



The Effect of Perceived Risk and Service Quality on Revisit Intention on Bukik Gadang Hot Springs Tourism Object at Nagari Koto Gadang Koto Anau with Destination Image as a Mediation Variable

Moudiana Faren^{1*}, Yasri¹

Department of Management, Faculty of Economics, Universitas Negeri Padang, Padang, Indonesia

INFO ARTIKEL

Received 02 August 2021
Accepted 01 September 2021
Published 30 September 2021

Keywords:

Revisit Intention; Destination Image, Perceived Risk; Service Quality

ABSTRACT

The purpose of this study was to analyze: (1) The Effect of Perceived Risk on Destination Image on Bukik Gadang Hot Springs Tourism Object, (2) The Effect of Service Quality on Destination Image on Bukik Gadang Hot Springs Tourism Object, (3) The Effect of Destination Image on Revisit Intention on Bukik Gadang Hot Springs Tourism Object, (4) The Effect of Perceived Risk on Revisit Intentions on Bukik Gadang Hot Springs Tourism Objects, (5) The Effect of Service Quality to Revisit Intentions on Bukik Gadang Hot Springs Tourism Objects, (6) The Mediation Role of Destination Image between Perceived Risk and Revisit Intention, (7) The Mediation Role of Destination Image between Service Quality and Revisit. This research is classified as explanatory research. The population of this research is people who have visited the Bukik Gadang hot spring tourism object using purposive sampling method. The number of samples in this study were 151 samples. The data used are primary and secondary data obtained through distributing questionnaires to tourists. The analytical method used is descriptive analysis and quantitative analysis using Structural Equation Model (SEM) with Partial Least Square (PLS) approach. The results in this study: (1) Perceived Risk has a significant effect on Destination Image at Bukik Gadang Hot Springs Tourism Object, (2) Service Quality has a significant effect on Destination Image on Bukik Gadang Hot Springs Tourism Object, (3) Destination Image has a significant effect on the Revisit Intention of the Bukik Gadang Hot Springs Tourism Object, (4) Perceived Risk has a significant effect on the Revisit Intention of the Bukik Gadang Hot Springs Tourism Object, (5) Service Quality has a significant effect on the Revisit Intention of the Bukik Gadang Hot Springs Tourism Object, (6) Destination Image significantly mediates the relationship between Perceived Risk and Revisit Intention, (7) Destination Image significantly mediates the relationship between Perceived Risk and Revisit Intention.

DOI:10.24036/jkmp.v1i1

ABSTRAK

Kata Kunci:

Niat Kunjungan Ulang; Citra Tujuan; Risiko yang Dirasakan; Kualitas Layanan

Tujuan penelitian ini adalah untuk menganalisis: (1) Pengaruh *Perceived Risk* terhadap *Destination Image* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (2) Pengaruh *Service Quality* terhadap *Destination Image* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (3) Pengaruh *Destination Image* terhadap *Revisit Intention* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (4) Pengaruh *Perceived Risk* terhadap *Revisit Intention* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (5) Pengaruh *Service Quality* terhadap *Revisit Intention* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (6) Peran Mediasi *Destination image* antara *Perceived Risk* dan *Revisit Intention*, (7) Peran Mediasi *Destination image* antara *Service Quality* dan *Revisit Intention*. Penelitian ini digolongkan pada penelitian *explonatory research*. Populasi penelitian ini adalah orang yang pernah berkunjung ke objek wisata pemandian air panas Bukik Gadang dengan metode *purposive sampling*. Jumlah sampel pada

penelitian ini yaitu sebanyak 151 sampel. Data yang digunakan adalah data primer dan sekunder yang diperoleh melalui penyebaran kuesioner kepada wisatawan. Metode analisis yang digunakan adalah analisis deskriptif dan kuantitatif dianalisis menggunakan *Structural Equation Model* (SEM) dengan pendekatan *Partial Least Square* (PLS). Hasil pada penelitian ini: (1) *Perceived Risk* berpengaruh signifikan terhadap *Destination Image* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (2) *Service Quality* berpengaruh signifikan terhadap *Destination Image* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (3) *Destination Image* berpengaruh signifikan terhadap *Revisit Intention* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (4) *Perceived Risk* berpengaruh signifikan terhadap *Revisit Intention* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (5) *Service Quality* berpengaruh signifikan terhadap *Revisit Intention* pada Objek Wisata Pemandian Air Panas Bukik Gadang, (6) *Destination Image* signifikan memediasi hubungan antara *Perceived Risk* dan *Revisit Intention*, (7) *Destination Image* signifikan memediasi hubungan antara *Perceived Risk* dan *Revisit Intention*.

How to cite: Faren, M., Yasri, Y. (2021). The Effect of Risk and Service Quality on Revisit Intention on Bukik Gadang Hot Springs Tourism Object at Nagari Koto Gadang Koto Anau with Destination Image as a Mediation. *Marketing Management Studies*, 1 (3), 238-252. DOI:[10.24036/jkmp.v1i1](https://doi.org/10.24036/jkmp.v1i1)



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2021 by author.

* Corresponding author: farenmoudiana@gmail.com

INTRODUCTION

Tourism describes an industry that is very important in increasing the income of citizens and foreign exchange. Tourism should be developed because it can spur the economic development of a region, activate the sector in an area, create jobs, and support national development. Bukik Gadang hot spring is a tourist attraction that is quite attractive to the public, both from West Sumatra and from outside West Sumatra.

Professionally managed tourism can increase the revisit intention. One of the factors that can increase the revisit intention is the quality of service. Service quality is the perception that tourists have of the facilities and services experienced when visiting a tourist destination (Kayat & Hai, 2013). Service Quality also plays an important role in differentiation, positioning, and strategies to compete for the marketing of manufacturing companies and service companies. (Tjiptono & Chandra, 2011:162). Service quality is important to a person's behavioral intentions (Moon et al., 2013). There is a relationship between service quality and the intention of returning tourists (Lai., 2020).

Good service quality is often said to be one of the important factors in the success of a business. Service quality is not only important for tourists but also important for building a strong image of a destination. A positive destination image can strengthen a visitor's preference for that destination so that a person's intention to revisit a destination increases. Teng et al., (2017) suggest that destination image has a significant effect on the intention to revisit a destination. Research by Moon et al., (2013) revealed that improving service quality is positively related to the destination image. While the destination image has a significant influence on the intention of tourists to revisit a destination and recommend their destination to other tourists (Artuđer et al., 2013).

Tourism is a service industry whose products are intangible (Tasci & Gartner, 2007). Where tourism is vulnerable to risks and threats. Risks and threats can damage the image of a tourist destination. To choose a tourist destination, visitors consider safety and the value of security. Natural events can exacerbate the level of travel risk for tourists. During the COVID-19 pandemic, many tourism sectors experienced a decline in the number of tourist visits. In 2020 the Buki Gadang hot spring experienced a very significant decrease in the number of visitors. In addition, the area around the Bukik Gadang hot spring is also known to be quite disaster-prone and getting to this tourist attraction is quite dangerous.

Perceived risk can affect the image of the destination and intention of repeat visits by tourists. Becken et al., (2016) the perception of risk can erode the image of the destination and can affect the

visiting intention of tourists. Research by Tavitiyaman & Qu (2013) perceived risk strongly moderates the relationship between destination images and tourist revisit intentions to a destination. The perceived risk of tourists can be a barrier in the future. The individual's perceived risk is very influential on the image of the destination. A small risk is a factor for visitors to be interested in visiting a destination. To choose a tourist destination, visitors consider safety and the value of security.

Therefore, the purpose of this study was to examine the relationship between perceived risk, service quality, destination image, and revisit intention. And in particular the mediating role of destination image. The results of this study can be useful for the tourism industry and as a scientific reference for further research in the field of marketing management.

LITERATURE REVIEW

Revisit Intention

Revisit intention can occur after consumers consume products or services with the evaluation process of these products and services. Interest in revisiting a destination where this behavior is considered as loyalty which can refer to a person's willingness to revisit the same destination (Wang and Chiu, 2015). Intention to revisit refers to plans to visit a destination again in the future (Cole et al., 2004). Based on some of the definitions above, it can be concluded that revisit intention is a form of tourists' love for destinations. The love of tourism for a destination can be measured by the number of repeat visits by these tourists. Revisit intention can be identified through indicators according to Cheng & Lu (2013): Revisiting Intention, Recommendation intention, Promotion intention.

Destination Image

Destination image is a person's mental about knowledge, global impressions, and feelings about a goal (Baloglu & McCleary, 1999). Destination image is a dynamic construction that is in the minds of tourists when they visit a destination (Iordanova, 2017). Destination image can be formed in accordance with the wishes of consumers by collecting information over a certain period of time. (Lehto et al., 2008). It can be concluded that the image of a destination is the view of tourists towards a tourist destination. Destination image is believed to be composed of: cognitive image and affective image (Chew & Jahari, 2014; Moon et al., (2013); Song et al., 2017). Cognitive image items about adventure opportunities, ease of communication, friendliness, tourist activities, night time and entertainment (Moon et al., 2013). Affective image about pleasant, relaxing, arousing, exciting Song et al., (2017).

Perceived Risk

Perceived risk is the uncertainty felt by consumers about the possible negative consequences of using a product or service (Featherman & Pavlou., 2003). According to Lu et al., (2005) perceived risk is the extent to which consumers feel the uncertainty and bad consequences of a service. According to Lu et al., (2005) perceived risk is the extent to which consumers feel the uncertainty and bad consequences of a service. According to Sonmez & Graefe (1988) risk can influence a person to make decisions. Tourists make decisions by comparing the benefits obtained with the risks to be accepted. According to Artuğer (2015) there are six types of risk, namely: socio-psychological risk, time risk, physical risk, financial risk, performance risk.

Service Quality

Service quality is the perception that tourists have of the facilities and services experienced when visiting a tourist destination (Kayat & Hai, 2013). Service quality is the gap between customer expectations of a service and their perception of service provision in an organization (Parasuraman, et al, 1988). In this case, service quality plays an important role in differentiation, positioning, and competitive strategies for marketing manufacturing companies and service companies (Tjiptono & Chandra, 2011:162). It can be concluded that service quality is the company's effort to realize the needs for services expected by customers. According to Lai (2020) there are five dimensions to measure service quality, namely: reliability, assurance, responsiveness, tangible facilities, empathy.

Relationship between variables

Effect of Perceived Risk on Destination Image

The negative influence and risk of travel can adversely affect the image of a destination. In the research of Becken et al., (2016) the perception of risk can erode the image of the destination and can affect the intention of visiting tourists. In the research of Chew & Jahari (2014) there is a relationship between socio-psychological risk and financial risk on destination image. The perceived risk of individuals is very influential on the image. To choose a tourist destination, visitors consider safety and security values.

Effect of Service Quality on Destination Image

Visitors will consider the quality of service that will be obtained in choosing a tourist destination. Research Moon et al., (2013) revealed the findings that improving service quality is positively related to the image of the destination. A similar study was also conducted by Alzayd (2001) which showed that service quality performance was positively related to destination image. Kayat & Hai (2013) suggest that there is a positive influence between perceptions of hotel service quality and tourism service quality perceptions with cognitive image in Bangladesh.

Effect of Destination Image on Revisit Intention

Visitors' perceptions of a destination's image can affect the intention to revisit visitors (Hallmann et al., 2015). Pratminingsih et al., (2014) destination image can encourage a person's intention to visit again or to a place in the future. Destination image has a significant relationship with tourist return visits (Foster., 2019). The better the image of a destination, the higher the intention of returning tourists. Visitors who have visited will give a positive impression of the overall tourist destination.

Effect of Perceived Risk on Revisit Intention

To choose a tourist destination, visitors consider safety and the value of security. According to Sonmez & Graefe (1988) risk can influence a person to make decisions. In addition, the research of Çetinsöz & Ege (2013) states that perceived risk can affect the intention of returning tourists. There is a significant relationship between perceived risk and the intention of returning tourists to visit (Artuğer, 2015). In a similar study, An et al., (2010) revealed that the risk of natural disasters, politics, and performance affect repurchase intentions.

Effect of Service Quality on Revisit Intention

Service quality can influence a person's behavioral intentions as well as a factor that leads to favorable purchase intentions. According to Sengupta & Pilla (2017), customer characteristics can be observed in the presence of social evidence and customers help each other to form expectations about the quality they expect. Ranjbarian & Pool (2015) research also shows that there is a positive relationship between service quality and revisit intention. There is a significant relationship between service quality and revisit intention (Prayogo & Kusumawardhani., 2016).

Influence of Perceived Risk and Revisit Intention through Destination Image

Potential tourists will compare the choice of their destination with the perception of risks, costs, benefits that will be obtained. When tourists feel that the destination is risky, tourists do not consider the tourist destination as a potential destination and will not make repeat visits. In Chew & Jahari's (2014) study, image goals significantly mediate the relationship between two risks, namely, perceived socio-psychological and financial risk, and intention to revisit. In the research of Loureiro & Jesus (2019), it shows that effective and conative image mediates between perceived risk and intention to revisit.

Influence of Service Quality and Revisit Intention through Destination Image

Service quality plays a role in the formation of the image of a destination by tourists (Kayat & Hai, 2013). In addition, it was found that perceived service quality is the main driver of future behavioral intentions such as intention to recommend and intention to revisit (Chen and Tsai, 2007). In research (Teng et al., 2017) destination image mediates a positive relationship between the quality of tourist transport services and the intention to revisit tourists. Research Jin et al., (2011) there is a mediating relationship between destination image and event quality on tourist behavioral intentions, namely making return visits, recommending to other tourists, and promoting or telling other tourists positive things about the destination.

From some of the relationships between the variables above, it can be seen the conceptual framework in Figure 1 below:

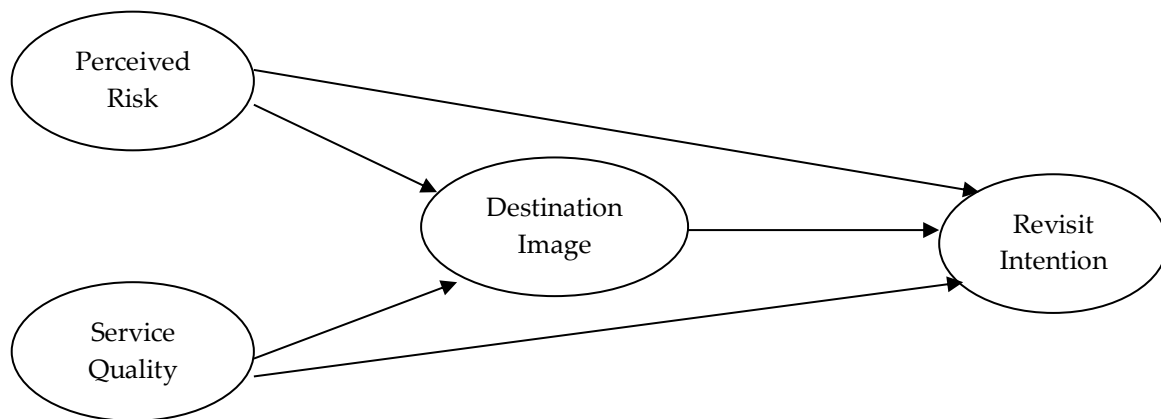


Figure 1. Conceptual Framework

Hypothesis:

- H1: Perceived risk has a significant effect on destination image in the hot springs of Bukik Gadang Nagari Koto Gadang Koto Anau.
- H2: Service quality has a significant effect on the destination image of the Bukik Gadang Nagari hot springs Koto Gadang Koto Anau.
- H3 : Destination image has a significant effect on revisit intention in the Bukik Gadang Nagari hot spring bath Koto Gadang Koto Anau.
- H4: Perceived risk has a significant effect on Revisit Intention at the Bukik Gadang Nagari hot spring Koto Gadang Koto Anau.
- H5: Service Quality has a significant effect on Revisit Intention at the Bukik Gadang Nagari Hot Springs Koto Gadang Koto Anau.
- H6: Perceived Risk has a significant effect on Revisit Intention with Destination Image as a mediating variable.
- H7: Service Quality has a significant effect on Revisit Intention with Destination Image as a mediating variable.

METHOD

Research approach

The research design included in this research is Explanatory Research. According to Mulyadi (2011) explanatory research to test between one variable and another. This type of research will have a hypothesis that is tested for truth. The hypothesis describes the relationship between variables to determine whether one variable is related or not to another variable or whether or not a variable is caused/influenced by another variable. The variables of this study consisted of the independent variable, the dependent variable, and the mediating variable.

Population and sample

Population is a very important aspect in a study. Population is a collection of people, objects, and other sizes that are used as objects of attention (Suharyadi & S.K, 2017: 6). In this study, the population is all people who have visited the Bukik Gadang hot spring tourist attraction. This study uses purposive sampling method and sampling using the Cochran formula so that the number of samples in this study is 151. Purposive sampling is a sampling technique used if the researcher has certain criteria.

Data Types and Sources

The data collection technique in this research is the distribution of questionnaires and documentation. The survey instrument consists of a scale that measures perceived risk, service quality, destination image, and revisit intention. In distributing the questionnaire the characteristics of the respondents were also included. This study uses an instrumental questionnaire with a Likert scale. The Likert scale consists of five answer choices that express agreement with the given statement consisting of strongly disagree, disagree, neutral, agree, strongly agree (Syahron, 2011). In Moon et al., (2013) research, the format for the Likert scale survey instrument consists of five choices ranging from strongly disagree (1) to strongly agree (5).

Operational definition

In this study, the authors used independent variables, namely perceived risk and service quality (X), destination image (Z) with mediating variables, and revisit intention (Y). The operational definition of this research variable is as follows:

Table 1. Operational Definition

Variable	Definition Variable	Indicators	Scale	Source
Perceived Risk	The uncertainty felt by consumers about the possible negative consequences of using a product or service	1.Socio-Psychological 2.Time risk 3.Physical risk 4.Financial risk 5. Performance risk	Likert	(Artuğer, 2015)
Service Quality	The gap between customer expectations of a service and their perception of service provision in an organization	1.Tangible Facilities 2.Reliability 3.Responsibility 4.Assurance 5.Empathy	Likert	(Lai, 2020)
Destination Image	The dynamic construction that tourists have in mind when they visit a destination	1.Cognitive Image 2. Affective Image	Likert	(Moonet al.,2013) (Song et al.,2017)
Revisit Intention	Intention to revisit refers to plans to visit a destination again in the future	1.Rivisiting Intintion 2.Recommendation 3.Promotion intention	Likert	Cheng & Lu (2013)

Data analysis technique

The analysis technique in this research is descriptive and quantitative analysis. Descriptive analysis is to provide an overview of the data collected in the study. These data were obtained from the respondents' answers to the questionnaire given and then processed in groups and tabulated and given an explanation. In quantitative analysis, the data were analyzed using the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach. There are two group stages in analyzing SEM-PLS, namely:

1. Measurement Model (Outer Model), the outer model is used to assess the validity of the model and the reliability of the model. This model specifies the relationship between latent variables and indicator blocks. The outer model tries to test the construct variables namely: variable validity and reliability.
2. Structural Model (Inner Model), in this study, the structural model was evaluated using R-square. Inner model as predicting the relationship between latent variables. The purpose of the inner model is for hypothesis testing. Inner model can show direct and indirect influence between research variables.

RESULT AND DISCUSSION

Characteristics of Respondents

The process of distributing questionnaires that have been carried out through google form as many as 151 respondents. The following is the distribution of the individual characteristics of the research sample group in table 1.

Table 2. Characteristics of Respondents

Characteristics	Category	Quantity	Percentage
Gender	Man	82	54,30%
	Girl	69	45,70%
Age	17-25 years	119	78,80%
	26-30 years	10	6,60%
	31-40 years	11	7,30%
	>40 years	11	7,30%
Level of education	Senior High School	128	84,80%
	Diploma	5	3,30%
	S1	16	10,60%
	S2	2	1,30%
	S3	-	-
Profession	Student	87	57,60%
	Housewife	20	13,20%
	Civil Servant/ Private/ BUMN	18	11,90%
	Other	26	17,20%
Income	<1.000.000	88	58,27%
	1.000.000 - 3.000.000	40	26,49%
	3.000.000 - 5.000.000	17	11,25%
	>5.000.000	6	3,97%
Domicile	West Sumatra	126	83,40%
	Outside West Sumatra	25	16,60%
Ever/Never Visited Bukik Gadang	Yes	151	100,00%
Hot Spring	No	0	0

Source: Data Processing Results (2021)

Outer Model

First, the results of the measurement model test include a convergent validity test. Convergent validity was assessed based on the loading factor. Loading factor is the correlation of item scores with construct scores with indicators greater than 0.6. In addition to the loading factor, it can also be measured using the AVE parameter. Where the AVE value > 0.5 is considered valid and all external loads, it can be said that the measurement has met the criteria for convergent validity. The variable can be said to be reliable if the composite reliability value is above 0.70. Then with Cronbach's alpha value which is more than 0.70.

Table 3. Convergent Validity Test Results – Outer Loading

No	Indicators	Perceived Risk (X1)	Service Quality (X2)	Revisit Intention (Y)	Destination Image (Z)
	Adventure				
1	opportunities				0,709
2	Ease of communication				0,67
3	Tourism activities				0,767
	Night time and				
4	entertainment				0,803
5	Pleasant				0,618
6	Exciting				0,762
7	There are extra expenses	0,703			
8	is more expensive than..	0,841			
	Service quality is not				
9	satisfactory	0,762			
10	Not friendly	0,84			
11	Personnel are not kind	0,707			
	Worried about the way				
12	the family thinks	0,794			
	In general, vacations in				
	these destinations are a				
13	waste of time	0,628			
	Vacation plans are a				
14	waste of time	0,825			
15	Infectious disease	0,74			
	Recommendation				
16	intention			0,898	
17	Promotion intention			0,921	
18	Technology used		0,784		
	Staff can meet promptly				
19	the needs		0,668		
20	Staff willing to help		0,653		
	Physically attractive				
21	facilities		0,701		
	Carry out activities on				
22	time		0,766		
23	Provide services		0,82		

Source: Data Processing Results using SmartPLS 3.2.9 (2021)

From Table 3 we can see that all variable indicator values are greater than 0.7 which means all indicator variables are valid.

Table 4. Summary of the results of the validity and reliability measurement model

Variable	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Perceived Risk (X1)	0,628 - 0,841	0,911	0,926	0,582
Service Quality (X2)	0,653-0,820	0,829	0,875	0,54
Revisit Intention (Y)	0,898-0,921	0,792	0,906	0,827
Destination Image (Z)	0,618-0,803	0,82	0,868	0,525

Source: Data Processing Results using SmartPLS 3.2.9 (2021)

Then discriminant validity used to show latent variables or constructs predicts that their block size is more than other block sizes. Another way to measure discriminant validity is by comparing the AVE root of each variable with the correlation of other variables.

Table 5. Discriminant Validity Test Results – Cross Loading

	Perceived Risk	Service Quality	Revisit Intention	Destination Image
DI1	0,383	0,259	-0,01	0,709
DI2	-0,046	0,473	0,076	0,67
DI3	0,002	0,475	0,224	0,767
DI4	0,134	0,457	0,333	0,803
DI5	0,303	0,059	0,141	0,618
DI6	0,133	0,415	0,379	0,762
PR10	0,703	-0,345	-0,186	-0,099
PR11	0,841	-0,355	-0,387	0,019
PR13	0,762	-0,452	-0,232	0,171
PR14	0,84	-0,404	-0,329	0,136
PR15	0,707	-0,385	-0,185	0,07
PR2	0,794	0,034	-0,412	0,253
PR3	0,628	0,007	-0,356	0,124
PR5	0,825	0,012	-0,273	0,275
PR6	0,74	-0,249	-0,221	0,076
RI1	-0,254	0,416	0,898	0,36
RI2	-0,47	0,396	0,921	0,184
SQ1	-0,076	0,784	0,207	0,441
SQ10	-0,324	0,668	0,561	0,159
SQ11	-0,13	0,653	0,15	0,364
SQ2	-0,277	0,701	0,222	0,416
SQ5	-0,213	0,766	0,43	0,463
SQ7	-0,123	0,82	0,326	0,458

Source: Data Processing Results using SmartPLS 3.2.9 (2021)

From table 3, it presents the crossloading value that discriminant validity shows that the variable score value for the indicator is higher than the variable score for other indicators. It can be concluded that all indicators tested in the study are declared valid.

Table 6. Discriminant Validity Test- AVE Latent Correlation Variable

Variable	X1	X2	Y	Z
Perceived Risk (X1)	0,763			
Service Quality(X2)	-0,26	0,735		
Revisit Intention(Y)	-0,405	0,445	0,91	
Destination Image(Z)	0,183	0,527	0,293	0,724

Source: Data Processing Results using SmartPLS 3.2.9 (2021)

The value of the square root of AVE is greater than the value of the other constructs. The highest AVE square value is found in the revisit intention variable, which is 0.910. While the lowest AVE quadratic value is found in the service quality variable, which is 0.724.

Inner Model

R-Square

R-Square analysis aims to describe how big the relationship between variables. It can be seen in the following table:

Table 7. R-Square2 Analysis Results

Variable	R Square
Revisit Intention (Y)	0,328
Destination Image (Z)	0,387

Source: Data Processing Results using SmartPLS 3.2.9 (2021)

Based on the table above, the R-square value for the destination image variable is 0.387. This is the effect of perceived risk and service quality variables on destination image of 38.7%. While the R-square value for the revisit intention variable is 0.328%. It can be concluded that the influence of perceived risk, service quality, and destination image variables on revisit intention is 32.8%.

Hypothesis test

Evaluation of hypothesis testing is carried out after the data meets the measurement requirements by using bootstrapping on the SmartPLS 3.2.9 software. Hypothesis testing in this study can be seen from the results of the significance test with the significance level used in this study of 5%. With a significance level of 5% or 0.05, to determine whether the hypothesis is accepted or rejected, the critical ratio is used by comparing the t-table with t-count. Hypothesis testing can be seen from the results of the path coefficient value, where the p-value must be below 0.05, and the t-statistic value > 1.96.

Direct Effect Hypothesis

Table 8. Results of Direct Effects Analysis (Path Coefficient)

Variable	Path Coefficient	Sample Average	T Statistics (O/STDEV)	P Values
Perceived Risk (X1) -> Revisit Intention (Y)	-0,398	-0,405	7,812	0
Perceived Risk (X1) -> Destination Image (Z)	-0,342	0,353	5,143	0
Service Quality (X2) -> Revisit Intention (Y)	0,207	0,198	2,000	0,046
Service Quality (X2) -> Destination Image (Z)	0,616	0,614	8,579	0
Destination Image (Z) -> Revisit Intention (Y)	0,257	0,269	2,638	0,009

Source: Data Processing Results using SmartPLS 3.2.9 (2021)

- a. It can be seen from the results of the Path Coefficient that there is a path coefficient of -0.342, a P value of 0.000, and a T-Statistic of 5.143. In this study, it is significant because $P < 0.05$ is 0.000 < 0.05 and the T-statistic value > 1.96 .
- b. It can be seen from the results of the Path Coefficient that the path coefficient is 0.616, the P value is 0.000 and the T-Statistic is 8.579. In this study, it is significant because $P < 0.05$ is 0.000 < 0.05 and the T-Statistic value > 1.96
- c. It can be seen from the results of the Path Coefficient that the path coefficient is 0.257, the P value is 0.009 and the T-Statistic is 2.638. In this study, it is significant because P Value < 0.05 is 0.009 and the T-Statistic value > 1.96 .
- d. It can be seen from the results of the Path Coefficient that the path coefficient is -0,398, the P value is 0.000 and the T-Statistic is 7,812. In this study, it is significant because P Value < 0.05 is 0.000 and the T-Statistic value > 1.96 .
- e. It can be seen from the results of the Path Coefficient that the path coefficient is 0,207, the P value is 0,046 and the T-Statistic is 2,000. In this study, it is significant because P Value < 0.05 is 0.046 and the T-Statistic value > 1.96 .

Indirect Effect Hypothesis

Table 9. Results of Indirect Effects Analysis

Variable	Path Coefficient	Sample Average	T Statistics (O/STDEV I)	P Values
Perceived Risk (X1) ->Destination Image (Z)				
Revisit Intention (Y)	-0,088	0,093	2,527	0,012
Perceived Risk (X1) -> Destination Image (Z)	0,158	0,166	2,455	0,014

Source: Data Processing Results using SmartPLS 3.2.9 (2021)

- a. It can be seen from the results of the Path Coefficient that the path coefficient is -0,088, the P value is 0,012 and the T-Statistic is 2,527. In this study, it is significant because P Value < 0.05 is 0,012 and the T-Statistic value > 1.96 .
- b. It can be seen from the results of the Path Coefficient that the path coefficient is 0,158, the P value is 0,014 and the T-Statistic is 2,455. In this study, it is significant because P Value < 0.05 is 0,014 and the T-Statistic value > 1.96 . Based on the data analysis that has been done, it can be seen the following discussion:

The Influence of Perceived Risk on Destination Image

Based on the results of hypothesis testing, it can be seen that the effect of risk perception on the image of the destination is significant. This is supported by research by Becken et al., (2016), the perception of risk can erode the image of the destination and can affect the intention to visit tourists. In the research of Chew & Jahari (2014) there is a relationship between socio-psychological risk and financial risk on the image of the destination. Tourists will consider security and safety in choosing a tourist destination. It can be concluded that the higher the risk faced by tourists, the image of a destination will decrease.

DISCUSSION

Effect of Service Quality on Destination Image

Based on the results of hypothesis testing, it can be seen that the effect of service quality on destination image is significant. This is supported by a similar study conducted by Alzayd (2021) which shows that service quality performance is significantly related to destination image. Kayat & Hai (2013) suggest that there is a significant positive effect between perceptions of hotel service quality and tourism service quality perceptions with cognitive image in Bangladesh. Good service quality is often said to be one of

the important factors in the success of a business. It should be emphasized that it is very possible that the image of a destination for a destination is formed in the minds of tourists at the time of their visit that is different from the previous image.

Effect of Destination Image on Revisit Intention

Based on the results of hypothesis testing, it can be seen that the effect of destination image on revisit intention is significant. A person's preference for goals depends on a good goal image. That way the image of the destination can make tourists evaluate the different components of a destination so that it can affect tourists. According to Artuger (2013), the image of a destination has a significant effect on the intention of tourists to revisit a destination and recommend the destination to others. The better the image of a destination, the higher the intention of returning tourists.

Influence of Perceived Risk on Revisit Intention

Based on the results of hypothesis testing, it can be seen that the effect of perceived risk on revisit intention is significant. According to Sonmez & Graefe (1988) risk can influence a person to make decisions. In addition, the research of Çetinsöz & Ege (2013) states that perceived risk can affect the intention of returning tourists. There is a significant relationship between perceived risk and the intention of returning tourists (Artuğer, 2015). Based on these findings, in other words, it has been determined that when the level of risk decreases, the intention to revisit tourism will increase.

Effect of Service Quality on Revisit Intention

Based on the results of hypothesis testing, it can be seen that the effect of service quality on revisit intention is significant. Service quality is important to a person's behavioral intentions (Moon et al., 2013). According to Sengupta & Pilla (2017), customer characteristics can be observed in the presence of social evidence and customers help each other to form expectations about the quality they expect. It can be concluded that the increase in service quality at the Bukik Gadang Hot Springs object has a significant direct effect on the intention of returning tourists to the Bukik Gadang Hot Springs object.

Effect of Perceived Risk through Destination Image on Revisit Intention

Based on the results of hypothesis testing, the effect of perceived risk through destination image on revisit intention is significant. This result is reinforced by the research of Chew & Jahari (2014) which states that image goals significantly mediate the relationship between two risks, namely, perceived socio-psychological and financial risk, and intention to revisit. In the research of Loureiro & Jesus (2019), it shows that effective and conative images mediate the perceived risk and the intention to revisit.

Effect of Service Quality through Destination Image on Revisit Intention

Based on the results of hypothesis testing, the effect of service quality through destination image on revisit intention is significant. In the path analysis for the indirect effect, it can be seen that service quality has a positive and significant effect on revisit intention through destination image as a mediating variable. This is supported by the research of Teng et al., (2017) destination image mediates a positive relationship between the quality of tourist transport services and the intention to revisit tourists. Research by Jin et al., (2011) shows that there is a mediating relationship between destination image and event quality on tourist behavioral intentions, namely making return visits, recommending to other tourists, and promoting or telling other tourists' positive things about the destination.

CONCLUSSION

1. Perceived risk has a significant effect on the image of the destination. The higher the risk faced by tourists, the image of a destination will decrease.
2. In this study, service quality has a significant effect on the destination image. Visitors will consider what quality of service they will get in choosing a tourist destination. Good service quality is often said to be one of the important factors in the success of a business.
3. In the results of this study, there is a significant relationship between destination image and revisit intention. A positive image of a destination can strengthen a visitor's preference for that destination so that a person's intention to revisit a destination increases
4. In the results of this study there is a significant perceived risk to revisit intention. Based on these findings, in other words, it has been determined that when the level of risk decreases, the intention to revisit tourism will increase.
5. In this study, there is a significant relationship between service quality and revisit intention. The increased service quality at the hot springs object will increase the intention of returning tourists.
6. Perceived risk has a significant effect on revisit intention through destination image as an intervening variable. The intention of repeat visits by tourists to the Bukik Gadang hot spring is not only influenced by perceived risk, but is also influenced by the image of the destination as a result of the risks felt by tourists and is more able to determine the intention of returning tourists.
7. Service quality has a significant effect on revisit intention through destination image as an intervening variable. The intention of visiting tourists to the Bukik Gadang hot spring is not only influenced by service quality, but also by the image of the destination.

REFERENCES

- Alzayd, Z. (2021). The impact of service quality performance on destination image and destination loyalty in Saudi Arabia: An empirical investigation. *Managment Science Letters*, 1153–1162. <https://doi.org/10.5267/j.msl.2020.11.0024>
- An, M., Lee, C., & Noh, Y. (2010). Risk factors at the travel destination: Their impact on air travel satisfaction and repurchase intention. *Service Business*, 4(2), 155–166. <https://doi.org/10.1007/s11628-010-0094-2>
- Artuğer, S. (2015). The Effect of Risk Perceptions on Tourists ' Revisit Intentions. *European Journal of Business and Management*, 7(2), 36–43.
- Artuğer, S., Cevdet, B., & İbrahim, Ç. (2013). The Effect of Destination Image on Destination Loyalty: An Application In Alany. *EUropean Journal of Business and Management ISSN*, 5(13), 124–136.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 868–897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Becken, S., Jin, X., Zhang, C., & Gao, J. (2016). Urban air pollution in China : destination image and risk perceptions. *Journal of Sustainable Tourism*, 1–18. <https://doi.org/10.1080/09669582.2016.1177067>
- Çetinsöz, B. C., & Ege, Z. (2013). Impacts of perceived risks on tourists' revisit intentions. *Anatolia*, 24(2), 173–187. <https://doi.org/10.1080/13032917.2012.743921>
- Cheng, T., & Lu, C. (2013). Destination Image , Novelty , Hedonics , Perceived Value , and Revisiting Behavioral Intention for Island Tourism. *Asia Pacific Journal of Tourism Research*, 18(7), 766–783. <https://doi.org/10.1080/10941665.2012.697906>
- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 40, 382–393. <https://doi.org/10.1016/j.tourman.2013.07.008>
- Cole, S. T., Scott, D., & Cole, S. T. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79–90. <https://doi.org/10.1300/J073v16n01>
- Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: A perceived risk facets perspective. *International Journal of Human Computer Studies*, 59(4), 451–474. [https://doi.org/10.1016/S1071-5819\(03\)00111-3](https://doi.org/10.1016/S1071-5819(03)00111-3)
- Foster, B. (2019). A Perspective From Indonesian Tourists: The Influence Of Destination Image On Revisit Intention. *The Journal of Applied Business Research*, 29–34.
- Hallmann, K., & Zehrer, A. (2015). Perceived Destination Image: An Image Model for a Winter Sports Destination

- and Its Effect on Intention to Revisit. *Journal of Travel Research*, 54(1), 94–106. <https://doi.org/10.1177/0047287513513161>
- Iordanova, E. (2017). Impact of socio-demographic characteristics on “a priori” and “in situ” destination image: Case study - Linz, Austria. *International Journal of Tourism Policy*, 7(3), 177–201. <https://doi.org/10.1504/IJTP.2017.086966>
- Jin, N. P., Lee, H., & Lee, S. (2011). *Event Quality , Perceived Value , Destination Image , and Behavioral Intention of Sports Events : The Case of the IAAF World Event Quality , Perceived Value , Destination Image , and Behavioral Intention of Sports Events : The Case of the IAAF World Champ. December 2014*, 37–41. <https://doi.org/10.1080/10941665.2012.711336>
- Kayat, K., & Hai, A. (2013). Perceived service quality and tourists’ cognitive image of a destination. *An International Journal of Tourism and Hospitality Research*, 25(1), 1–12. <https://doi.org/10.1080/13032917.2013.814580>
- Lai, K. P. (2020). The effects of service quality and perceived price on revisit intention of patients : the Malaysian context. *International Journal of Quality and Service Sciences*. <https://doi.org/10.1108/IJQSS-02-2019-0013>
- Lehto, X., Douglas, A. C., & Park, J. (2008). Mediating the effects of natural disasters on travel intention. *Journal of Travel and Tourism Marketing*, 23(2–4), 29–43. https://doi.org/10.1300/J073v23n02_03
- Loureiro, S. M. C., & Jesus, S. (2019). How perceived risk and animosity towards a destination may influence destination image and intention to revisit: the case of Rio de Janeiro. *Anatolia*, 30(4), 497–512. <https://doi.org/10.1080/13032917.2019.1632910>
- Lu, H. P., Hsu, C. L., & Hsu, H. Y. (2005). An empirical study of the effect of perceived risk upon intention to use online applications. *Information Management and Computer Security*, 13(2), 106–120. <https://doi.org/10.1108/09685220510589299>
- Moon, K. S., Ko, Y. J., Connaughton, D. P., & Lee, J. H. (2013). A mediating role of destination image in the relationship between event quality, perceived value, and behavioral intention. *Journal of Sport and Tourism*, 18(1), 49–66. <https://doi.org/10.1080/14775085.2013.799960>
- Mulyadi, M. (2011). Penelitian Kuantitatif Dan Kualitatif Serta Pemikiran Dasar Menggabungkannya [Quantitative and Qualitative Research and Basic Rationale to Combine Them]. *Jurnal Studi Komunikasi Dan Media*, 15(1), 127–138.
- Parasuraman, A. P., Berry, L. L., & Zeithaml, V. A. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Pratminingsih, S. A., Rudatin, C. L., & Rimenta, T. (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention : A Case of Bandung – Indonesia. *International Journal of Innovation, Management and Technology*, 5(1), 19–24. <https://doi.org/10.7763/IJIMT.2014.V5.479>
- Prayogo, R. R., & Kusumawardhani, A. (2016). Examining Relationships of Destination Image, Service Quality, e-WOM, and Revisit Intention to Sabang Island, Indonesia. *Asia Pacific Management and Business Application*, 5(2), 89–102. <https://doi.org/10.21776/ub.apmba.2016.005.02.3>
- Ranjbarian, B., & Pool, J. K. (2015). The Impact of Perceived Quality and Value on Tourists’ Satisfaction and Intention to Revisit Nowshahr City of Iran. *Journal of Quality Assurance in Hospitality & Tourism*, 16(1), 103–117. <https://doi.org/10.1080/1528008X.2015.966295>
- Sengupta, A. S., & Pilla, S. S. (2017). International Journal of Culture, Tourism and Hospitality Research. *International Journal of Culture, Tourism and Hospitality Research*, 11(2). <https://doi.org/10.1108/IJCTHR-08-2015-0090>
- Song, H., Kim, K., & Yim, B. H. (2017). The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention. *Asia Pacific Journal of Tourism Research ISSN:*, 22(11), 1182–1193. <https://doi.org/10.1080/10941665.2017.1377740>
- Sönmez, S. F., & Graefe, A. R. (1998). INFLUENCE OF TERRORISM RISK ON FOREIGN TOURISM DECISIONS. *Annals of Tourism Research*, 25(1), 112–144. <http://journal.unair.ac.id/download-fullpapers-In522cc87c61full.pdf>
- Tasci, A. D. A., & Gartner, W. C. (2007). Destination image and its functional relationships. *Journal of Travel Research*, 45(4), 413–425. <https://doi.org/10.1177/0047287507299569>
- Tavitiyaman, P., & Qu, H. (2013). Destination Image and Behavior Intention of Travelers to Thailand: The Moderating Effect of Perceived Risk. *Journal of Travel and Tourism Marketing*, 30(3), 169–185. <https://doi.org/10.1080/10548408.2013.774911>
- Teng, L., Loi, I., Siu, A., So, I., Sheungting, I., Hoc, L., & Fong, N. (2017). Journal of Hospitality and Tourism Management Does the quality of tourist shuttles in fl uence revisit intention through destination image and satisfaction? The case of Macao. *Journal of Hospitality and Tourism Management*, 32, 115–123. <https://doi.org/10.1016/j.jhtm.2017.06.002>
- Tjiptono, F., & Gregorius, C. (2011). *Service, Quality, Satisfaction* (3rd ed.).

Wang, Y., & Chiu, J. (2015). Recreation Benefit , Recreation Experience , Satisfaction , and Revisit Intention – Evidence from Mo Zai Dun Story Island Department of Business Administration. *Journal of Business & Economic Policy*, 2(2), 53–61.