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Spring Issues 2023
Journal of Environmental Management and Tourism

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Moderating Effect of Perceived Behavioural Control on Tourists' Revisit Intention in Island Tourism Industry: A Conceptual Model

Nur Akmal ROSLI
Universiti Malaysia Terengganu, Malaysia
p4705@pps.umt.edu.my

Zaliha ZAINUDDIN
Universiti Malaysia Terengganu, Malaysia
zaliha.z@umt.edu.my

Mohd Yusoff YUSLIZA
Universiti Malaysia Terengganu, Malaysia
yusliza@umt.edu.my

Zikri MUHAMMAD
Universiti Malaysia Terengganu, Malaysia
zikri@umt.edu.my

Jumadil SAPUTRA
Universiti Malaysia Terengganu, Malaysia
jumadil.saputra@umt.edu.my

Aleff Omar Shah NORDIN
Universiti Malaysia Terengganu, Malaysia
aleff.shah@umt.edu.my

Shahriman Abdul HAMID
Universiti Malaysia Terengganu, Malaysia
shahriman.hamid@umt.edu.my

Abstract:

Seeking enjoyment or pleasure through travelling has been known to reduce stress and improve emotional well-being. However, the prolonged global pandemic and its negative affect have impacted tourists' travel behaviour and intention. Hence, it is necessary to investigate how and to what extent emotional well-being influences revisit intention. Since studies regarding this topic in the context of island tourism are scarce, the current study extended the TPB model by proposing the influence of positive affect on tourists' revisit intention to coastal tourism destinations. Moreover, this work explored the moderating role of perceived behavioural control (PBC) on attitude, subjective norms, and behavioural intention. This study enriches the tourism literature related to coastal tourism and tourists' decision making process. The findings provide useful insights for policy makers and practitioners in the field of the tourism industry and human behaviour.

Introduction

Cruz-Ruiz *et al.* (2022) described the process of tourism development as extremely complicated since it links destination attractiveness, destination economy, and experience that tourists have at the destination. In developing ecotourism or nature-based tourism, this process is advantageous to different parties as not only will it enhance the development of the local and regional economies, the conservation effort to preserve the natural ecosystems and cultural heritage sites are beneficial in the long run (Ghermandi *et al.* 2020; Shang and Luo 2022). One of the most prominent forms of ecotourism, coastal tourism, is on the rise (Cruz-Ruiz *et al.* 2022; Teles da Mota *et al.* 2022). Enthralled by the physiography (Harrison 2001), local culture (Kusumawati and Rahayu 2020), lifestyle (Baldacchino 2022; Sangpikul 2018), and leisure activities (Sangpikul 2018; Stylidis 2022), these uniqueness attract tourists to visit island destinations (Baldacchino 2022; Sangpikul 2018). Morecrave word "island" creates an exotic vision and an unusual space in tourists mind (Moon and Han 2018) who crave for escapism and romance (Hall 2010; Sharpley 2012). Such attractions hold the potential to provide one-of-a-kind experiences (Pujiastuti *et al.* 2017) for international and domestic tourists (Cheng and Lu 2013). It has been reported that that tourists' travel experience with natural beach and island attractions (Hasan *et al.* 2019, 2021) resulted in tourist satisfaction and revisit intention (Hall 2001; Moon and Han 2018; Sangpikul 2018).

Among tourists and beach-goers, they are attracted to beaches and coastal destinations due to several factors such as physical features, wave patterns, history, accessibility, safety, facilities, and cleanliness (Komossa *et al.* 2020; Teles da Mota *et al.* 2022). Drawn by these factors, people visit coastal areas for recreation and to engage in sea-based activities (Hall 2001), for instance swimming, fishing, surfing, boating, sunbathing, and snorkeling (Teles da Mota *et al.* 2022). Not only that, since coastal areas are known for having rich social and ecological functions and resources (Peña-Alonso *et al.* 2018), these destinations fascinate those who loves unusual nature and marine life. By identifying the factors that attract people to visit coastal holiday destinations, this information is beneficial for coastal tourism managers and policy-makers in ensuring fairness in social benefits, minimizing environmental impacts, and conserving the landscapes of these areas (Domínguez-Tejo *et al.* 2018).

Despite gaining popularity as a tourism of choice, the emergence of COVID-19 a few years ago put a halt on the tourism sector (Chang *et al.* 2020). Since traveling contributes towards the spread of this novel disease, several vacation locations have placed precaution measures by enforcing social distancing, entry limits, and quarantine requirements which severely affecting the regional service economy and tourism demand (Altuntas and Gok 2021). Understandably, many tourists are afraid to travel because of the unpredictability and lack of risk control in pandemic travel (Io 2021; Zheng *et al.* 2021). Moreover, the long-term epidemic has steadily altered visitor incentives and behavior (Cheung *et al.* 2021). Meanwhile, the pandemic's negative feelings sparked travelers' psychological requirements in everyday life, such as lowering negative emotions and danger of infection, destination safety and hygiene, and social connection with family and friends (Cheung *et al.* 2021). Fortunately, on September 1, 2021, Malaysian Minister of Health Khairy Jamaluddin declared that the country is projected to become endemic by the end of October (Eranza *et al.* 2021). Nonetheless, many nations throughout the world are still coping with the Corona struggle, as the term "endemic" implies to a disease or epidemic that always occurs in a certain area, district, region, or population, especially on a wider scale, such as a country (Haron *et al.* 2022). Thus, understanding and predicting tourist behavior in the post-pandemic setting is important since health risk factors greatly influence tourists' travel decisions (Chandrasekaran and George 2022; Zorlu *et al.* 2022).

In the literature, the theory of planned behavior (TPB) is commonly applied to predict the behavioral intentions of tourists (Abbasi *et al.* 2020; Bae and Chang 2021; Lai *et al.* 2020; Manosuthi *et al.* 2020; Meng *et al.* 2020; Meng and Cui 2020; Soliman 2019; Tajeddini *et al.* 2021; Zheng *et al.* 2022; Zorlu *et al.* 2022). In light of the current endemic phase (Chandrasekaran and George 2022), it is worth analyzing how travel attitudes, subjective norms, and perceived behavioral controls (PBC) affecting travel decisions (Shin *et al.* 2022; Zorlu *et al.* 2022). Some researchers have sought to extend TPB in the context of the pandemic (Bae and Chang 2021; Prasetyo *et al.* 2020; Rahmafitria *et al.* 2021; Wang *et al.* 2020; Wasaya *et al.* 2022; Zorlu *et al.* 2022). Some research also have been carried out in the context of island tourism in Bangladesh (Hasan *et al.* 2020; Hasan *et al.* 2021), Turkey (Erul *et al.* 2020), Cayman Island (Girish and Park 2020), Thailand, (Panwanitdumrong and Chen, 2021), China (Liu *et al.* 2020), and also Malaysia (Abbasi *et al.* 2020). The aforementioned studies were conducted to assess the efficiency of TPB in understanding travel intention during the pandemic. Unfortunately, studies regarding this topic in the context of island tourism during the endemic within the framework of the extended TPB are currently unavailable. To fill this gap in literature, the current study puts forth the current TPB

model by Ajzen (2019) and proposing the moderating role of the PBC. Following the footsteps of previous studies that attempted to develop TPB by adding new structures, this study aims to do the same to gain better insights on the factors influencing the travel intentions of island tourists in Malaysia. Because several factors still have not been considered in island tourism, the idea of bringing new opportunities to the island merely through tourism needed to be discussed (Wang *et al.* 2021).

Recently, the subject of tourist behavioral intention to revisit has garnered a lot of attention in tourism literature (Hasan *et al.* 2021). Although coastal tourism has been a focus for growth and an essential source of income for many nations (Buzzi *et al.* 2021; Liu *et al.* 2020), there is still a lack of understanding regarding what psychological aspects impact visitors' intention to return. There is absolutely no question that, throughout the context of travel and tourism-related literature, much academic attention has been focused on identifying visitors' desire to return, particularly in the last decade (Abbasi *et al.* 2020; Loi *et al.* 2017). In the tourism industry, visit intention is regarded as a critical component for business growth and survival (Abbasi *et al.* 2020). The main reason is because recurring visits by tourists minimize marketing and advertising expenditures (Tajeddini *et al.* 2021). Plus, it contributes towards increasing the importance and profitability of the tourist industry (Abbasi *et al.* 2020). Furthermore, this approach is cost-effective since it cost less to retain repeat visitors than attracting first-time visitors (Abbasi *et al.* 2020). Additionally, tourism management can cut promotion and marketing costs by ensuring repeat visitations and encouraging positive tourist attitudes (Beerli-Palacio and Martín-Santana 2018).

Therefore, this paper focuses on two research objectives. First, it aims to identify the power of TPB in predicting human behavior (Ajzen 2019; Zorlu *et al.* 2022). Positive affect has been included as an additional construct to expand the TPB. Next, the second aim of the study is to identify tourists' daily0emotional0well-being or positive affect in relation to their decision to revisit intention (Io 2021). This theoretical extension might improve the theory's predictive effectiveness in anticipating tourist behavior after the disease outbreak (Zorlu *et al.* 2022). Furthermore, it is expected to make a significant contribution to the literature by extending the final model to Malaysia island tourism. Furthermore, the emphasis on revisit intention is seen as an important aspect for the success and survival of organizations (Abbasi *et al.* 2020).

1. Proposition Development

1.1 Underpinning Theory

Owing to its explanatory power, the TPB has been widely utilized to gain better understanding and to predict human behavioral intention and the process of decision-making (Han *et al.* 2020; Koay & Cheah 2022; Wang *et al.* 2022). Comprising both volitional and non-volitional components (Ajzen 2019; Ajzen & Driver 1991; Wang *et al.* 2022), this theory allows the prediction of a person's decision to act in a particular behavior based on their intention which are influenced by motivational factors. Seen as the main element of the theory (Chen & Yang 2019), the personal intention that one has indicate how much effort they are going to invest in performing the behavior (Ibrahim *et al.* 2022). This theory involves three core constructs which affect a person's behavioral intentions, namely "perceived behavioral control, subjective norms, and attitudes toward the behavior" (Ajzen 1991; Sujood *et al.* 2021; Tommasetti *et al.* 2018).

For the past two decades, TPB has been practiced by analysts Sujood *et al.* (2021) as well as policy-makers in numerous industries to explain human intention, including medical tourism (Seow *et al.* 2017), hotels (Nimri *et al.* 2020; Tajeddini *et al.* 2021; Yeh *et al.* 2021), restaurants (Halimi *et al.* 2021), camping-glamping tourism (Zorlu *et al.* 2022), and others (Akter & Hasan 2022; Hussein *et al.* 2020; Sujood *et al.* 2021). Despite its common usage, the theory is unable to admit some emotional and non-rational aspects of behavioral intention namely habitual, motivational, and affective elements (Cho *et al.* 2022). This is because this theory is formed under the assumption that behavioral intention results from a person's capability and volition. In discussing TPB from the perspective of a tourist, it is possible that they will travel if they believe that traveling will produce a valuable outcome, they have the necessary resources to travel, and if their key referents are in favor of the trip (Ajzen 1985; Sujood *et al.* 2021). Given the connections between the elements of TPB in explaining tourist underlying decision-making process, TPB is one of the best-supported models for explaining travel behavior (Bae & Chang 2021).

1.2 Attitude and Tourists' Revisit Intention

Ajzen (1991) defined attitudes can be defined as a person's whole assessment of demonstrating a particular behavior (Ajzen 1991) whether it is needed, useful, wise, or not to engage in it (Zheng *et al.* 2022). For instance, if performing a certain action will result in favorable outcomes, a positive attitude will be formed and this will motivate a person to have an intention and vice versa (Koay & Cheah 2022; Wong *et al.* 2021). In other words,

attitudes show causal associations with behavior (Jain 2020; Zheng *et al.* 2022) and these attitudes could be either positive or negative (Sujood *et al.* 2021). For tourists, attitude is a vital aspect that influence their behavioral intention (Bianchi *et al.* 2017; Soliman 2019; Sujood *et al.* 2021). According to Ajzen and Fishbein (1970), a tourist's attitude regarding a travel service is formed by assessing the service's attributes and values. Even after the pandemic situation, if a tourist has a favorable attitude toward travelling because of the virus, then it is likely that they will develop the intention of touring (Sujood *et al.* 2021). In their study, Girish and Park (2020) concluded that attitude is positively related to behavioral intention to revisit the Cayman Islands. Similar results were supported by several studies (Akter & Hasan 2022; Halimi *et al.* 2021; Han *et al.* 2019; Hasan *et al.* 2020; Meng & Cui 2020; Nimri *et al.* 2020). Hence, the first proposition, therefore, is as follows:

Proposition 1: Attitude influences tourists' revisit intention.

1.3 Subjective Norms and Tourists' Revisit Intention

According to Ajzen (1991), subjective norms can be defined as social pressure that urges a person to perform an action or behavior. In a more recent work, it is defined as "an individual's perception that most people who are significant to him or her think he or she should or should not perform the behavior in question" (Jain 2020). It also pushes someone to act according the expected behaviors for the sake of environment and social (Ulker-Demirel & Ciftci 2020) based on the opinion of people that they hold dear (Meng & Choi 2019). Considering the influence of subjective norm in influencing intention and behavior, it is seen as a predictor behavioral intention in TPB (Sujood *et al.* 2021). Various studies have indicated a positive association between subjective norms and tourists' revisit intention (Girish & Park 2020; Han *et al.* 2019; Soliman 2019). When people who are close to a tourist form a certain perception regarding traveling, the tourist is inclined to grasp the same view (Koundinya 2019; Sujood *et al.* 2021). For instance, in the pandemic setting, when people around us adhere to the new norms by wearing a mask, maintaining social distancing, and avoiding the crowd, people will feel the social pressure to do the same while traveling (Bae & Chang 2021). Moreover, if family members or close friends exhibit a favorable attitude regarding traveling, the tourist is more likely to do so to conform to their expectations (Sujood *et al.* 2021). Hence, the following proposition is put forth:

Proposition 2: Subjective norms influences tourists' revisit intention.

1.4 Positive Affect and Tourists' Revisit Intention

Emotion is a personal experience shown through psychological and physiological mechanisms resulting from current circumstance (Ibrahim *et al.* 2022; Zhang *et al.* 2021). To achieve fulfilment in live, one should strive to achieve a high level of emotional well-being which is experiencing life satisfaction through having balanced negative and positive feelings (Kahneman & Deaton 2010). Emotional well-being is pivotal in diverse aspects of our life (Kahneman & Deaton 2010) such as influencing behavioral patterns (Dornbach-Bender *et al.* 2020; Io 2021) and growth (Wendt *et al.* 2019). Positive emotional well-being is reflected by positive affect which is indicated by the degree of positivity that one has regarding themselves and their outlook on life (Dornbach-Bender *et al.* 2020; Extremera & Rey 2018). This can be achieved by enjoying oneself on a holiday as positive emotions experienced during the trip will improve one's well-being. Moreover, these feelings will enhance tourist satisfaction (Io 2021) and they are more likely to have the intention to revisit.

In the pandemic, people experience a decline in their emotional well-being and become more prone to negative emotions such as anxiety, stress, and depression (Milman *et al.* 2020; Yang & Ma 2020). While seeking enjoyment or pleasure through traveling has been reported to be effective in reducing tourists' stress and depression symptoms (Io 2021), the prolonged global pandemic and negative affect has impacted tourists' travel behavior and intention (Cheung *et al.* 2021; Elizabeth *et al.* 2021; Io 2021). To further understand the effective ways to manage pandemic mental health, research on related stress-coping strategies is necessary (Milman *et al.* 2020; Park & Kennedy 2017). Based on existing study, we can see that daily positive affect is significantly related with tourists' revisit intention (Dornbach-Bender *et al.* 2020; Li and Su 2021). To ensure a better chance of enhancing tourists' satisfaction and revisit intention, positive evaluation of experiences should be made during a trip (Torabi *et al.* 2022). The proposition is, therefore, as follows:

Proposition 3: Positive affect influences tourists' revisit intention.

### 1.5 Moderating Effect of Perceived Behavioral Control

Another important predictor of behavioral intention is PBC (Fishbein & Ajzen 2010). In previous works, we can see the influence of TPB components on behavioral intention in the context of low-carbon tourism (Kuo & Dai 2012), luxury purchase intention (Jain 2020), Islamic tax compliance (Bin-Nashwan *et al.* 2021), halal tourism

(Akter and Hasan 2022), and organic food consumption (Al-Swidi *et al.* 2014; Elhoushy and Jang 2021). The PBC refers to one's expectancy in demonstrating a certain behavior whether it is with ease or otherwise (Ajzen 1991; Bin-Nashwan *et al.* 2021). In short, PBC deals with a person's belief in their skills and abilities to perform the behavior when there are environmental barriers (Bin-Nashwan *et al.* 2021).

On the basis of the original TPB model, Ajzen (1991) claimed that the intensity of people's intentions and behavior is largely influenced by their PBC. Armitage and Conner (2001) agreed with this sentiment and highlighted that intention can be predicted by referring to one's PBC. It is more likely for a person to carry out their intention and execute the behavior when their PBC is robust (Fishbein and Ajzen 2010). One is said to have a low level of PBC when they lack the skills, abilities, and face challenges to execute a behavior. In this situation, it is unlikely that they will perform their intention. Therefore, to gain better understanding on behavioral intention, one's abilities and skills need to be assessed first (Bin-Nashwan *et al.* 2021). Previous studies on this topic demonstrated the possibility of interactions between behavioral predictors that may form synergistic impact on behavioral intentions. While it is proposed in this study that attitudes or subjective norms influence revisit intention, it is possible that these relationships are moderated by PBC, especially when tourists are capable of performing that action (Bin-Nashwan *et al.* 2021). However, relevant evidence on this propositions is currently limited (Akter and Hasan 2022; La Barbera and Ajzen 2021). Thus, the following propositions are as follows:

Proposition 4: PBC moderates the relationship between attitude and tourists' revisit intention. Proposition 5: PBC moderates the relationship between subjective norms and tourists' revisit intention.

2. Proposed Framework for Tourist' Revisit Intention
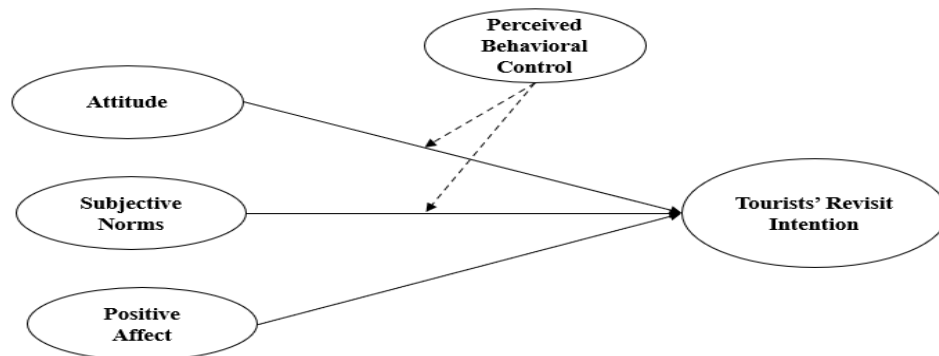
Conclusion

To date, the available literature provides limited information on the psychological aspects that contributes toward the decision-making process made by tourists in engaging in coastal tourism. In this proposed study, the impact of the TPB model and the moderation effect of PBC on revisit intention has been investigated, with the additional variable of positive affect. Empirical testing for developing the model may provide interesting results. This paper shed new insights on some important implications for the tourism industry. Firstly, this will help policymakers in developing better strategies and policies. Secondly, comprehending and developing the knowledge driven from this study will enable the tourism industry within the country to strategize to achieve a competitive advantage in this lucrative industry. Third, in the context of COVID-19, this study highlights the possible impact of daily emotional well-being on tourists' intention and behavior. Considering the possibility that tourists seek relaxation and wanting to escape their dreary routine through traveling, tourism practitioners should encourage more tourism consumption in the post-pandemic setting.

Acknowledgements

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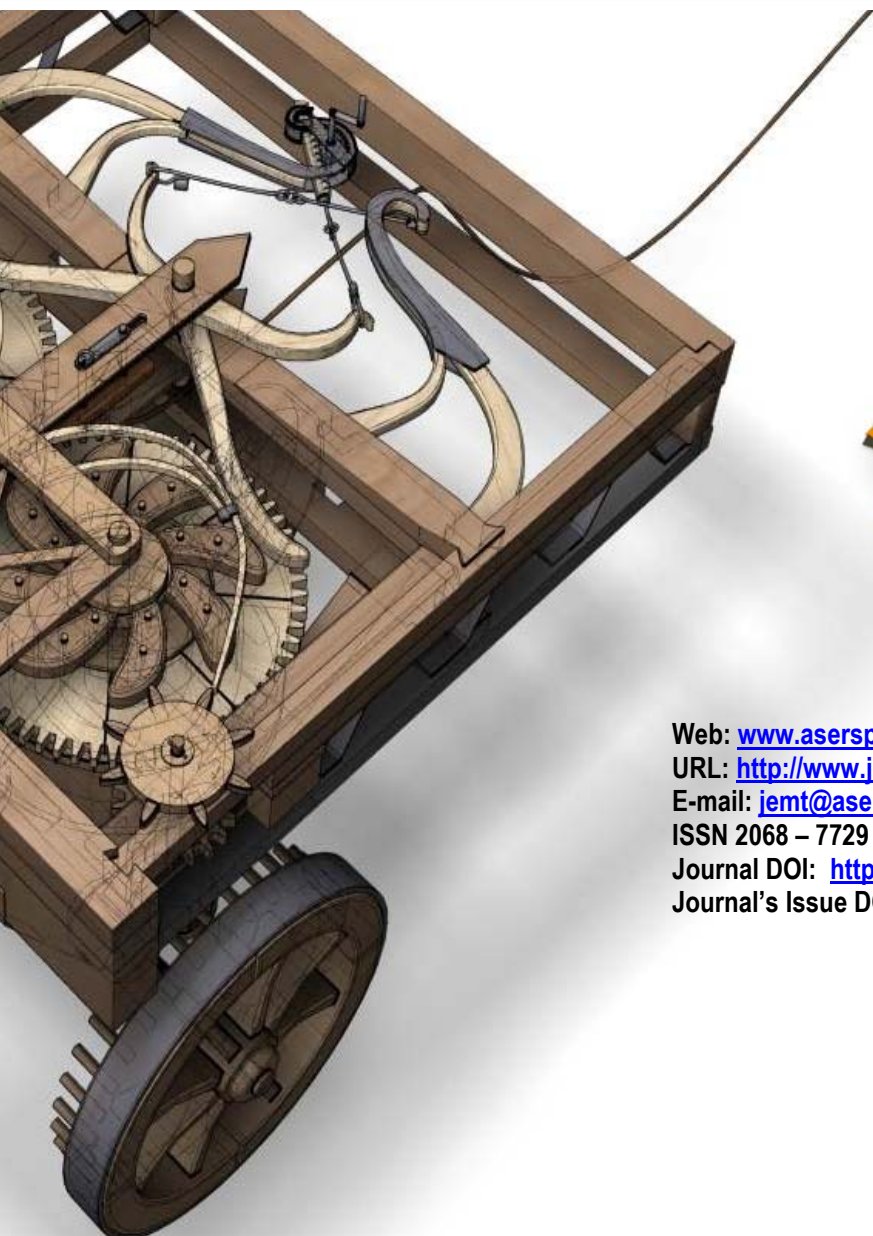
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