The Moderating Effects of Perceived Risk in the Water Theme Park Industry: Applying the Extended Theory of Planned Behaviour

Norlailazarida Hashim
Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia
Kalsitinoor Set
Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia
Aleff Omar Shah Nordin
Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia
Noor Fadhiha Mokhtar
Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia

Abstract
The COVID-19 pandemic has significantly changed tourist behaviour. This study explores how the pandemic has changed family tourists' confidence in travel, subsequently affecting their intention to revisit. This study aims to investigate the moderating effect of perceived risk and to examine various influential factors, based on the Theory of Planned Behaviour (TPB): attitude, subjective norm, and perceived behavioural control. The study includes new variables: satisfaction, water theme park image, perceived service quality, and perceived value, on tourists' intentions to revisit water theme parks. A total of 332 valid responses were collected. The analysis used Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS software. The study revealed that perceived risk negatively moderates the relationship between attitude and revisit intention; however, it does not moderate the water theme park image and satisfaction. Additionally, attitude, subjective norm, perceived behavioural control, and satisfaction positively influence revisit intention, whereas the water theme park image does not positively influence it. Furthermore, the water theme park image, perceived service quality, and perceived value positively influence satisfaction. This current study has further strengthened the literature by extending the TPB model. This study also recommended water theme park operators and policymakers regarding the best strategies for encouraging tourists to revisit water theme parks. By applying the moderator of perceived risk and extending the factors of revisit intention, it would be interesting to incorporate into future research other variables that may contribute to strengthening the theory for enhancing tourist experience, particularly during the post-COVID-19 pandemic.

1. Introduction

The theme park industry is experiencing rapid global growth, becoming a key sector within the tourism and leisure market. These parks provide diverse attractions, such as exciting rides, historical landmarks, art galleries, museums, botanical gardens, zoos, and wildlife parks (Albattat & Romli, 2017).

As classic tourist-oriented attractions synonymous with the family market, theme parks have become integral to the tourism industry. In Asia, cities like Bangkok, Singapore, and Kuala Lumpur are rising as major tourism hubs, with theme parks significantly contributing to the attraction of both domestic and international tourists (Ali et al., 2018).

In particular, the water theme park industry has experienced significant growth over the past few decades, specifically in developing countries, due to its appeal for recreation and entertainment. These parks are regarded as profitable investments, attracting an increasing number of tourists (Saikim et al., 2023). The development of water theme parks has influenced their size, capacity, offerings, and entertainment options. This industry not only stimulates the economy but also serves as a driving force for local communities, offering leisure and recreational activities (Ghorbanzade et al., 2019) to attract local, domestic, and international tourists. With a wide array of attractions aimed at entertaining tourists of all ages, water theme parks have become increasingly popular in the family tourism market.

The family tourism market has experienced rapid growth and has become the most significant segment of the global tourism industry (Qiao et al., 2022). Family tourism involves parents and children travelling to visit unfamiliar places for leisure activities (Tseng et al., 2023). Families are now more cautious when choosing destinations, placing a premium on the safety and well-being of family members, particularly after the COVID-19 pandemic that began in late 2019 (WHO, 2020; Lee et al., 2023; Hoang et al., 2023). Families with young children often prioritise safety and security, favouring destinations that provide secure environments and child-friendly facilities (Tseng et al., 2023). Family tourism activities differ based on important factors related to the various stages of the family life cycle and the ages of their children. This study specifically focuses on families with children, considering the different age groups of their children, including babies, infants, early school-age children, and teenagers.

In the post-COVID-19 landscape, theme park operators in Southeast Asia encounter distinct challenges and opportunities, emphasising tourist safety and attendance trends as crucial factors (Chang et al., 2021; Srinok & Zandi, 2021). Specifically in Malaysia, the government launched the National Tourism Policy (NTP) 2020-2030, aimed at promoting domestic tourism through innovative travel packages, utilising digital platforms, and providing incentives like discounts and rebates. This effort seeks to enhance tourist confidence and stimulate regional tourism (Tourism Malaysia, 2022), particularly in the wake of the COVID-19 pandemic. It features a range of appealing tourism packages valued at RM6.7 million, which include the theme park segment. Water theme park operators are capitalising on these offers, providing discounts, vouchers, and various incentives.

Despite efforts, domestic tourism numbers remain low. According to Hamzah (2022), the domestic tourism industry is experiencing a decline in the number of tourist trips due to the rising trend of travelling abroad. Tourism Malaysia (2024) reported a significant increase in outbound tourism post-pandemic, with family tourists constituting a substantial segment of this market. Family travel continues to grow due to its focus on destinations offering diverse attractions, affordable travel options, and engaging activities tailored for all ages. This trend underscores the appeal of destinations that provide memorable experiences, value for money, and opportunities for shared family activities, which have become pivotal in shaping travel decisions among families.

For family tourist, the assurance of health and safety not only enhances their travel experience but also builds confidence in the destinations (Wang & Karl, 2021), making it more likely for them to revisit. Destinations that prioritise safety protocols, maintain high standards of cleanliness, and ensure the well-being of visitors can effectively attract and retain this segment of tourists (Ruppenthal & Rückert-John, 2024). This is particular vital post-pandemic, as family tourist are increasing mindful of the health implications of their travel choices (Maingi et al., 2024; Khiewpan et al., 2024; Mohammed Alnasser & Mohammed Alkhozaim, 2024)

It is crucial to address the health and safety concerns of family tourists to build confidence and encourage revisits (Asyraf et al., 2024). The concept of revisit intention refers to the willingness or readiness of tourists to repeat a visit to the same destination (Abbasi et al., 2021). Regardless of

substantial research on the intention to revisit in the tourism context, there remains a gap in understanding the factors influencing revisit intention in the water theme park industry, particularly within the family tourist segment. Existing frameworks such as the Experience Economy Model (Lee et al., 2019), Brand Experience Theory (Wang et al., 2020), and Process Theory (Wei et al., 2019) have explored revisit behaviour in tourism contexts.

However, few studies have examined its impact within the framework of the TPB in theme park settings (Boguszewicz-Kreft et al., 2022). This study aims to enhance existing knowledge by integrating perceived risk as a moderating factor. This addition offers fresh perspectives on tourist behaviour in water theme parks. The current study addresses this gap by examining the key factors influencing tourists' revisit intention, especially emphasising the role of perceived risk as a moderator. Key study questions include understanding why this study is necessary, how perceived risk functions as a moderator, and what are the most significant factors influencing tourists' revisit intention to water theme park? 2. The objective of this study is to examine the effect of perceived risk and investigate the factors influencing tourists' revisit intention at water theme parks.

This study extends the TPB by incorporating perceived risk as a moderating variable, offering new insights into tourist behaviour in water theme parks. Perceived risk, which influences trust and purchase intentions, is particularly significant in this context due to the prevalent uncertainty and safety concerns (Abou-Shouk et al., 2023). By addressing this gap, the study contributes to academic literature but also offers practical implications for theme park operators and policymakers. The study aims to examine the factors influencing revisit intention among family tourists to water theme parks and focus on the moderating role of perceived risk. The findings were crucial for understanding these fundamental factors contributing to the success of water theme parks, as these factors can significantly influence family decision-making and revisit intentions. By addressing the specific needs and preferences of family tourists, water theme parks can enhance tourist satisfaction and encourage repeat visits.

The following section reports the literature review and hypothesis development. Then follows the study methodology, including study sample and criteria, sampling technique and study instruments. Consequently, the result of measurement and structural model assessment including hypotheses testing was explained. Finally, this study recapitulates and discusses the findings, implications, future research, and limitations of the study.

2. Literature review

2.1 Theory of planned behaviour

The TPB is widely utilised in psychological theories to comprehend and forecast human behaviour in research. TPB is one of the most used psychological theories in research to understand and predict human behaviour (Osiako & Szente, 2024). The research results indicate that the TPB has been utilised in tourism (Joo et al., 2020). However, this thread has since been limited to niche areas. The TPB model has three core determinants of behavioural intention: attitude, subjective norm, and perceived behavioural control. The TPB asserts that behavioural intention will describe an individual's plan to perform specific actions, making it the most critical determinant to demonstrate the actual performance of the behaviour.

The model was extended, including satisfaction, water theme park image, perceived service quality, perceived value, and perceived risk as moderator variables in this study. According to Ajzen (1991), the TPB model is an open concept, which makes it possible to include additional predictors and has better predictive power than the original model (Abbasi et al., 2021). Research has successfully extended the model to diverse contexts in various products and services, such as tourist behaviour

towards traditional food consumption (Singh et al., 2024), consumer intention to revisit bubble tea stores (Koay & Cheah, 2022), student behaviour towards campus security preparedness exercise (Tan et al., 2022).

In a similar vein, much research has been conducted in the context of tourism (Zhang & Wang, 2024). This study examines the relationship between attitude, subjective norm, perceived behavioural control, satisfaction, and water theme park image on revisiting intention to the water theme park. Furthermore, this study aims to explore the relationship between the antecedent factors of water theme park image, perceived quality, and perceived value, which could significantly impact the satisfaction of tourists and influence the revisit intention of the water theme park. More importantly, this study also aims to investigate the relationship between the moderating effect of perceived risk on attitude, water theme park image, and satisfaction towards revisiting intention to water theme parks.

2.1.1 Attitude and revisit intention

In behaviour, attitude refers to an individual's assessment of positive and negative beliefs about performing a specific action or behaviour. It is determined by the consequences when carrying out the behaviour (Rahmafitria et al., 2021). If people believe acting will contribute to a positive outcome, they will likely have a more favourable attitude, contributing to behavioural intention (Han et al., 2020). For families visiting a water theme park, attitudes play a significant role in their decision to revisit. Parents are more likely to return visits if they believe experience benefits their family such as offering fun activities for children, the value of the travel time, ensuring safety, and providing convenience. Thus, this study proposed the following hypothesis:

H1: Attitude positively affects revisit intention to water theme parks.

2.1.2 Subjective norm and revisit intention

Subjective norm refers to social pressure from essential people such as family, friends, and colleagues that might influence one's behavioural intention. Those people will be referents who inspire a person to engage in a particular behaviour (Belanche et al., 2019). A subjective norm is a belief based on how individuals perceive or evaluate how they should behave, depending on others' opinions. It is the belief that social pressure or important people perceive to perform a behaviour rather it does not indicate an individual's actual belief and judgement (Ajzen, 1991). When choosing a family-oriented destination, parents often rely on recommendations from family, friends, and social networks. If someone suggests a water theme park as a fun and enjoyable option, parents may feel pressured to revisit it, believing it's a good choice for their children. This desire for social approval can influence their decision to revisit, as they aim to meet family expectations and social norms. Thus, the following hypothesis was proposed for testing:

H2: Subjective norm positively affects revisit intention to water theme parks.

2.1.3 Perceived behavioural control and revisit intention

Perceived behavioural control is another important determinant of behavioural intention (Cop et al., 2020). Perceived behavioural control is an individual's belief in their capability to perform a specific action (Wang et al., 2022). Abilities, time, and resources are crucial for predicting the intention to perform a certain behaviour. It is an individual's perception regarding the availability of resources and opportunities to accomplish a specific behaviour, along with the feeling of ease or difficulty in performing the behaviour (Han et al., 2020). For family tourists, perceived behavioural control is crucial, as parents must consider time, budget, and logistics when deciding to revisit a water theme park. Families confident in managing these factors like finding affordable tickets and having access to

child-friendly amenities are more likely to repeat trips. With that, this study tested the following hypothesis:

H3: Perceived behavioural control positively affects revisit intention to water theme parks.

2.1.4 Satisfaction and revisit intention

Tourists' satisfaction is another essential determinant of revisit intention (Cho et al., 2020). Satisfaction refers to cognitive and emotional responses toward an experience (Smith, 2020). Many empirical tourism studies have established that tourist satisfaction positively influences their intention to revisit destinations such as Airbnb (An et al., 2019), and coastal tourism (Hasan et al., 2019). Family tourists' satisfaction is key to their intention to revisit a water theme park, particularly those with young children, who have specific needs and expectations, such as clean facilities, safe play areas, and friendly staff. Meeting these expectations can greatly boost satisfaction and encourage repeat visits. Thus, this study proposed the following hypothesis:

H4: Satisfaction positively affects revisit intention to water theme parks.

2.1.5 Water theme park image and revisit intention

The concept of destination image is described as the combination of impressions and beliefs that a tourist has regarding a destination (Soliman, 2019). The formation of cognitive impressions (safety and accessibility) combined with affective feelings (fun and enjoyment) play a crucial role in shaping tourists' perceptions (Dileep et al., 2020). The image of a water theme park is vital for family tourists, as parents look for safe and enjoyable experiences for their children. A positive perception of clean facilities, safe attractions, and family-friendly amenities can significantly impact their intention to revisit the water theme park. Thus, the following hypothesis was proposed for testing:

H5: Water theme park image positively affects revisit intention to water theme parks.

2.1.6 Water theme park image and satisfaction

Destination image is a collective idea, emotional attachment, perception, and expectation that a person has regarding a destination (Oyunchimeg et al., 2022). Many studies have explored how the destination's image influences tourist satisfaction (Bappy, 2019; Alcocer & Ruiz, 2020). Research by Bappy (2019) found that the image of an amusement park has a significant positive influence on tourist satisfaction. Alcocer and Ruiz (2020) have demonstrated a profound effect on satisfaction with heritage sites. A positive destination image is essential for family tourists, as it sets expectations for a safe and enjoyable experience. A water theme park that emphasises cleanliness, safety, and family-friendly amenities is more likely to gain parents' trust and satisfaction, encouraging their repeat visits. With that, this study tested the following hypothesis

H6: Water theme park image positively affects tourist satisfaction.

2.1.7 Perceived service quality and satisfaction

According to Ali et al. (2020), perceived service quality is defined as consumers' expectations about the service they receive. Prentice et al. (2020) elucidated service quality assessment, including tangible and intangible services. This study defines perceived service quality as the tourists' perception of both tangible and intangible elements of service that meet their expectations. It involves evaluating the quality of the physical setting, such as the availability of family-friendly amenities, and employee service quality, which assesses their behaviour in terms of responsiveness, reliability, and assurance. These elements are crucial for families travelling with children. Parents seek a safe, clean, and

comfortable environment for relaxation while their children engage in activities. Satisfaction increases with well-maintained facilities and friendly staff who cater to family needs. In a situation where the service quality meets or exceeds expectations, it will result in consumer satisfaction (Teshome et al., 2022). When families notice high-quality services that meet their needs, they're more likely to return, especially if their children's safety and comfort are ensured. Thus, this study proposed the following hypothesis:

H7: Perceived service quality positively affects tourist satisfaction.

2.1.8 Perceived value and satisfaction

Perceived value refers to the overall assessment of a product or service's monetary or non-monetary worth compared to what was received (Abbasi et al., 2021). This study considered perceived value in both monetary and non-monetary assessments: money, time, and efforts sacrificed as being worth the experience at water theme parks. Prior studies demonstrated that tourists' perception of value for money significantly influenced theme park tourist satisfaction (Milman & Tasci, 2018), while other studies highlighted that emotional, social, performance and price value indicators play a significant role. Perceived value is essential when family tourists assess the worth of an experience in terms of affordable prices, convenient amenities, and enjoyable attractions for all ages. When parents find the facilities family-friendly and the service attentive, their satisfaction rises, increasing the likelihood of a repeat visit. With that, this study tested the following hypothesis:

H8: Perceived value positively affects tourist satisfaction.

2.1.9 Moderating effect of perceived risk

The concept of perceived risk is a crucial topic of discussion in many sectors of tourism, particularly considering the impact of COVID-19 on tourism behaviour (Rahmafitria et al., 2021), the travel constraints of young woman travellers (Khan et al., 2019) and revisiting the intentions of international tourists (Nguyen Viet et al., 2020). Perceived risk is important since parents prioritise their children's safety and well-being. By addressing concerns about potential injuries or hygiene issues, water theme parks can enhance safety measures and boost families' confidence, encouraging repeat visits.

The level of influence that perceived risks have on tourists' decision-making can be examined by incorporating the perceived risk variable into TPB (Quintal et al., 2010). In the TPB, attitude refers to a positive or negative tendency when responding to specific actions. Tasci & Sönmez (2019) explained that an individual's attitude is influenced by their perception. Tourists often base their decisions on their perceptions rather than actual conditions (Rittichainuwat et al., 2018). In family-oriented decision-making, parents prioritise their children's physical health and safety, especially regarding exposure to viruses or injuries from water slides or unsafe facilities. Concerns about safety measures can negatively impact their perception of the destination and reduce their willingness to revisit.

Destination image and risk perception have an equal impact on travel decisions and behaviour (Perpiña et al., 2020). Risk and image integration is crucial, as perceptions of a tourist destination simultaneously encompass pessimistic and optimistic elements. Several types of risk can influence tourists' perceptions, including internal and external factors such as the media, other information sources, and past experiences (Pan et al., 2022). If families believe that a water theme park is safe and secure, it will foster a more positive perception of the destination, leading to higher revisit intention. However, if parents perceive any risk associated with the negative image of water theme parks, they will likely have less interest in revisiting it.

Tourist satisfaction is also the primary reason for travellers to visit a destination (Abdullah & Lui, 2018). Additionally, the tourist's worst fear is wasting their valuable trip in an unsafe destination.

The perceived risk has become a major concern for tourists worldwide. The tourism industry is service-oriented and focuses on intangible experiences, so the product or service is often seen as riskier and more susceptible to uncertainties (Khasawneh & Alfandi, 2019). Various factors lead to tourist satisfaction, such as experiences, feelings of surprise, safety, and happiness (Li et al., 2021). In contrast, tourists will face some risks and uncertainties during and before commencing the trip, such as physical injuries, the hygiene of equipment, and safety on the road. Therefore, reducing the perceived risk by ensuring strong safety procedures and clear communication regarding physical and health measures will not only improve family satisfaction but also increase the likelihood that they will revisit, and vice versa. Thus, the following hypotheses were proposed for testing:

H9: Perceived risk moderate negative effect between attitude to revisit intention.
H10: Perceived risk moderate negative effect between water theme park image to revisit intention.
H11: Perceived risk moderate negative effect between satisfaction to revisit intention.

Figure 1. **Proposed model**
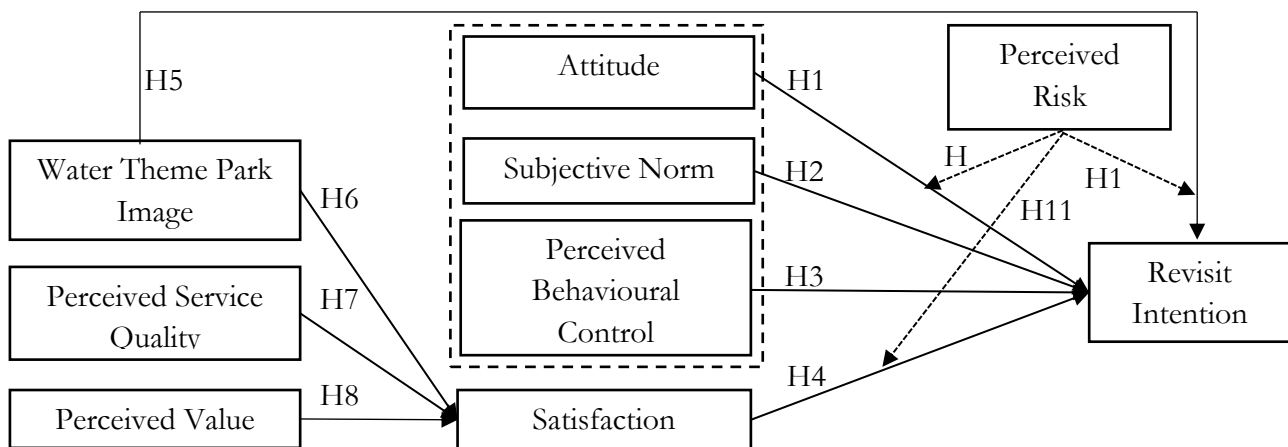
Source: Authors

3. Methods

This study implemented a positivism paradigm and applied cross-sectional research design. A purposive sampling technique was employed since the respondents in this study have criteria, who are parents with children during visits. A self-administered survey using a questionnaire was employed and distributed face-to-face to certify potential respondents who participated and met the research criteria who were Malaysian parents with children visiting the water theme park in Malaysia. The written consent form was attached with comprehensive information about the research purpose to ensure the respondents' anonymity or confidentiality.

About 400 questionnaires were distributed, and only 365 were returned, resulting in a response rate of 91.25%. All returned questionnaires were carefully screened, and 332 were valid for data analysis. The minimum sample size was determined using G*Power software based on an alpha of 0.05, a power of 0.80, and a medium effect size (f2) of 0.15. In most social science studies, and 80% was considered the minimum acceptable power (Gefen & Rigdon, 2011). Given that there are five predictors, the minimum sample size required for this study is 91, based on guidelines provided by Green (1991). Therefore, with 332 respondents, the sample size is adequate for data analysis in this survey.

The item measurement for this study was selected and adapted from existing validated scales from previous literature. The measurements were pre-tested by experts of academia in the tourism field, and some minor changes were suggested, based on the recommendation, the item measurement was pilot-tested by about 100 respondents. The pilot test confirms the construct reliability for all items above the threshold value of 0.70. The final items were slightly modified to suit the context of the current study. The initial section included the measurement items for attitude (5 items, CR = 0.951) adapted from Abbasi et al. (2021) and Ajzen and Fishbein (1980), which were measured using a 5-point semantic differential scale. All other constructs were evaluated using a 5-point Likert scale (1 strongly disagree, 5 strongly agree): subjective norm (5 items, CR = 0.950) adapted from Abbasi et al. (2021), perceived behavioural control (5 items, CR = 0.928) adapted from Abbasi et al. (2021) and Hasan et al. (2020).

As for satisfaction (5 items, CR = 0.943) adapted from Abbasi et al. (2021), Ghorbanzade et al. (2019), Milman et al. (2020), and Wu et al. (2018), water theme park image (7 items, CR = 0.856) adapted from Abbasi et al. (2021), Ghorbanzade et al. (2019), and Wu et al. (2018), perceived service quality (5 items, CR = 0.923) adapted from Abbasi et al. (2021), Liu and Lee (2016), and Wu et al. (2018), perceived value (5 items, CR = 0.927) adapted from Abbasi et al. (2021), Hasan et al. (2020), and Wu et al. (2018), and perceived risk (5 items, CR = 0.949) adapted from Abbasi et al. (2021) and Tseng & Wang (2016). For the revisit intention (endogenous variable) construct, (5 items, CR = 0.880) adapted from Milman et al. (2020) and Wu et al. (2018) were measured using a 7-point Likert scale (1 strongly disagree, 7 strongly agree). The survey instruments are presented in Appendix I.

The questionnaire was in bilingual format and had been translated by a professional translator who performed both forward and backward translation. The survey was self-administered using pen and paper at the water theme parks' exit gate and parking lot. A purposive sampling technique was applied by selecting a sample that fit the study criteria of domestic tourists who are parents with children visiting water theme parks in Malaysia for three months, from August 2023 to October 2023. The targeted respondents were recruited from different locations and were chosen based on the water theme park listed by the MATFA in 2021.

The common method variance (CMV) was assessed through full-collinearity analysis as proposed by Hair et al. (2017), to ensure the study had no bias issue since the data were collected from a single source. Procedural and statistical remedies were applied to deal with CMV as proposed by Kock et al. (2021). The procedural approach was assessed using different rating scales to measure exogenous and endogenous. For the statistical approach, the model was tested using the PLS-SEM. Two steps are conducted to analyse the data: the measurement model assessment and the structural model assessment (Ramayah et al., 2018).

Confirmatory Factor Analysis (CFA) was used to test the hypothesized model by assessing the validity and reliability of the measured constructs (Hair et al., 2017). SmartPLS software was utilised to investigate the direct relationships (H 1–8), and the moderating effect of perceived risk (H 9-11). The two-stage approach was employed as it was appropriate for both reflective and formative variables and the approach surpasses all other approaches regarding parameter recovery and indicates superior statistical power (Becker et al., 2023). Becker et al. (2023) also recommend first analysing a model without a moderator, as the interpretation of the effect changes when a moderator is included.

4. Results

4.1. Descriptive analysis

A total of 400 tourists were surveyed, and 365 were completed, with a response rate of approximately 91.25% surveys were retained. After removing invalid questionnaires, 332 responses

were deemed valid for future analysis. Questionnaires were deleted when they included missing and sequentially identical score data among these, 140 (42.2%) were male, and 192 (57.8%) were female, with most respondents aged between 26 and 35 (44.3%). Most respondents were Malay (94%) with 36.8% of them having a bachelor's degree. Most of the respondents were private employees (44%), who earned below RM4,850 per month of income and Terengganu residents/state.

4.2. Measurement model assessment

Calculate the coefficient alpha for the constructs' most-used approach to assess the internal consistency of measures. Table 1 presents 47 indicators across nine constructs, indicating that all Cronbach's alpha values are above 0.70, as recommended by Hair et al. (2019). Hence, all the measures' values are considered acceptable. Furthermore, this paper examined convergent and discriminant validity to test the indicators' reflection of construct validity. To establish the convergent validity, the loadings of all items, composite reliability (CR), and average variance extracted (AVE) were employed, and the resulting value is greater than acceptable levels of 0.5, 0.7, and 0.5 as proposed by Hair et al. (2017). To assess discriminant validity, this study utilised heterotrait-monotrait (HTMT) with values ≤ 0.85 (Henseler et al., 2015), confirming no discriminant validity issue (refer to Table 2).

Figure 2. **Structural model**
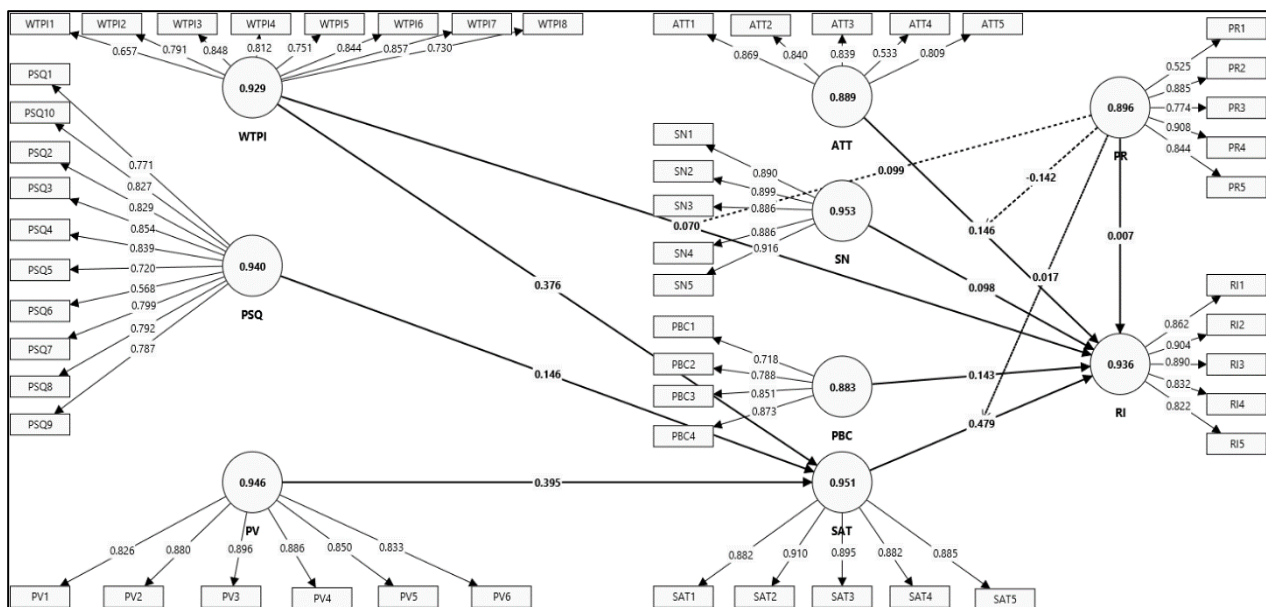
Source: Authors

Table 1. **Convergent validity**

Construct	Item	Cronbach's Alpha	Loading	CR	AVE
Attitude		0.842		0.889	0.621
	ATT1		0.869		
	ATT2		0.840		
	ATT3		0.839		
	ATT4		0.533		
	ATT5		0.809		
Perceived Behavioural Control		0.823		0.883	0.656

	PBC1		0.718	
	PBC2		0.788	
	PBC3		0.851	
	PBC4		0.873	
Perceived Risk		`0.893		0.896	0.639
	PR1		0.525	
	PR2		0.885	
	PR3		0.774	
	PR4		0.908	
	PR5		0.844	
Perceived Service Quality		0.928		0.940	0.613
	PSQ1		0.771	
	PSQ2		0.827	
	PSQ3		0.829	
	PSQ4		0.854	
	PSQ5		0.839	
	PSQ6		0.720	
	PSQ7		0.568	
	PSQ8		0.799	
	PSQ9		0.792	
	PSQ10		0.787	
Perceived Value		0.931		0.946	0.743
	PV1		0.826	
	PV2		0.880	
	PV3		0.896	
	PV4		0.886	
	PV5		0.850	
	PV6		0.833	
Revisit Intention		0.914		0.936	0.744
	RI1		0.862	
	RI2		0.904	
	RI3		0.890	
	RI4		0.832	
	RI5		0.822	
Satisfaction		0.935		0.951	0.794
	SAT1		0.882	
	SAT2		0.910	
	SAT3		0.895	
	SAT4		0.882	
	SAT5		0.884	
Subjective Norm		0.938		0.953	0.802
	SN1		0.890	
	SN2		0.899	
	SN3		0.886	

	SN4	0.886		
	SN5	0.916		
Water Theme Park Image		0.912	0.929	0.622
	WTPI1	0.662		
	WTPI2	0.783		
	WTPI3	0.841		
	WTPI4	0.807		
	WTPI5	0.750		
	WTPI6	0.847		
	WTPI7	0.860		
	WTPI8	0.738		

Source: Authors

Table 2. **Discriminant validity (HTMT)**

Construct	ATT	PBC	PR	PSQ	PV	RI	SAT	SN	WTPI
ATT									
PBC	0.277								
PR	0.125	0.112							
PSQ	0.320	0.495	0.114						
PV	0.367	0.580	0.109	0.768					
RI	0.473	0.504	0.079	0.572	0.637				
SAT	0.427	0.501	0.101	0.761	0.832	0.734			
SN	0.385	0.358	0.074	0.490	0.562	0.497	0.550		
WTPI	0.436	0.556	0.097	0.808	0.800	0.663	0.838	0.614	

Source: Authors

4.3.   Structural model assessment

The following assessment assessed the structural model to test the hypothesis (Table 3). Firstly, the multi-collinearity was evaluated with the threshold value of VIF $\leq$ 3.3, as recommended by Diamantopoulos & Siguaw (2006), meaning that there were collinearity issues in this study. A bootstrapping procedure was employed to test the hypothesis with a 0.05 significance level and a one-tailed test. The hypothesis was supported by beta values, t-values, and P values, and no zero straddle exists between the upper level (UL) and the lower level (LL). Moreover, the effect size (f^2) was evaluated in this study following a guideline by Hair et al. (2019). The values of 0, 0.02, 0.15, and 0.35 represented no effect, small, medium, and large effects, respectively. This study discovered that attitude (0.037), perceived behavioural control (0.033), and perceived service quality (0.028) had small effect sizes. In contrast, the effect sizes for perceived value (0.207), satisfaction (0.184), and water theme park image (0.168) were medium.

For the hypothesis testing result as shown in Table 3, H1 indicates that attitude positively influences revisit intention (β = 0.146. p < 0.05), hence H1 is supported. H2 showed that subjective norm positively influences revisit intention (β = 0.098, p < 0.05), hence H2 supported. H3 revealed that perceived behavioural control positively influences revisit intention (β = 0.143, p < 0.05), hence H3 is supported. H4 resulted in satisfaction positively influencing revisit intention (β = 0.479, p < 0.05), hence H4 supported. However, H5 found water theme park image do not positively influence revisit intention (β = 0.070, p < 0.147), hence H5 is not supported. H6 posits that water theme park image positively influences satisfaction (β = 0.376, p < 0.05), hence H6 is supported. H7 confirmed

that perceived service quality positively influences satisfaction ($\beta = 0.146$, $p < 0.05$), hence H7 is supported. Lastly, H8 presented that perceived value positively influences satisfaction ($\beta = 0.395$, $p < 0.05$), hence H8 supported.

Table 3. **Hypothesis testing**

Relationship		Beta	Std Error	T value	P values	LL	UL	VIF	F2	Decision
H1	ATT → RI	0.146	0.047	3.090	0.001	0.072	0.227	1.266	0.037	Supported
H2	SN → RI	0.098	0.048	2.051	0.020	0.027	0.175	1.560	-	Supported
H3	PBC → RI	0.143	0.046	3.076	0.001	0.074	0.224	1.368	0.033	Supported
H4	SAT → RI	0.479	0.067	7.100	0.001	0.369	0.589	2.722	0.184	Supported
H5	WTPI → RI	0.070	0.067	1.051	0.147	-0.036	0.178	3.095	-	Not Supported
H6	WTPI → SAT	0.376	0.058	6.445	0.001	0.282	0.476	2.825	0.168	Supported
H7	PSQ → SAT	0.146	0.042	3.472	0.001	0.066	0.204	2.611	0.028	Supported
H8	PV → SAT	0.395	0.062	6.353	0.001	0.294	0.500	2.534	0.207	Supported

Source: Authors

4.4. Moderating effect of perceived risk

Finally, the present paper evaluated the moderating effect of perceived risk on the relationship between variables representing attitude, water theme park image, satisfaction, and revisit intention. A moderator variable affects the extent and direction of the impact of an antecedent factor on an outcome (Aguinis et al., 2017). Among the three hypotheses for moderation analysis, the perceived risk was only moderated negatively on the relationship between attitude and the intention to revisit water theme parks. The results of the moderation analysis are shown in Table 4. H9 demonstrated that the perceived risk moderates a negative effect between attitude and revisit intention ($\beta = - 0.142$, $p < 0.05$), hence H9 supported. Meanwhile, H10 and H11 found the perceived risk does not moderate negative effect between water theme park image and satisfaction on revisit intention ($\beta = 0.099$, $p < 0.113$) and ($\beta = 0.017$, $p < 0.415$), hence H10 and H11 do not support.

Table 4. **Moderation analysis**

Relationship		Beta	Std Error	T value	P values	LL	UL	Decision
H9	PR → ATT → RI	-0.142	0.077	1.844	0.033	-0.268	-0.063	Supported
H10	PR → WTPI → RI	0.099	0.081	1.213	0.113	-0.018	0.244	Not Supported
H11	PR → SAT → RI	0.017	0.081	0.214	0.415	-0.138	0.137	Not Supported

Source: Authors

5. Discussion

The COVID-19 pandemic has impacted family tourist confidence, which has changed their travel behaviour, especially in leisure and recreation tourism destinations of water theme parks. The study on the revisit intention post-pandemic, especially in the water theme park context received less attention. Therefore, this study attempts to fill the research gap of the changes in family tourism travel behaviour on revisit intention. It is necessary to investigate how perceived risk, and other factors affect parents' decisions to repeat visits for leisure trips.

The finding reveals that the moderating effect of perceived risk between attitudes has negatively moderated effects on revisit intention. Furthermore, the three core variables of TPB have shown that attitude, subjective norm, and perceived behavioural control are significant factors in revisiting the intention. In addition, tourist satisfaction has a positive relationship with revisit intention. However, the result has shown that the water theme park image has no relationship with tourists' intention to revisit. The study also found that the water theme park image, perceived service quality, and perceived value positively influence tourist satisfaction on revisit intention.

5.1 The relationship between attitude and revisit intention to water theme parks

Attitude, the first variable in TPB, has a positive relationship with the intention to revisit water theme parks. Aside from demonstrating the smallest effect sizes, the results are consistent with prior studies or related research fields. The findings are consistent with the research by Sujood et al. (2023), which indicates that attitude significantly predicts the intention of Gen Z Indians to visit heritage sites. The study also cites findings from Hasan et al. (2020) who highlighted that attitude correlates positively with tourists' intention to revisit beach tourism destinations in Bangladesh. The findings indicate that they possess a positive attitude, and parents believe that revisiting the water theme parks is advantageous since it allows them to spend time with families, participate in activities, and have a wonderful time together.

Hence, to support this family value, policymakers, water theme park managers, and marketing departments should attempt to sustain tourists' positive attitudes towards water theme parks by utilising more promotions as a marketing strategy to leverage the positive attitudes of past tourists towards niche tourism segments like water theme parks. The collaboration of government and private parties is needed to design a standard water theme park with a family-friendly guideline that will lead to positive perspectives among family-oriented tourists towards water theme park destinations.

5.2 The relationship between subjective norm and revisit intention to water theme parks

Subjective norms positively impact tourists' intention to revisit water theme parks. The results support earlier findings from other studies (Al Rousan et al., 2023), which signify urban tourists' behavioural intention to visit national parks. Consequently, the findings from Sujood et al. (2023) affirmed that family, friends, and peer groups influenced Gen Z to visit heritage sites. These effects indicate that an individual's behaviour regarding water theme parks has been influenced by social pressure. Tourists depend on influential people's collectivist views for their behaviour, especially regarding revisit intention.

Thus, relevant parties should focus more on understanding the extent of social influence that increases tourists' intention to revisit, particularly among parents with children. Parents are always prioritising children; thus, marketing efforts and advertising campaigns should not solely depend on potential benefits to create a positive attitude but must involve family participation by offering a comprehensive package of programs or activities that are appropriate for parents with children while also attracting others to visit the water theme park. In addition, tourists can positively impact their friends, family, and relatives through positive word of mouth, and this influence can significantly affect their choices and future intentions through the affective image (Boguszewicz-Kreft et al., 2022).

5.3 The relationship between perceived behavioural control and revisit intention to water theme parks

Perceived behavioural control positively impacts revisit intention among domestic tourists to water theme parks. This finding is consistent with other studies on tourism destinations, in which Al

Rousan et al. (2023) found that perceived behaviour positively influences tourists' intentions to visit national parks. The intention to revisit Egypt as a travel destination is also positively influenced by perceived behavioural control (Soliman, 2019). The present study's findings revealed that, regardless of difficulty, the opportunity to perceive behavioural control is positively associated with tourists' intention to visit the water theme parks. This revisit intention relates to willingness and opportunity in either easy or difficult situations.

Therefore, managers should prioritize identifying the key factors that encourage tourists to revisit the water theme park. By concentrating on targeted promotions during peak seasons, such as public holidays or school breaks, managers can assist families in planning their visits more efficiently. This approach allows parents ample time to make travel decisions and consider various factors before choosing a destination.

5.4 The relationship between satisfaction and revisit intention to water theme parks

This study further supports the idea that tourist satisfaction is positively related to the intention to revisit water theme parks. These findings are consistent with other studies conducted in the context of studying theme parks. Milman et al. (2020) believed that tourist' satisfaction had a positive relationship with revisit intention, based on their study in the United States theme park. Similarly, the study by Lee et al. (2019) also established this relationship in a similar setting with the revisiting intentions of visitors to United States theme parks.

Along with satisfaction, cognitive elements such as the physical setting, service quality, and availability of basic amenities together with affective elements like enjoyment and emotional experiences of a water theme park's image play an important role in assisting tourists in making rational evaluations that influence their revisit intentions. The common but impactful approach to gathering feedback from tourists is to conduct a regular survey regarding the satisfaction of tourists visiting water theme parks. Simultaneously, the survey findings will be highlighted to provide a high-quality level of service to satisfy family tourists occasionally.

5.5 The relationship between water theme park image and revisit intention to water theme parks

Further, the current study has found an unexpected finding: water theme park images do not support the positive relationship with revisit intention to the water theme park. The finding is contradicted by other studies (Bui, 2022; Soliman, 2019) that confirmed the destination image has a significant relationship with revisit intention and intention to travel. However, the present study's finding is aligned with earlier studies (Afshardoost & Eshaghi, 2020; Nguyen Viet et al., 2020) dealing with tourist revisit intention to Vietnam and behavioural intention.

It shows that other interrelationship factors will influence tourists' intentions to revisit. Depending on the quality of the image poster and its dissemination on social media, tourists may not always have a positive perception; instead, satisfaction in visiting the water theme park plays a key role in the decision-making towards revisit intention. Thus, the water theme park management must work more on promoting and presenting a positive image of the water theme park so that family tourists are excited to return.

5.6 The relationship between water theme park image and tourist satisfaction

However, the present study result demonstrated that water theme park image positively affects tourist satisfaction. As mentioned in previous literature, the image of a destination is a critical factor in the decision-making process (Lee et al., 2019). This study gains similar results to the studies conducted

by Amalia et al. (2023) and Wu et al. (2018). The present study further supports the idea that the water theme park image positively affects tourist satisfaction by encompassing cognitive such as cleanliness, facilities, and safety measures together with affective image dimensions reflecting feelings and emotions such as excitement or enjoyment.

Positive emotional experiences and favourable cognitive assessments of water theme park attributes increase the likelihood that a tourist will be satisfied with their visit and inspired to revisit. In light of this, the study's findings suggest that improving the cognitive and affective perception of water theme parks is essential to raising family tourist satisfaction and intention to revisit. In addition to preserving the physical quality of the water theme park, managers should concentrate on developing emotionally compelling experiences that make a good impression.

5.7 The relationship between perceived service quality and tourist satisfaction

Perceived service quality is fundamental to tourist satisfaction (Hasan et al., 2020). This study found that perceived service quality positively affects tourists' satisfaction with water theme parks. This study's results align with Dileep et al. (2020), and Jedin and Balachandran (2021), who conducted their study on avitourism and the edutainment theme park. The results implied that tourists believe positive service quality could increase their satisfaction when visiting a destination. Abbasi et al. (2021) stated that customers evaluate service quality by considering various attributes and elements offered by a destination that is up to tourists' expectations.

For this reason, to enhance good quality service for family tourists, it is important to emphasise the basic elements like providing sufficient basic amenities, ensuring well-trained employees, maintaining a high standard of employee communication, and upholding a high standard level of the physical environment. These key indicators should be paid attention to when delivering a positive and memorable experience for tourists.

5.8 The relationship between perceived value and tourist satisfaction

Furthermore, the results of the current study have revealed that perceived value positively impacts tourist satisfaction. Perceived value plays a crucial role in the consumption process (Abbasi et al., 2021). Many researchers have agreed that perceived value has positive effects on tourist satisfaction. This study's results align with previous studies (An et al., 2019; Libre et al., 2022) conducted the intention to revisit Airbnb guests and tourists to the Philippines.

The results imply that if tourists' expectations are met and the experience of visiting the destination significantly affects their interest in revisiting, the value tourists perceive can affect their satisfaction. In addition, since the respondents in this study are domestic family tourists, they can enjoy the promotional or special discount rates available to local citizens through MyKad. Apart from monetary value, the tourists perceived both as non-monetary, too. Hence, the government and water theme park managers should initiate a proper plan to benefit the family tourists, as well as the water theme park industry development.

5.9 The moderating effect of perceived risk on attitude, water theme park image, and satisfaction on revisit intention

The moderation analysis result demonstrates that out of three variables, perceived risk only moderates the effects of the attitude of revisit intention to the water theme park. This result indicates that perceived risk has a strong negative effect on attitude and revisit intention. This means that if the tourists perceive high risk, they are more likely to have a less favourable attitude towards revisiting. The finding is similar to the other studies (Aji et al., 2021; Han et al., 2020), which affirmed that the moderating effects of perceived risk between attitude and revisit intention have a significant

relationship among international tourists to non-Muslim countries and behavioural intention for safer destinations post-pandemic.

Since water theme parks involve many risky water-based activities, the results of the study have implied that assessing the risk mitigation strategies is needed as precautions from any harmful circumstances while doing activities. This study also finds that perceived risk does not moderate the relationship between water theme park image and satisfaction. This finding suggests that the parents were or were not concerned about the risks that could occur while visiting water theme parks, probably because most of them were still young or already familiar with and had experience with the water theme park surroundings.

6. Conclusion

The pandemic COVID-19 has changed family tourist travel behaviour on revisiting intention to the water theme park. Families with children now prioritise safety, hygiene, and cleanliness when deciding on destinations. This study aims to investigate the moderating effect of perceived risk on tourist attitude, water theme park image and satisfaction. Besides, it also examines the multiple factors that influence tourist behaviour to revisit intention to the water theme park (attitude, subjective norm, perceived behavioural control, satisfaction, water theme park image, perceived service quality, and perceived value).

The most novelty contribution of this study is the perceived risk moderated negative effect on tourist attitude on revisit intention. Even if parents have a positive attitude towards visiting water theme parks, their concerns about their children's safety are likely to reduce their willingness to revisit. Crowded environments prone to viruses or accidents can greatly affect their intention to revisit. Parents with babies, infants, and young children (ages 0-12) prioritise safety and hygiene, often avoiding visiting water theme parks that have unsafe conditions or inadequate safety measures.

The core components of TPB theory – attitude, subjective norm, and perceived behavioural control were found to be critical factors when deciding to revisit. It is also demonstrated that satisfaction had a strong positive effect on revisit intention. On the other hand, the water theme park image is evident it has a negative relationship to revisit but a positive relationship with satisfaction. Positive service experiences and perceived value can boost satisfaction, alleviate parents' concerns about risk, and encourage repeat visits. However, unmet expectations, particularly concerning safety or hygiene, can deter parents from returning despite their overall positive image of the water theme park.

6.1 Study implications

This study emphasises that the family tourists' attitude is the most critical factor influencing their revisit intention to water theme parks. For the family tourism market, primarily local stakeholders such as tourism organisations, ministries of tourism, and water theme park operators, this means that strategies should concentrate on establishing a positive perception of the water theme park's benefits. Effective marketing communication tools must be used to communicate the value offered (Kovanoviene et al., 2021) strengthen parents' attitudes and encourage revisiting by highlighting water theme parks' distinctive, enjoyable experiences and benefits. To accomplish this, these stakeholders could develop targeted strategies to improve the water theme park's image and perceived value, thereby boosting the competitive advantages (Cuevas-Vargas et al., 2021). For example, enhancing family tourist engagement through customised promotions and campaigns can help strengthen positive parents' attitudes, ultimately encouraging revisits (Loi et al., 2017).

This study also demonstrated that the higher perceived risk negatively influences family tourists' attitudes, reducing their intention to revisit. This finding suggests that tourism organisations and water

theme park operators should address parents' concerns about their children's health and safety. Launching risk awareness marketing campaigns is an effective strategy specifically designed for young parents, particularly Millennials and Gen Z tourists, who may not always recognize potential risks. This is due to these generation groups being technology-dependent, who are digital natives. Thus, leveraging social media to communicate about the readiness of the health and safety system to ensure that tourists feel reassured and increase their desire to revisit (Abou-Shouk et al., 2023). Furthermore, improving on-site safety, laying out precise rules, and upholding transparency can foster parents' trust and reduce perceived risks.

In contrast, the results indicate that relying solely on developing a positive water theme park image, alone does not significantly increase revisit intention unless family tourists are satisfied with their experience. This suggests that rather than depending only on creating a strong brand image, management should place a higher priority on enhancing parents' satisfaction through memorable experiences and high-quality service. Collaboration with the tourism ministry to secure funding and resources could assist with budget constraints, enabling operators to improve facilities and marketing efforts. This could improve both the image and satisfaction levels, encouraging family tourists to repeat visits.

To rebuild public confidence in travel, this study highlights the need to adopt new norms centred on cleanliness, safety, health, and hygiene that are in line with the guidelines in the Tourism Recovery Plan (TRP) under the National Tourism Policy (NTP) 2020–2030. In the post-pandemic period, water theme park operators should implement strategic initiatives to cater health-conscious family tourists. Furthermore, by highlighting the water theme park industry's alignment with the Sustainable Development Goals (SDG 3: Good Health and Well-Being), the water theme parks may be positioned as places that encourage outdoor recreation and physical activity. Parents and children's well-being can be further ensured by putting in place improved safety measures, emergency protocol training for staff, and high hygiene standards, all of which support sustainable tourism.

6.2 Limitations and future research

The current study has several limitations that could inform future research. First, this study has not integrated the full complexity of other dimensions of perceived risk. For future research, the study may focus on integrating multi-dimensional risk perception models including health, financial, and environmental risks. This can give insight into how multiple types of perceived risk influence decisions and intentions to revisit. Second, this study lack of integration with digital technology. In the water theme park studies, digital tools like virtual queuing and contactless ticketing have received less attention. It may overlook how digital adaptations influence tourist satisfaction while reducing parents' health and safety risks. It is recommended that future research investigate the role of digital technology that could impact the tourist experience in the water theme park as well as other areas of study. Thirdly, the study sample (family-oriented) was drawn specifically from Southeast Asia culture, which different regions may produce different findings. This study suggests future research to conduct similar studies in other regions like Central Asia or Eastern countries.

References

1. Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Dara Singh, K. S. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing - ESIC, 25*(2), 282–311. https://doi.org/10.1108/SJME-12-2019-0109

2. Abdullah, S. I. N. W., & Lui, E. (2018). Satisfaction Drivers and revisit intention of International Tourists in Malaysia. *Journal of Tourism, Hospitality and Environment Management, 3*(9), 1–13.

3. Abou-Shouk, M., Bayoumy, M., Alzboun, N., Al-Leheabi, S. M. Z., & Abdel-Jalil, M. (2023). Travellers' attitude and intention towards post covid-19 travel: the moderating role of traveller personality type. *Journal of Tourism and Services*, *14*(27), 265-282. http://doi.org/10.29036/jots.v14i27.647

4. Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioural intentions: A meta-analysis. *Tourism Management, 81*, 104154. https://doi.org/10.1016/j.tourman.2020.104154

5. Aguinis, H., Edwards, J. R., & Bradley, K. J. (2017). Improving our understanding of moderation and mediation in strategic management research. *Organizational research methods, 20*(4), 665-685. https://doi.org/10.1177/1094428115627498

6. Aji, H.M., Muslichah, I., & Seftyono, C. (2021). The determinants of Muslim travellers' intention to visit non-Islamic countries: a halal tourism implication. *Journal of Islamic Marketing.* https://doi.org/10.1108/jima-03-2020-0075

7. Ajzen, I. (1991). The Theory of Planned Behavior.

8. Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predictiing social behavior. Englewood cliffs.

9. Al Rousan, R., Siddiqui, S., Bano, N. and Sujood (2024), "Urban tourists' intention towards visiting national parks: an exertion of theory of planned behaviour and expectancy theory", *Journal of Hospitality and Tourism Insights*, Vol. 7 No. 2, pp. 653-675. https://doi.org/10.1108/JHTI-11-2022-0549

10. Albattat, A., & Romli, S. R. M. (2017). Determining visitors' repetition by using servqual dimensions in attraction parks: A Case from Kuala Lumpur, Malaysia. *International Journal of Applied Business and Economic Research, 15*(15).

11. Alcocer, N.H, & Ruiz, V. R. L. (2020). The role of destination image in tourist satisfaction: the case of a heritage site. *Economic research-Ekonomska istraživanja*, *33*(1), 2444-2461. https://doi.org/10.1080/1331677X.2019.1654399

12. Ali, F., Kim, W.G., Li, J., & Jeon, H. (2018). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing and Management, 7*, 1-11. https://doi.org/10.1016/J.JDMM.2016.05.003

13. Ali, M., Puah, C., Ayob, N., & Raza, S.A. (2020). Factors influencing tourist's satisfaction, loyalty and word of mouth in selection of local foods in Pakistan. *British Food Journal.* https://doi.org/10.1108/bfj-11-2018-0728

14. Amalia, R., Wibisono, N., & Elliott-White, M. (2023). Increasing Tourist Revisit Intention in Garut Tourist Attractions: The Role of Destination Image and Tourist Satisfaction. *Journal of Marketing Innovation (JMI), 3*(2). http://doi.org/10.35313/jmi.v3i2.74

15. An, S., Suh, J., & Eck, T. (2019). Examining structural relationships among service quality, perceived value, satisfaction and revisit intention for airbnb guests. *International Journal of Tourism Sciences, 19*, 145 - 165. https://doi.org/10.1080/15980634.2019.1663980

16. Asyraff, M.A, Hanafiah, M.H & Md Zain, N.A (2024). Travelling During Travel Bubble: Assessing the Interrelationship between Cognitive, Affective, Unique Image, and Future Revisit Intention. *Journal of Tourism and Services, 15*(28), 39-60. http://doi.org/10.29036/jots.v15i28.566

17. Bappy, T.A. (2019). Assessing the Relationship Between Destination Image and Tourists' Loyalty Towards the Amusement Parks of Bangladesh: The Mediating Role of Tourists' Satisfaction and Moderating Role of Past Experience. https://doi.org/10.5539/ass.v15n9p87

18. Becker, J.-M., Cheah, J.-H., Gholamzade, R., Ringle, C.M. and Sarstedt, M. (2023), "PLS-SEM's most wanted guidance", *International Journal of Contemporary Hospitality Management*, Vol. 35 No. 1, pp. 321-346. https://doi.org/10.1108/IJCHM-04-2022-0474

19. Belanche, D., Casaló, L. V., & Flavián, C. (2019). Artificial Intelligence in FinTech: understanding robo-advisors adoption among customers. *Industrial Management and Data Systems, 119*(7), 1411–1430. https://doi.org/10.1108/IMDS-08-2018-0368

20. Boguszewicz-Kreft, M., Kuczamer-Kłopotowska, S., & Kozłowski, A. (2022). The role and importance of perceived risk in medical tourism. Applying the theory of planned behaviour. PloS one, Vol. 17 No. 1, pp. 1-26. https://doi.org/10.1371/journal.pone.0262137

21. Bui, T.T.B. (2022). An evaluation of the new tourist behavior model based on the extended theory of planned behavior. *Journal of Tourism, Heritage & Services Marketing*, ISSN 2529-1947, Vol. 8, No. 2, pp. 48-57. https://doi.org/10.5281/zenodo.7358733

22. Chang, M., Hsu, Y., & Chen, H. (2021). Choice Experiment Method for Sustainable Tourism in Theme Parks. *Sustainability*. https://doi.org/10.3390/su13137146

23. Cho, H., Joo, D., & Woosnam, K.M. (2020). Sport Tourists' Team Identification and Revisit Intention: Looking at the Relationship through a Nostalgic Lens. *Journal of Hospitality & Tourism Research, 44*, 1002 - 1025. https://doi.org/10.1177/1096348020926550

24. Çop, S., Alola, U.V., & Alola, A.A. (2020). Perceived behavioral control as a mediator of hotels' green training, environmental commitment, and organizational citizenship behavior: A sustainable environmental practice. *Business Strategy and The Environment, 29*, 3495-3508. https://doi.org/10.1002/bse.2592

25. Cuevas-Vargas, H., Fernandez-Escobedo, R., Cortes-Palacios, H., A., & Ramirez-Lemus, L. (2021). The Relation Between Adoption of Information and Communication Technologies and Marketing Innovation as a Key Strategy to Improve Business Performance. *Journal of Competitiveness, 13*(2), 23–40. https://doi.org/10.7441/joc.2021.02.02

26. Diamantopoulos, A., & Siguaw, J. A. (2006). Formative versus reflective indicators in organizational measure development: A comparison and empirical illustration. *British Journal of Management, 17*(4), 263–282. https://doi.org/10.1111/j.1467-8551.2006.00500.x

27. Dileep, K. M., Govindarajo, N.S., & Khen, M.H. (2020). Effect of service quality on visitor satisfaction, destination image and destination loyalty – practical, theoretical and policy implications to avitourism. I*nternational Journal of Culture, Tourism and Hospitality Research, 14*, 83-101. https://doi.org/10.1108/ijcthr-04-2019-0066

28. Gefen, D., & Rigdon, E. E. (2011). EDITOR'S COMMENTS An Update and Extension to SEM Guidelines for Administrative. 35(2), 1–7.

29. Ghorbanzade, D., Mehrani, H., & Rahehagh, A. (2019). The effect of experience quality on domestic tourists' behavioural intentions in water parks. *Cogent Business & Management, 6*. https://doi.org/10.1080/23311975.2019.1580843

30. Green, S. B. (1991). Multivariate Behavioral Research How Many Subjects Does It Take To Do A Regression Analysis? *Multivariate Behavioral Research, 26*(3).

31. Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review, 31*(1), 2–24. https://doi.org/10.1108/EBR-11-2018-0203

32. Hair, J.F., Hollingsworth, C.L., Randolph, A.B., & Chong, A.Y. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Ind. Manag. Data Syst., 117*, 442-458. https://doi.org/10.1108/IMDS-04-2016-0130

33. Hamzah, A. A. S. (2022, September 22). Melancong ke luar negara boleh jejas aktiviti pelancongan. *Bernama*. https://www.bernama.com/bm/news.php?id=2122527

34. Han, H., Al-Ansi, A., Chua, B. L., Tariq, B., Radic, A., & Park, S. H. (2020). The Post-Coronavirus World in the International Tourism Industry: Application of the Theory of

Planned Behavior to Safer Destination Choices in the Case of US Outbound Tourism. *International journal of environmental research and public health, 17*(18), 6485. https://doi.org/10.3390/ijerph17186485

35. Hasan, K., Abdullah, S.K., Islam, F., & Neela, N.M. (2020). An Integrated Model for Examining Tourists' Revisit Intention to Beach Tourism Destinations. *Journal of Quality Assurance in Hospitality & Tourism, 21*, 716 - 737. https://doi.org/10.1080/1528008x.2020.1740134

36. Hasan, M. K., Abdullah, S. K., Lew, T. Y., & Islam, M. F. (2019). The antecedents of tourist attitudes to revisit and revisit intentions for coastal tourism. *International Journal of Culture, Tourism, and Hospitality Research, 13*(2), 218–234. https://doi.org/10.1108/IJCTHR-11-2018-0151

37. Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science, 43,* 115-135. https://doi.org/10.1007/s11747-014-0403-8

38. Hoang, S.D., Dey, S.K., Tuckova, Z. (2023). Exploring the Impacts of Virtual Reality Technology in Sustainable Tourism during the Covid -19. *Transformations in Business & Economics*, 22 (1), pp.65-86.

39. Jedin, M. H., & Balachandran, I. (2021). Marketing Mix Elements and Customer Service Satisfaction: Empirical Evidence in the Malaysia Edutainment Theme Park Industry. *Services Marketing Quarterly, 42*(1–2), 93–107. https://doi.org/10.1080/15332969.2021.1947087

40. Joo, Y., Seok, H., & Nam, Y. (2020). The Moderating Effect of Social Media Use on Sustainable Rural Tourism: A Theory of Planned Behavior Model. *Sustainability, 12*, 4095. https://doi.org/10.3390/su12104095

41. Khan, M.J., Chelliah, S., Khan, F., & Amin, S. (2019). Perceived risks, travel constraints and visit intention of young women travelers: the moderating role of travel motivation. *Tourism Review.* https://doi.org/10.1108/TR-08-2018-0116

42. Khasawneh, M. S., & Alfandi, A. M. (2019). Determining behaviour intentions from the overall destination image and risk perception. *Tourism and Hospitality Management, 25*(2), 355–375. https://doi.org/10.20867/thm.25.2.6

43. Khiewpan, R., Thongrom, P., Srihirun, J., Pisitkasem, P., & Kumboon, A. (2024). Factor of medical tourism service for support human resource development of hospitals in Thailand. *Polish Journal of Management Studies*, 30(1), 153-168. https://doi.org/10.17512/pjms.2024.30.1.09

44. Koay, K.Y., & Cheah, C.W. (2022). Understanding consumers' intention to revisit bubble tea stores: an application of the theory of planned behaviour. *British Food Journal.* https://doi.org/10.1108/bfj-01-2022-0025

45. Kock, F., Berbekova, A., & Assaf, A.G. (2021). Understanding and managing the threat of common method bias: Detection, prevention and control. *Tourism Management, 86*, 104330. https://doi.org/10.1016/J.TOURMAN.2021.104330

46. Kovanoviene, V., Romeika, G., & Baumung, W. (2021). Creating Value for the Consumer Through Marketing Communication Tools. *Journal of Competitiveness, 13*(1), 59–75. https://doi.org/10.7441/joc.2021.01.04

47. Lee, S. O., Kim, J., & Han, H. (2023). Family tourism development in the new era of tourism: Korean tourists' domestic trip preferences for accommodation, travel duration, destination, and natural environment. *Humanities and Social Sciences Communications, 10*(1), 1-10. https://doi.org/10.1057/s41599-023-02148-1

48. Lee, S., Jeong, E., & Qu, K. (2019). Exploring Theme Park Visitors' Experience on Satisfaction and Revisit Intention: A Utilization of Experience Economy Model. *Journal of Quality Assurance in Hospitality & Tourism, 21*(4), 474–497. https://doi.org/10.1080/1528008X.2019.1691702

49. Li, B., Zhang, T.C., Hua, N., & Jahromi, M.F. (2021). Developing an overarching framework on theme park research: a critical review method. *Current Issues in Tourism, 24*, 2821 - 2837. https://doi.org/10.1080/13683500.2020.1849047

50. Libre, A., Manalo, A., & Laksito, G.S. (2022). Factors Influencing Philippines Tourist' Revisit Intention: The Role and Effect of Destination Image, Tourist Experience, Perceived Value, and Tourist Satisfaction. *International Journal of Quantitative Research and Modeling.* https://doi.org/10.46336/ijqrm.v3i1.260

51. Liu, C. H. S., & Lee, T. (2016). Service quality and price perception of service: Influence on word-of-mouth and revisit intention. *Journal of Air Transport Management, 52*, 42–54. https://doi.org/10.1016/j.jairtraman.2015.12.007

52. Loi, L.T., So, A.S., Lo, I.S., & Fong, L.H. (2017). Does the quality of tourist shuttles influence 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

53. Maingi, S. W., Gowreesunkar, V. G. B., & Korstanje, M. E. (2024). Tourist Behaviour and the New Normal, Volume I: Implications for Tourism Resilience. Springer.

54. Milman, A., & Tasci, A.D. (2018). Exploring the experiential and sociodemographic drivers of satisfaction and loyalty in the theme park context. *Journal of Destination Marketing & Management.* https://doi.org/10.1016/j.jdmm.2017.06.005

55. Milman, A., Tasci, A. D. A., & Wei, W. (2020). Crowded and popular: The two sides of the coin affecting theme-park experience, satisfaction, and loyalty. *Journal of Destination Marketing and Management, 18*. https://doi.org/10.1016/j.jdmm.2020.100468

56. Mohammed Alnasser, E., Mohammed Alkhozaim, S. (2024). Unveiling Tourist Behaviour in Time of Smart Tourism Technology and Social Influence. *Transformations in Business & Economics*, 23 (2), 434-460.

57. Nguyen Viet, B., Dang, H.P., & Nguyen, H.H. (2020). Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. *Cogent Business & Management, 7.* https://doi.org/10.1080/23311975.2020.1796249

58. Osiako, P.O., & Szente, V. (2024). Behavioral Intention in Domestic Heritage Tourism—An Extension of the Theory of Planned Behavior. *Sustainability.* https://doi.org/10.3390/su16020521

59. Oyunchimeg, L., Gantuya, N., Enkhjargal, D. &Raffay, Z. (2022). A Longitudinal Study of Destination Image, Tourist Satisfaction, and Revisit Intention. *Journal of Tourism and Services, 24*(13), 128-149. 10.29036/jots.v13i24.341

60. Pan, Y., Xu, J., Luo, J., & Law, R. (2022). How Fear of COVID-19 Affects Service Experience and Recommendation Intention in Theme Parks: An Approach of Integrating Protection Motivation Theory and Experience Economy Theory. *Frontiers in Psychology, 13.* https://doi.org/10.3389/fpsyg.2022.809520

61. Perpiña, L., Prats, L., & Camprubí, R. (2020). Image and risk perceptions: an integrated approach. *Current Issues in Tourism, 24*, 367 - 384. https://doi.org/10.1080/13683500.2020.1715355

62. Prentice, C., Dominique Lopes, S., & Wang, X. (2020). The impact of artificial intelligence and employee service quality on customer satisfaction and loyalty. *Journal of Hospitality Marketing & Management, 29*, 739 - 756. https://doi.org/10.1080/19368623.2020.172230

63. Qiao, G., Cao, Y., Chen, Q., & Jia, Q. (2022). Understanding Family Tourism: A Perspective of Bibliometric Review. *Frontiers in Psychology, 13*, 937312. https://doi: 10.3389/fpsyg.2022.937312

64. Quintal, V.A., Lee, J.A., & Soutar, G.N. (2010). Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism Management, 31*, 797-805. https://doi.org/10.1016/J.TOURMAN.2009.08.006

65. Rahmafitria, F., Suryadi, K., Oktadiana, H., Putro, H.P., & Rosyidie, A. (2021). Applying knowledge, social concern and perceived risk in planned behavior theory for tourism in the Covid-19 pandemic. *Tourism Review, 20*. https://doi.org/10.1108/TR-11-2020-0542

66. Ramayah, T., Cheah, J., Ting, F. C. H., & Memon, M. A. (2018). Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated and Practical Guide to Statistical Analysis, Pearson.

67. Reporters, O. (2024, January 2). Tourist arrivals top 28m in 2023. *https://www.bangkokpost.com*. https://www.bangkokpost.com/thailand/general/2716846/tourist-arrivals-top-28m-in-2023

68. Rittichainuwat, B., Nelson, R.R., & Rahmafitria, F. (2018). Applying the perceived probability of risk and bias toward optimism: Implications for travel decisions in the face of natural disasters. *Tourism Management*. https://doi.org/10.1016/J.TOURMAN.2017.09.013

69. Ruppenthal, T., & Rückert-John, J. (2024). Resilient business strategies in the German hospitality industry and its viability. *Tourism & Management Studies*, 20(3), 1-14. https://doi.org/10.18089/tms.20240301

70. Saikim, F. H., Aziz, N. a. A., Radi, S. N. M., Raman, T. L., Salleh, N., & Nordin, N. M. (2023). The Public's Perceptions toward Theme Parks as A Recreational Activity. *International Journal of Academic Research in Business and Social Sciences, 13*(5). https://doi.org/10.6007/ijarbss/v13-i5/17075

71. Singh, R., Mir, M.A., & Nazki, A.A. (2024). Evaluation of tourist behavior towards traditional food consumption: validation of extended Theory of Planned Behaviour. *Cogent Social Sciences*. https://doi.org/10.1080/23311886.2023.2298893

72. Smith, T. A. (2020). The role of customer personality in satisfaction, attitude-to-brand and loyalty in mobile services. *Spanish Journal of Marketing - ESIC, 24*(2), 155–175. https://doi.org/10.1108/SJME-06-2019-0036

73. Soliman, M. (2019). Extending the Theory of Planned Behavior to Predict Tourism Destination Revisit Intention. *International Journal of Hospitality and Tourism Administration, 22*(5), 524–549. https://doi.org/10.1080/15256480.2019.1692755

74. Srinok, R., & Zandi, G. 2021. Covid-19 Recession and Firm Performance – What Are the Determining Factors. *Global Journal of Entrepreneurship and Management*, 2(2), 1-16. https://doi.org/10.57585/GJEM.021.007

75. Sujood, Siddiqui, S., Bano, N., & Al Rousan, R. (2023). Understanding intention of Gen Z Indians to visit heritage sites by applying extended theory of planned behaviour: a sustainable approach. *Journal of Cultural Heritage Management and Sustainable Development*. https://doi.org/10.1108/JCHMSD-03-2022-0039

76. Tan, K., Sia, J.K., & Tang, K.H. (2022). Examining students' behavior towards campus security preparedness exercise: The role of perceived risk within the theory of planned behavior. *Current Psychology, 41*, 4358 - 4367. https://doi.org/10.1007/s12144-020-00951-6

77. Tasci, A.D., & Sönmez, S. (2019). Lenient gun laws, perceived risk of gun violence, and attitude towards a destination. *Journal of Destination Marketing & Management*. https://doi.org/10.1016/J.JDMM.2019.03.007

78. Teshome, E., Melash, A., & Wondirad, A. (2022). Examining Tour Guides' Service Quality in the World Heritage Sites of Gondar City, Northwest, Ethiopia. *World Journal of Entrepreneurship, Management and Sustainable Development*. https://doi.org/10.47556/j.wjemsd.18.2.2022.3

79. Tourism Malaysia. (2022). Tourism Malaysia Marketing Plan 2022-2026. Retrieved October 7, 2022, from https://www.tourism.gov.my/files/uploads/TM_Marketing_Plan_2022_2026.pdf#page=5.00

80. Tourism Malaysia. (2024). Malaysian Outbound and Domestic Travel Behavior. Retrieved December 12, 2024, from https://www.tourism.gov.my/files/uploads/Malaysian-Outbound-and-Domestic-Travel-Behavior.pdf#page=11.00

81. Tseng, S. Y., & Wang, C. N. (2016). Perceived risk influence on dual-route information adoption processes on travel websites. *Journal of Business Research, 69*(6), 2289–2296. https://doi.org/10.1016/j.jbusres.2015.12.044

82. Tseng, T. A., Chien, H. W., & Shen, C. C. (2023). Exploring family travel motivation, preference, and decision-making with children of different ages. *Tourism & Management Studies, 19*(4), 35-45. https://doi.org/10.18089/tms.2023.190403

83. Wang, J., & Karl, M. (2021). Understanding how tourists perceive and respond to risk: A focus on health risk. In Tourist Health, Safety and Wellbeing in the New Normal (pp. 347-371). Springer.

84. Wang, J., Choe, Y., & Song, H. (2020). Brand Behavioral Intentions of a Theme Park in China: An Application of Brand Experience. *Sustainability.* https://doi.org/10.3390/su12114500

85. Wang, L., Yeh, S.S., Chen, K., & Huan, T.T. (2022). Tourists' travel intention: revisiting the TPB model with age and perceived risk as moderator and attitude as mediator. *Tourism Review.* http://dx.doi.org/10.1108/TR-07-2021-0334

86. Wei, W., Qi, R., & Zhang, L. (2019). Effects of virtual reality on theme park visitors' experience and behaviors: A presence perspective. *Tourism Management, 71* 282-293. https://doi.org/10.1016/j.tourman.2018.10.024

87. World Health Organization: WHO. (2020, January 10). *Coronavirus.* https://www.who.int/health-topics/coronavirus

88. Wu, H., Li, M., & Li, T. (2018). A Study of Experiential Quality, Experiential Value, Experiential Satisfaction, Theme Park Image, and Revisit Intention. *Journal of Hospitality & Tourism Research, 42,* 26 - 73. https://doi.org/10.1177/1096348014563396

89. Zhang, M., & Wang, H. (2024). Exploring the Factors Affecting Farmers' Willingness to Cultivate Eco-Agriculture in the Qilian Mountain National Park Based on an Extended TPB Model. *Land.* https://doi.org/10.3390/land13030334

Brief description of Authors:

Norlailazarida Hashim
ORCID ID: https://orcid.org/0009-0004-0861-8160
Affiliation: Faculty of Business, Economic, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia
Email: p4666@pps.umt.edu.my
Norlailazarida Hashim is a PhD scholar in Tourism Management at the Faculty of Business, Economics and Social Development (FBESD) at Universiti Malaysia Terengganu. She holds a Master of Business Administration (MBA) from Universiti Malaysia Terengganu and a Bachelor of Business Administration (Hons.) in Marketing from Universiti Teknologi MARA.

Dr. Kalsitinoor Set
ORCID ID: https://orcid.org/0000-0002-2347-3121
Affiliation: Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia
Email: kalsitinoor@umt.edu.my
Kalsitinoor Set is a senior lecturer in Tourism Management at the Faculty of Business, Economics and Social Development (FBESD), Universiti Malaysia Terengganu. She holds a Doctor of Philosophy (PhD) in Tourism Management from the University of Newcastle (UoN), Australia, a Master of Business Administration (MBA), and a Bachelor of Business Administration (Hons.) in Marketing from

Universiti Teknologi MARA. Her main research interest is in tourism small and medium enterprises (TSMEs) and entrepreneurial behaviour in the tourism industry.

Dr. Aleff Omar Shah Nordin

ORCID ID: https://orcid.org/0000-0002-1075-9403

Affiliation: Faculty of Business, Economic, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia

Email: aleff.shah@umt.edu.my

Aleff Omar Shah is a senior lecturer in Tourism Management at the Faculty of Business, Economics and Social Development (FBESD), Universiti Malaysia Terengganu. He holds a Doctor of Philosophy (PhD) in Tourism Economics from Universiti Sains Malaysia (USM), a Master of Management (Integrated Coastal Zone Management - ICZM), and a Bachelor of Economics (Nature Resources) from Universiti Malaysia Terengganu. His main research interests are tourism economics, tourism entrepreneurship, sustainable tourism development, and micro business.

Dr. Noor Fadhiha Mokhtar

ORCID ID: https://orcid.org/0000-0002-3932-290X

Affiliation: Faculty of Business, Economics, and Social Development, Universiti Malaysia Terengganu, Terengganu, Malaysia

Email: noorfadhiha@umt.edu.my

Noor Fadhiha Mokhtar is a senior lecturer in Electronic Marketing, Operations Management, and Quality at the Faculty of Business, Economics, and Social Development (FBESD), Universiti Malaysia Terengganu. She holds a Doctor of Philosophy (PhD) in Internet Marketing and Entrepreneurship from Victoria University, Melbourne, Australia, a Master of Business Administration (MBA), and a Bachelor of Business Administration (Hons.) in Marketing from Universiti Teknologi MARA. Her main research interest is in the use of ICTs in small and medium enterprises, social media marketing, B2C electronic commerce, and entrepreneurship.

APPENDIX I

This appendix consists of the independent and dependent variables used in this study. For independent variables consisting of attitude was used a 5-point semantic differential scale, subjective norm, perceived behavioural control, satisfaction, water theme park image, perceived service quality, and perceived value was employed 5-point Likert scale (1=Strongly Disagree - 5=Strongly Agree). Meanwhile, for the dependent variable of revisit intention, a 7-point Likert scale (1=Strongly Disagree - 7=Strongly Agree) was used to measure the study's instruments. The list of items instruments used in this study as per below.

Attitude

Visiting water theme parks are…
1. *Good/Bad*
2. *Pleasant/Unpleasant*
3. *Enjoyable/Unenjoyable*
4. *Favourable/Unfavourable*
5. *Fun/Boring*

Subjective Norms
1. *People who are important to me think I should visit water theme parks.*
2. *People who are important to me would support my decision to visit water theme parks.*
3. *People who are important to me would understand why I want to visit water theme parks.*
4. *People who are important to me recommend visiting water theme parks.*
5. *People who are important to me approve of my visit to water theme parks.*

Perceived Behavioural Control
1. *I have enough time to visit water theme parks.*
2. *I can afford the entrance cost.*
3. *I believe there is nothing that would prevent me from visiting water theme parks.*
4. *I could easily visit water theme parks.*
5. *It is completely up to me whether or not to visit water theme parks.*

Satisfaction
1. *I really enjoy visiting water theme parks.*
2. *I am satisfied with my decision to visit water theme parks.*
3. *I prefer visiting water theme parks.*
4. *I have positive feelings regarding visiting water theme parks.*
5. *This experience from visiting the water theme parks is exactly what I need.*

Water Theme Park Image
1. *Water theme parks are safe and secure.*
2. *Water theme parks offer exciting places to explore.*
3. *Water theme parks offer interesting places to visit.*
4. *Water theme parks have beautiful scenery.*
5. *Water theme parks have exotic features.*
6. *Water theme parks offer good service.*
7. *Water theme parks have a good reputation.*
8. *Water theme parks offer good value for money.*

Perceived Service Quality

1. *The basic amenities provided by water theme parks are sufficient.*
2. *Services are provided as promised.*
3. *The physical environment of water theme parks is excellent.*
4. *The physical environment at water theme parks is of a high standard.*
5. *I feel free to explore and there are no restrictions to access as tourists.*
6. *Water theme parks that I recently visited are conveniently located and easily accessed to places I want to go.*
7. *The interaction I have with the employees is of a high standard.*
8. *Employees of water theme parks are always willing to help tourists.*
9. *The employees' attitude in water theme parks will inspire the trust and confidence of tourists.*
10. *The water theme parks recognise tourists' needs and strive to accommodate them.*

Perceived Value

1. *It is worth visiting water theme parks considering the money I invested.*
2. *It is worth visiting water theme parks considering the time I spent.*
3. *It is worth visiting water theme parks considering the effort I made.*
4. *It is worth visiting water theme parks considering the travel expense I spent.*
5. *The overall value of visiting water theme parks is reasonable.*
6. *Water theme parks offer better quality/more benefits.*

Perceived Risk

1. *I am concerned about physical danger or injury if I go to water theme parks.*
2. *I am concerned if taking a trip to water theme parks will not provide value for my money.*
3. *I am concerned about travelling service quality/equipment problems if I take a trip to water theme parks.*
4. *I am concerned about disappointment with the travel experience to water theme parks.*
5. *There is a risk of disapproval from friends/family/associates of my travel destination choice to water theme parks.*

Revisit Intention

1. *I would like to revisit water theme parks in the near future.*
2. *If given the option, I would choose water theme parks again.*
3. *I would come back to water theme parks in the future.*
4. *I would visit water theme parks more frequently.*
5. *Water theme parks would be my first choice over other destinations.*