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The Effect of Risk Perception on Tourists' Revisit Intention in Bandung City

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Abstract: *This study examines the effects of perceived risk on tourists' revisit intention in Bandung City. Using a quantitative associative approach, data were collected through a five-point Likert-scale questionnaire from 176 domestic tourists selected through accidental sampling. The data were analyzed using multiple linear regression with SPSS. Perceived risk was assessed through six dimensions: physical, functional, psychological, financial, time, and social risk. The results show that functional and psychological risks have significant negative effects on revisit intention, whereas financial and time risks have significant positive effects. Physical and social risks have no significant effects. Simultaneously, the six risk dimensions significantly influence revisit intention. These findings highlight the importance of improving facility functionality, service quality, and tourist comfort to reduce functional and psychological risks. Destination managers should also consider the different statistical relationships of financial, time, physical, and social risks when developing strategies to improve tourist experiences and encourage repeat visits.*

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Introduction

The tourism sector plays an important role in supporting economic growth at both the national and regional levels. Tourism not only contributes to Gross Domestic Product (GDP) and foreign exchange earnings but also stimulates the development of other sectors, such as transportation, accommodation, and micro, small, and medium enterprises (MSMEs) located around tourist destinations (Zulfi & Nuraini, 2024). Indonesia has significant potential for domestic tourism development due to its diverse natural and cultural resources, as well as its large population. The high level of domestic tourism

activity can be seen from the number of domestic tourist trips, which reached 997,905,719 trips from January to October 2025, representing a 17.9% increase compared with the same period in the previous year. In October 2025, West Java was one of the provinces with the highest number of domestic tourist trips, reaching approximately 17.04 million trips (Badan Pusat Statistik, 2025).

One of the areas contributing to the high level of tourism activity in West Java is Bandung City. Bandung City offers various tourist attractions, including culinary tourism, shopping, cultural tourism, heritage areas, nature tourism, and recreational activities. Its relatively close proximity to Jakarta, supported by land transportation accessibility, makes Bandung City one of the frequently visited tourist destinations, particularly on weekends and during holiday seasons. Based on tourist visit data for Bandung City from 2019 to 2025, domestic tourists accounted for the majority of visitors. This condition indicates that Bandung City has strong tourism appeal; however, the high level of tourist activity is also accompanied by various problems that may affect tourists' experiences.

Tourist experience is closely related to the ability of a destination to fulfill various needs during a trip. Maslow (1943) explained that humans have five levels of needs: physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. In tourism activities, these needs may be reflected in the availability of food, places to rest, a sense of safety, comfort, social interaction, and experiences that provide satisfaction and novelty. When these needs are not adequately fulfilled, tourists may experience discomfort and develop risk perceptions toward the destination they visit. Therefore, the environmental conditions and services provided by a destination may become considerations for tourists when evaluating their travel experiences and determining their intention to revisit.

Although tourist visits to Bandung City are high, this condition does not necessarily indicate that tourists have entirely positive experiences. Various problems remain, including traffic congestion, long queues, unexpected additional costs, limited facilities, and less-than-optimal service quality. Based on the researcher's initial observations during data collection, some tourists still chose to visit despite being aware of potential traffic congestion, queues, additional costs, and limited facilities. Tourism information and content obtained through social media may shape tourists' interest and expectations toward a destination, encouraging them to visit despite the various risks they may encounter. This condition indicates a phenomenon of high tourist interest amid various problems related to tourism experiences that remain in Bandung City.

One of these problems is reflected in traffic conditions. Based on the 2025 *TomTom Traffic Index*, Bandung City was recorded as one of the cities with a high level of traffic congestion in Indonesia, with an average delay of 32 minutes and 37 seconds (Santoso, 2025). Traffic congestion also frequently occurs on routes leading to tourist areas such as Dago–Lembang, particularly on weekends and public holidays. The high volume of tourists also contributes to queues at several tourist attractions and affects visitor mobility. This condition is related to time risk, which refers to the possibility of tourists losing time due to traffic congestion, waiting times, and limited access during their trips.

In addition to time risk, cost-related problems may also create financial risk for tourists. Financial risk refers to uncertainty regarding the costs that must be incurred during a tourism trip. This phenomenon can be observed in reports concerning parking charges that do not comply with applicable tariffs. For example, in October 2025, an illegal parking attendant in the Jalan Kautamaan Istri area was reported to have charged tourists IDR 30,000 (DetikJabar, 2025). Parking charges also became a concern among tourists in the Jalan Braga area due to a charge of IDR 15,000 that was considered burdensome (PRFM News, 2025). Such conditions may create a perception that the costs incurred during a trip do not always correspond to tourists' expectations or the experiences they receive.

High tourism activity may also create functional, physical, psychological, and social risks.

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Functional risk is associated with limitations or inadequacies in the functions of facilities and services, such as toilets, parking areas, resting areas, and destination accessibility. Physical risk is related to potential threats to tourists' safety arising from overcrowding, environmental conditions, or possible accidents. Psychological risk may emerge in the form of anxiety, stress, discomfort, or disappointment when destination conditions do not meet tourists' expectations. Meanwhile, social risk refers to concerns about the judgment of others or unpleasant social experiences during travel. Tourist complaints in Google Maps reviews also indicate problems related to cleanliness, visitor density, and service quality at several tourist destinations in Bandung City.

These conditions indicate that tourists may encounter six dimensions of risk during their trips: physical risk, functional risk, psychological risk, financial risk, time risk, and social risk. Perceived risk refers to tourists' subjective assessment of uncertainty and the possibility of negative consequences that may affect their tourism experiences (Crompton, 1992). Perceptions of these various risks may become one of the considerations for tourists when evaluating a destination and determining their intention to revisit.

Previous studies have shown that perceived risk is associated with tourist behavior. Rahmawati, Prasetyo, and Lestari (2024) found that perceived risk significantly affected tourists' revisit intention at Kebumen Geopark. Leonita and Suardana (2022) also showed that perceived risk influenced tourists' intention to revisit the Ngurah Rai Forest Park Ecotourism Area. Meanwhile, Keni, Wilson, and Dewi (2022) found that financial risk, time risk, psychological risk, and physical risk significantly affected tourists' intention to visit the Riau Islands. These findings indicate that perceived risk can be one of the factors associated with tourists' decisions to visit or revisit a destination.

Nevertheless, studies on tourist perceived risk have largely focused on natural tourism destinations, ecotourism, and island destinations. Research examining the six dimensions of perceived risk simultaneously in the context of urban tourism destinations remains relatively limited. Therefore, this study integrates physical risk, functional risk, psychological risk, financial risk, time risk, and social risk to analyze their effects on tourists' revisit intention in Bandung City. Examining these six dimensions is necessary to identify which aspects of risk influence revisit intention and can therefore serve as a basis for determining appropriate destination management efforts.

The problem-solving efforts in this study are directed toward the risk dimensions that are proven to influence revisit intention. The results of the analysis can be used as a basis for tourism destination managers, tourism business operators, and the Bandung City Government to determine improvement priorities, particularly in enhancing the functionality of facilities and service quality, maintaining tourist comfort, increasing cost transparency, and managing conditions related to travel time and tourist density. Through more appropriate risk management, tourists' experiences are expected to improve, thereby supporting sustainable tourist visits to Bandung City.

Based on the above discussion, this study aims to analyze the effects of physical risk, functional risk, psychological risk, financial risk, time risk, and social risk on tourists' revisit intention in Bandung City. In addition, this study aims to formulate efforts that can be undertaken by tourism destination managers, tourism business operators, and local government based on the results of perceived risk analysis to maintain and improve tourists' revisit intention in Bandung City.

Research Methods

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Penelitian dilaksanakan di Kota Bandung pada Juni 2026 dengan populasi wisatawan domestik sebanyak 8.387.182 orang berdasarkan data Dinas Pariwisata dan Kebudayaan Kota Bandung tahun 2025. Sampel dipilih menggunakan *non-probability sampling* dengan teknik *accidental sampling*. Jumlah sampel ditentukan menggunakan rumus Cochran dengan tingkat kepercayaan 95%, proporsi 0,5, dan *margin of*

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error 8%, sehingga diperoleh minimum 150 responden. Penelitian ini melibatkan 176 responden dengan kriteria berusia minimal 17 tahun, pernah berwisata di Kota Bandung dalam satu tahun terakhir, dan mengisi kuesioner secara lengkap.

Data dikumpulkan menggunakan kuesioner tertutup dengan skala Likert lima poin. Variabel independen terdiri atas risiko fisik, risiko fungsional, risiko psikologis, risiko keuangan, risiko waktu, dan risiko sosial berdasarkan Schiffman dan Kanuk (2010). Variabel dependen berupa *revisit intention* yang diukur melalui *intend to revisit, plan to revisit, desire to revisit,* dan *probably will revisit* berdasarkan Huang dan Hsu (2009). Instrumen diuji melalui uji validitas dan reliabilitas sebelum digunakan dalam penelitian.

Data dianalisis menggunakan SPSS melalui analisis deskriptif, uji asumsi klasik, dan regresi linear berganda. Pengujian hipotesis dilakukan menggunakan uji t dan uji F pada tingkat signifikansi 5%, sedangkan koefisien determinasi (R^2) digunakan untuk mengetahui kemampuan variabel independen dalam menjelaskan variasi *revisit intention.*

Result and Discussion

This study employed a quantitative approach with an associative research design. The study was conducted in Bandung City in June 2026, with a population of 8,387,182 domestic tourists based on data from the Bandung City Tourism and Culture Office in 2025. The sample was selected using *non-probability sampling* with an *accidental sampling* technique. The sample size was determined using the Cochran formula with a 95% confidence level, a proportion of 0.5, and a *margin of error* of 8%, resulting in a minimum sample size of 150 respondents. The study involved 176 respondents who met the following criteria: aged at least 17 years, had visited Bandung City within the previous year, and completed the questionnaire in full.

Data were collected using a closed-ended questionnaire with a five-point Likert scale. The independent variables consisted of physical risk, functional risk, psychological risk, financial risk, time risk, and social risk based on Schiffman and Kanuk (2010). The dependent variable was *revisit intention*, measured through *intend to revisit, plan to revisit, desire to revisit,* and *probably will revisit* based on Huang and Hsu (2009). The research instrument was tested for validity and reliability before being used in the study.

The data were analyzed using SPSS through descriptive analysis, classical assumption tests, and multiple linear regression analysis. Hypothesis testing was conducted using the t-test and F-test at a 5% significance level, while the coefficient of determination (R^2) was used to determine the extent to which the independent variables explained the variation in *revisit intention*.

Table 1. Multiple Linear Regression Results

Variabel	B	Beta	t - hitung	Sig	Keputusan
Risiko Fisik	-0,101	-0,108	-1,1012	0,313	H1 ditolak
Risiko Fungsional	-0,249	-0,152	-1,973	O,050	H2 diterima
Risiko Psikologis	-0,163	-0,202	-1,966	0,050	H3 diterima
Risiko Keuangan	-0,593	0,390	4,642	0,000	H4 ditolak
Risiko Waktu	0, 320	0,235	2,942	0,004	H5 ditolak
Risiko Sosial	0,171	0,200	1,728	0,086	H6 ditolak

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The results showed that functional risk and psychological risk had significant negative effects on revisit intention. Functional risk is associated with facilities and services that do not meet tourists' expectations, while psychological risk is related to discomfort and discrepancies between tourists' expectations and their actual experiences. These findings indicate that improvements in facilities, services, comfort, and the provision of information that accurately reflects destination conditions should be a concern for destination managers.

Physical risk and social risk did not have significant effects on revisit intention. Nevertheless, aspects related to safety and social comfort should still be maintained to prevent them from developing into negative experiences for tourists. Meanwhile, financial risk and time risk had significant positive effects on revisit intention, contrary to the research hypotheses. In the context of this study, the costs and time spent by tourists do not necessarily become barriers to revisiting when they are perceived as being worthwhile in relation to the experiences obtained. Therefore, destination management can focus on cost transparency and the provision of information regarding travel time, queues, and travel conditions.

Simultaneously, the six dimensions of perceived risk had a significant effect on revisit intention. Therefore, tourism experience management needs to be carried out comprehensively by prioritizing functional and psychological risks, which were proven to have negative effects on revisit intention.

Conclusion and Recommendation

Based on the research results, perceived risk has varied effects on tourists' revisit intention in Bandung City. Partially, functional risk and psychological risk had significant negative effects on revisit intention. In contrast, financial risk and time risk had significant positive effects, while physical risk and social risk had no significant effects. Simultaneously, the six dimensions of perceived risk had a significant effect on revisit intention, with an R^2 value of 26.7%. These results indicate that functional risk and psychological risk are aspects that require greater attention because increases in these risks may reduce tourists' intention to revisit.

Tourism destination managers, together with the Bandung City Government, are recommended to prioritize improvements in facilities and services, particularly toilet cleanliness, parking management, the availability of directional signs, resting areas, and service quality to reduce tourists' functional and psychological risks. Cost transparency, information regarding traffic conditions and travel time, and the implementation of online ticketing should also be improved to provide greater certainty and comfort during travel. For future researchers, it is recommended to include variables such as destination image, tourist satisfaction, or place attachment, broaden the characteristics of respondents, and apply qualitative or mixed-method approaches to obtain a deeper understanding of the positive effects of financial risk and time risk.

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