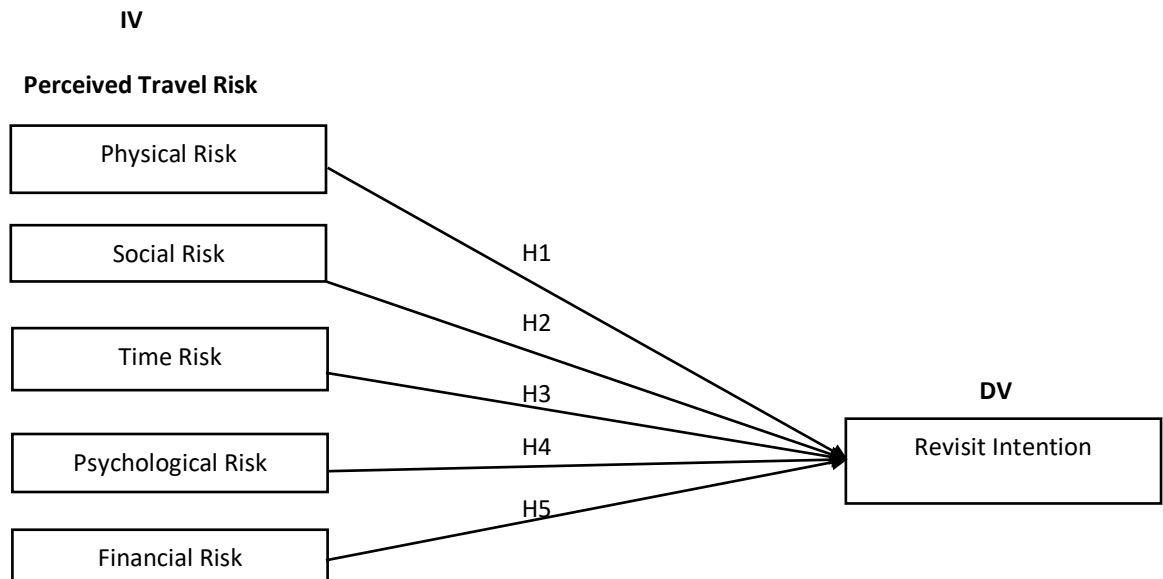


Figure 1: Framework of the study

Based on Figure 1 above, the independent variables (IV) of this study are physical risk, social risk, time risk, psychological risk, and financial risk, while the dependent variable (DV) of this study is revisit intention. This framework demonstrates the relationship of each variable that can affect the intention to share travel content. Below are the hypotheses of the study based on the framework:

H1: Physical risk perception significantly affects the revisit intention of domestic tourists at CKRM.

H2: Social risk perception significantly affects the revisit intention of domestic tourists at CKRM.

H3: Time risk perception significantly affects the revisit intention of domestic tourists at CKRM.

H4: Psychological risk perception significantly affects the revisit intention of domestic tourists at CKRM.

H5: Financial risk perception significantly affects the revisit intention of domestic tourists at CKRM.

#### *2.4.1 The Relationship Between Physical Risk Perception and Revisit Intention*

The phenomenon of infections and epidemics, as well as other health issues arising from interactions within the tourism sector, are commonly referred to as health hazards (Chien et al., 2017; Huang, Dai, & Xu, 2020). Physical risk encompasses a range of factors such as adverse weather conditions, public security concerns, incidents of robbery, cases of rape, and instances of physical violence (Carballo et al., 2017). This category pertains to the probability of passengers encountering physical harm or injury (Khan et al., 2020). Logically, tourists who have experienced physical harm would not return to a destination. However, some tourists who are willing to take a risk, will return to a destination due to its specialty. At CKRM, pickpocketing is a common incident among tourists. Even though there is a big signboard that reminds tourists and everyone at CKRM to be careful of pickpockets, it still happens.

#### *2.4.2 The Relationship Between Social Risk Perception and Revisit Intention*

Social risk can be defined as the perceived likelihood of experiencing negative social consequences, such as social embarrassment (Casidy & Wymer, 2016). Additionally, it can also relate to the probability that a voyage may not match the expectations of individuals' social circle, including their family and friends, hence the psychological impact (Deng & Ritchie, 2018). Therefore, it is imperative to assess the level of risk associated with both tourists and destinations. Some tourists who are focused on their social status or standards might see CKRM as a place they should not visit. This is because there are many poor people and dirty spots there (Hassandarvish, 2021). It is crowded and not considered Instagrammable place.

#### *2.4.3 The Relationship Between Time Risk Perception and Revisit Intention*

The issue of tourists engaging in prolonged consumption of tourism items, referred to as time risk (Cui et al., 2016), and the possibility of unforeseen expenses and financial detriment (Lu, 2021) become apparent only when the anticipated level of service fails to meet expectations (Casidy & Wymer, 2016). The term "waste of time" pertains to the inefficiency associated with doing a journey (Karamustafa et al., 2013). Specifically, it refers to the temporal resources expended throughout the process of traveling (Deng & Ritchie, 2018). Some tourists are willing to wait or stand in a long queue for their turn to purchase tickets or food. At CKRM, there is rarely a long queue, but the buying and selling process might take time due to the stall sellers' service. It might affect revisit intention due to the waiting time.

#### *2.4.4 The Relationship Between Psychological Risk Perception and Revisit Intention*

Psychological risks that cause self-esteem damage or guilt include injury to one's self-image, discomfort with travel, and a sensation of unwanted anxiousness while traveling. Individual travellers may experience a "disappointing travel experience" (Sönmez & Graefe, 1998) or feel that their "vacation will not reflect visitors' personality or self-image" (Simpson & Siguaw, 2008). Contrary to the numerous risks associated with travel, the field of positive psychology and its impact on visitor well-being have demonstrated behavioral consequences that subsequently influence repeat visitation. This aforementioned phenomenon has been linked to a decrease in consumer risk (Dedeoglu et al., 2018), as well as an increase in destination attachment (Vada et al., 2020). According to Sert (2019), there is evidence to suggest that the perception of safety has a significant influence on individuals' engagement in risk reduction behaviors, their likelihood of making recommendations, and their intention to revisit a particular setting. The study conducted by Hasan et al. (2017) also yielded a comparable outcome. The researchers argued that a significant correlation exists between a heightened perception of risk and a decrease in a customer's inclination to repurchase.

#### *2.4.5 The Relationship Between Financial Risk Perception and Revisit Intention*

Financial risks pertain to unforeseen expenditures, while service quality risks gauge the level of dissatisfaction with services. At CKRM, there are many sellers who do not display prices (Fadzil, 2023). Some of the sellers are not honest with the price, especially for food items that are priced per weight (e.g., Kilogram - Kg). Additionally, some sellers do not accept bargaining.

### **3 Methodology**

This study employed a quantitative method. Data for this cross-sectional study were collected once, concentrating on the individual level of analysis to address the research issues. Self-administered questionnaires were developed specifically for this study. The main information was gathered through an online survey using Google Forms, which was then disseminated via social media such platforms as WhatsApp Travel Group (Bahtera Kembara Holiday), Facebook Travel Group (Travel Malaysia), and Instagram (Personal Insta Story). To ensure that the right respondents answered the online survey, screening questions were done before proceeding to the actual question section in Google Forms.

The online questionnaire method provided researchers with ease of data collection, as well as time and cost-effectiveness. Questionnaire items were developed based on multi-item measurement scales that had been previously used and validated to empirically evaluate the components in the proposed model, as depicted in Table 2. A 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used for all variables' measurement items.



Table 2: Questionnaire items

Measured Construct	Items
Physical risk	<ol style="list-style-type: none"> <li>1. I may encounter snatching at CKRM.</li> <li>2. I may encounter an accident at CKRM.</li> <li>3. I may encounter a dangerous situation at CKRM.</li> </ol>
Social Risk	<ol style="list-style-type: none"> <li>1. Visiting CKRM does not match my social status.</li> <li>2. Visiting CKRM does not fit my personality.</li> <li>3. Visiting CKRM does not fit my reputation.</li> </ol>
Time Risk	<ol style="list-style-type: none"> <li>1. I think visiting CKRM is a waste of time.</li> <li>2. I think visiting CKRM is a long journey.</li> <li>3. I think visiting CKRM is a long waiting time.</li> </ol>
Psychological Risk	<ol style="list-style-type: none"> <li>1. Visiting CKRM makes me nervous.</li> <li>2. Visiting CKRM makes me discomfort.</li> <li>3. Visiting CKRM makes me stressed.</li> </ol>
Financial Risk	<ol style="list-style-type: none"> <li>1. I am worried that visiting CKRM is not worth my money.</li> <li>2. I am worried that visiting CKRM will have a negative impact on my budget.</li> <li>3. I am worried that visiting CKRM will make me spend more.</li> </ol>
Revisit Intention	<ol style="list-style-type: none"> <li>1. I am likely to revisit CKRM because I am familiar with the destination.</li> <li>2. I am likely to revisit CKRM because it is worth coming.</li> <li>3. I am likely to revisit CKRM because of its high-quality products or services.</li> </ol>

Source: Ali Riza Mancı (2022) Determining destination risk perceptions, their effects on satisfaction, revisit, and recommendation intentions: Evidence from Sanliurfa/Turkey

The questionnaire in this study was divided into two sections: Section A for demographic information and Section B for responses to the scale items of the major constructs. Section A utilized a 5-point Likert scale. Section B collected participants' demographic information, including gender, age, marital status, monthly income, and other relevant details. Considering the diversity of participants' backgrounds, the researchers designed the questions briefly to ensure easy understanding. Additionally, all items were constructed as clearly as possible in simple language and sentences to reduce potential ambiguity.

After obtaining informed consent, the proposed research model was tested using data from a large-scale survey collected through convenience sampling. This sampling method allowed researchers to collect data efficiently using online questionnaires distributed across various social media platforms. The justification for using convenience sampling in this study is because of the dynamic characteristics of the Chow Kit Road Market (CKRM) and changes in tourism risk perception. Using convenience sampling allows the researcher to easily obtain a sample from the population of domestic tourists who visit CKRM in Kuala Lumpur. This approach allows the study to be carried out faster and at a lower cost compared to more formal sampling methods such as stratified or random sampling. In addition, convenience sampling can provide valuable preliminary insights into the relationship between the perception of tourism risk and the intention to return to the destination, which can be the basis for more detailed follow-up studies. The Raosoft sample size calculator was utilized to determine the sample size, a frequently applied tool in social science

research because of its ease of use and reliability (Memon et al., 2020). With a population of approximately 171.6 million domestic travelers in Malaysia, the required sample size was determined to be 385 respondents. Before answering the questionnaire, respondents were screened with two questions: “Are you a Malaysian citizen aged 18 years and above?” and “Have you visited CKRM in the 6 – 12 months?” Respondents who did not meet these criteria were excluded from the survey. This allowed the researchers to acquire the right respondents for this study. Furthermore, demographic profile selection excluded individuals from Kuala Lumpur and Selangor states to ensure respondents were local tourists who visited CKRM, thereby excluding those who may reside or work in the area permanently.

## 4 Findings

Normality test was done before hypothesis testing. It allowed for the researcher to proceed with either a parametric test or a non-parametric test. This study used a parametric test due to the normal distribution observed in the normality test results.

### 4.1 Hypothesis Testing

The purpose of this sub-section is to test hypotheses 1 to 5 using regression analysis, which is a statistical approach for developing models and analyzing the relationship between dependent and independent variables. Its purpose is to determine the degree of linkage between two or more variables. This is accomplished through hypothesis testing. Multiple regression is utilized when there are more than one independent variable involved.

Table 3: Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.919 <sup>a</sup>	.845	.843	.48543
a. Predictors: (Constant), Financial Risk, Physical Risk, Social Risk, Time Risk, Psychological Risk				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	487.109	5	97.422	413.439	.000 <sup>b</sup>
	Residual	89.307	379	.236		
	Total	576.416	384			
a. Dependent Variable: Revisit						
b. Predictors: (Constant), Financial Risk, Physical Risk, Social Risk, Time Risk, Psychological Risk						

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.137	.425		-.322	.747	-.973	.699
	Physical Risk	.738	.061	1.018	12.072	.000	.618	.858
	Social Risk	.064	.069	.063	.920	.358	-.072	.199

	Time Risk	-.352	.059	-.398	-5.934	.000	-.469	-.236
	Psychological Risk	.019	.083	.024	.226	.821	-.145	.183
	Financial Risk	.261	.083	.216	3.151	.002	.098	.424
a. Dependent Variable: Revisit Intention								

Based on Table 3 above, a multiple regression analysis was conducted to predict all IVs. These variables significantly predicted VO2max, with the statistical results showing  $F(5, 379) = 413.44, p < .0005, R^2 = .845$ . Only four variables added statistically significant contributions to the prediction, with  $p < .05$  which are physical risk, social risk, time risk, and financial risk. On the other hand, psychological risk was found to be statistically non-significant, with  $p > .05$ .

According to an article on statistical significance (2013), when results are not statistically significant, it does not imply no impact. Due to the p-values of social risk and psychological risk exceeding .0005, this led to the rejection of the null hypothesis. This study has confirmed support for physical risk ( $p=0.000$ ), time risk ( $p=0.000$ ), and financial risk ( $p=0.002$ ), while social risk ( $p=0.358$ ) and psychological risk ( $p=0.821$ ) did not receive support for the hypotheses.

## 5 Conclusion

Perceived travel risk does affect the revisit intention of tourists. For some tourists, they may harbor subjective negative feelings about potential travel impacts. However, since social risk and psychological risk do not significantly affect revisit intentions, the status and belief of tourists do not always translate into action or intention, especially to visit or revisit. Factors such as physical, time, and financial risks might play roles in travel decision-making. Tourists wary of injuries may avoid black spot areas, while tourists with ample time may tolerate longer waiting periods or extended days. In terms of financial, tourists might also be very particular about their spending, whether the expense is worth considering or not. In the context of this study, it is important to focus on the psychological risk factors influencing the intention of domestic tourists to revisit to Chow Kit Road Market (CKRM) in Kuala Lumpur. Feelings of fear, security concerns, and uncertainty about the tourism experience are some of the psychological factors that may influence tourism risk perception and ultimately influence the intention to return. Negative perceptions or discomfort associated with particular areas, perhaps due to cultural background, stereotypes, or previous experiences, can also play an important role in determining tourists' willingness to revisit a destination. Psychological risk perceptions, such as fear of personal safety and psychological comfort, are factors that influence tourists' intention to return to a specific destination (Han et al., 2020). In this study, the results obtained can be compared with findings from previous studies to identify similarities or differences in the influence of psychological factors on tourists' intentions to revisit CKRM. This discussion is important to support an in-depth understanding of the relationship between psychological risk perception and tourists' intentions, as well as provide guidance to

stakeholders in the development of tourism destination marketing and management strategies.

Despite achieving all objectives of the study, this study has certain drawbacks. It used the same model by Hashim et al., (2019) but with a different setting and focused on a specific destination, CKRM, rather than the entire Malaysia. This study solely concentrated on domestic tourists' perspectives as respondents, without including international tourists and it made no comparison between domestic tourists and international tourists who have visited CKRM. This is due to CKRM being populated with foreign stall workers, making it important to understand the revisit intentions of domestic tourists. For future research, it is recommended to examine the same model but from two perspectives: domestic and international tourists who have both visited and not yet visited CKRM. Furthermore, this study did not conduct a multigroup analysis to demonstrate potential distinguishing effects between domestic and foreign visitors, which can be explored for future research. Furthermore, this study did not conduct a multigroup analysis to demonstrate the potential distinguishing effects between people from the same nation and foreign visitors, which can be explored for future research. However, this study used convenience sampling and it is important to acknowledge the limitations of this convenience sampling, as the results obtained may not accurately represent the population as a whole. Thus, in the future, studies should consider using more rigorous sampling methods to ensure broader generalizability and accuracy of results.

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## **7 About the author**

Nurul Hasanah Abdul Satar obtained Diploma in Tourism Management in 2018 and a Bachelor of Science (Hons.) Tourism Management in 2021 from Universiti Teknologi MARA, Malaysia. Soon after completing her internship and graduating, she began her career in the hotel industry for 4 years. Following that, she pursued her Master's Degree and worked in the field of research as Research Officer to the Deputy Minister of Youth and Sports at the Ministry of Youth and Sports for a year. Subsequently, she was appointed as a lecturer at a private college in the Faculty of Tourism and Hospitality. Her Master's thesis involved several methods related to COVID-19, risk management, and innovation. Her PhD thesis involves the psychological construct among tourists related to travel risk perception. Currently, she is working on several publications in tourism destinations, disease outbreaks, travel safety and

security, crisis management, tourism distribution channels, and tourism issues based on types such as sport tourism, sustainable tourism, and many more.

Ahmad Fitri Amir earned a Bachelor of Science in Tourism Management from Universiti Teknologi MARA (UiTM), Malaysia in 2006. Soon after graduation, he began his career in the hotel industry for 2 years. He earned a Master of Science in Tourism Development from the School of Housing, Building and Planning, Universiti Sains Malaysia (USM) in 2010. Ahmad Fitri Amir was appointed as a lecturer at the Faculty of Hotel and Tourism Management, UiTM as soon as he completed his Master's degree. In 2015, he received a scholarship from UiTM and the Ministry of Higher Education Malaysia (MOHE) to pursue a Ph.D. in the United States of America. He dedicated four years of his life as a Ph.D. scholar and received his Ph.D. in Recreation, Parks and Tourism from the College of Health and Human Performance at the University of Florida in August 2019. His main research agenda has been on understanding tourist's persuasion in the context of social media communication. Other research contexts that have been undertaken include tourism crisis communications, destination image, tourist's safety and security, and communication effects such as tourist's risk perception, attitudes, and behaviors. Ahmad Fitri Amir has published several papers in peer-reviewed journals and presented his research at various local and international conferences.

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