

UNDERSTANDING ANTECEDENTS WHICH SHAPE TOURISTS' WILLINGNESS TO VISIT FROM THE TPB VIEWPOINT

¹Keni Keni*, ²Nicholas Wilson, ³Ica Rika Candraningrat, ⁴Ida Puspitowati

^{1,4}Faculty of Economics and Business Universitas Tarumanagara

Jl. Tanjung Duren Utara No. 1, West Jakarta 11470, DKI Jakarta

²Faculty of Social Sciences and Humanities Universitas Bunda Mulia

Jl. Lodan Raya No. 2, North Jakarta, DKI Jakarta;

²School of Business and Economics, Universitas Prasetya Mulya

Edu Town Kavling Edu I No. 1, Jalan BSD Raya Barat 1, Tangerang, 15339, Banten

³Faculty of Economics and Business Universitas Udayana

Jl. Raya Kampus UNUD, Badung 80361, Bali

²nicholaswilson8989@gmail.com, ³candraningrat@unud.ac.id, ⁴idap@fe.untar.ac.id

*Corresponding author: keni@fe.untar.ac.id

Abstract

Theory of planned behavior (TPB) had been used repeatedly by various researchers to analyze human's behavior. Utilizing this framework, this research attempts to fully investigate various variables which could affect tourists' willingness to visit Bintan Island in Riau Island, Indonesia. Questionnaires were used to gather data from the qualified respondents who've visited Bintan Island at least once in the past 1 year. Next, a non-probability sampling in the form of purposive sampling was implemented in order to ensure that all respondents who filled in the questionnaires had satisfied the criteria. After distributing the questionnaires to the respondents for around 4 months, a total of 198 data had been successfully gathered from the respondents. However, after further assessment, 24 data need to be omitted since these data were filled in by respondents who failed to fulfill the respondents' criteria set in this study, thus confirming that a total 174 data will be further assessed in this research using PLS-SEM method using SmartPLS 4 software. After analyzing these data, authors concluded that all three main variables within the TPB theory, namely attitude, perceived behavioral control and subjective norms, together with destination attachment, significantly and positively affect tourists' willingness to visit Bintan Island.

Keywords: attitude, destination attachment, perceived behavioral control, subjective norms, willingness to visit

INTRODUCTION

The theory of planned behavior (TPB) has long been argued as one of the most discussed and utilized theories within the context of social psychology, consumer behavior, and marketing in the 21st century. This framework, which was developed by the famous Ajzen (1985), actually serves as the extension of the preceding theory of reasoned action (TRA) theory, which was formulated by Fishbein and Ajzen (1975). TRA argues that human behavior is affected by two critical antecedents, which are subjective norms and attitude (Cederbaum, Lee, Okine, Duan, & Lee, 2021; Gundala, Nawaz, Boobalan, & Gajenderan, 2022; Cahigas, Prasetyo, Persada, & Nadlifatin, 2023b). In its comprehensive essence, attitude encapsulates the enduring fusion of a person's emotions, thoughts, and actions toward a particular object, individual, or circumstance over an extended period (Jang & Cho, 2022). It is a multifaceted construct, encompassing belief systems, emotional responses, and behavioral inclinations. The significance of attitudes

lies in their profound impact on human behavior, influencing how individuals navigate and respond to the myriad facets of their existence (Kemp, Norton, Neese, Pei, & O'Brien, 2022). Varied in nature, attitudes can assume a positive, negative, or nuanced stance, emanating from intricate amalgamation of individual experiences, cultural imprints, and social dynamics (Kong & Wang, 2021). Beyond merely shaping one's perceptual lens and decision-making processes, attitudes profoundly influence behavioral manifestations and interpersonal engagements (Chen, Zou, Ran, Yan, & Li, 2023). In this case, attitude serve as crucial driving force that guide personal actions, including purchase or visit behavior (Procter, Angus, Blaszczyński, & Gainsbury, 2019). Meanwhile, the second factor, subjective norms, involve an individual's perception of the expectations held by significant individuals in their life, such as colleagues, family, co-workers, or friends, regarding their behavioral choices (Raudkivi, 2020; Wilding, Prudenzi, Conner, & O'Connor, 2022). These norms wield considerable influence over an individual's decision-making process, as the desire for social approval or the fear of disapproval significantly shapes behavioral intentions (Wu, 2020; Zhu, Wen, Chu, & Sun, 2022). However, the original TRA framework was criticized by many by stating that the connection between behavioral intention and tangible behavior is not consistently realized. Therefore, in responding to such critics, Ajzen (1985) re-developed TRA into TPB by adding the third factor, namely perceived behavioral control. Perceived Behavioral Control (PBC) refers to an individual's self-assessment of their capability to execute a specific behavior, encompassing their perceptions of the ease or difficulty associated with it and the extent of control they believe they possess (Abidin, Handayani, Zaky, & Faturrahman, 2022; Budhathoki, M., Zølner, Nielsen, Rasmussen, & Reinbach, 2022). Such perception of control over a behavior felt by the Individuals significantly impacts their decision-making process and intention to engage in that behavior. A heightened sense of control often correlates with a greater inclination to perform the behavior. In contrast, a perception of limited control due to external barriers or personal constraints may diminish the desire to engage in the behavior. This construct and attitude and subjective norms play pivotal roles in guiding behavioral choices (Bélanger *et al.*, 2023; Cahigas, Prasetyo, Persada, & Nadlifatin, 2023a).

While research which try to assess tourists' behavior to visit specific destination places using either TRA or TPB framework had been abundant (Abbasi, Kumaravelu, Goh, & Dara Singh, 2021; Fauzi *et al.*, 2022; Fazili *et al.*, 2023; Leung & Jiang, 2018; Villace-Molinero *et al.*, 2022; Yuzhanin & Fisher, 2016; Özel, & Çoban, 2022), however, the current study attempt to re-develop the three-variables TPB framework into four by adding destination attachment as part of the variable which had been studied to be another antecedent that could determine people's willingness to visit or revisit specific places (Ghali, Rather, & Khan, 2024). Destination attachment is a psychological phenomenon that delves into the emotional and affective connections individuals forge with specific travel destinations (Cao, Qu, & Yang, 2021; Hsu & Scott, 2020). It transcends mere satisfaction or enjoyment, evolving into a profound and enduring bond tourists establish with a particular place (Huang & Lin, 2023). This attachment is fueled by a complex interplay of personal experiences, memorable interactions, and the perceived uniqueness of the destination, going beyond the transactional nature of conventional tourism and transforming into a more significant and emotionally resonant relationship between the traveler and the destination (Jian, Lin, & Zhou, 2021). Destination attachment is pivotal in shaping both tourists' visit and revisits intentions (Karagiorgos, Lianopoulos, Alexandris, & Kouthouris, 2023). A robust attachment to a place significantly molds

behavioral intentions, with the emotional bond cultivated during a visit fostering a sense of loyalty and a desire to perpetuate the positive experiences associated with that particular destination (Kim, Choe, & Petrick, 2018). Tourists who develop a high level of attachment are more inclined to become repeat visitors, thereby contributing to the sustained growth of the destination's tourism industry and emerging as effective advocates (Ma, Tan, & Li, 2023). Their personal experiences could become a powerful tool for word-of-mouth promotion, persuading others to choose the same destination.

Additionally, the concept of destination attachment could be integrated into the original framework of the theory of planned behavior (TPB) to form a new and more comprehensive research model that can extensively explain tourists' travel intentions and behaviors. For example, within this framework, attitude reflects an individual's positive or negative evaluation of performing a particular behavior. When connected with the context of destination attachment, travelers with a solid attachment to a destination often have more positive attitudes toward revisiting or recommending the place. This emotional bond enhances the perceived value and satisfaction derived from the destination, making individuals more likely to have favorable attitudes towards associated activities. For example, someone attached to a coastal town may have a strong positive attitude towards beach vacations and conservation efforts. Moreover, subjective norms involve the perceived social pressure to perform or not perform a particular behavior. In this case, within the context of destination attachment, tourists with a solid attachment to a destination often share their experiences and feelings with friends and family, creating a social environment that values and supports travel to that destination. Consequently, the perceived social pressure to visit or engage in activities related to the destination increases. For instance, if someone frequently talks about their attachment to a specific mountain resort, their peers might feel encouraged to visit the same place to experience the bond firsthand.

Meanwhile, perceived behavioral control is the perceived ease or difficulty of performing a behavior influenced by past experiences and anticipated obstacles. In this case, destination attachment can enhance perceived behavioral control by increasing confidence and familiarity with the destination. Travelers who feel attached to a destination will likely have more knowledge about it, including logistics, cultural norms, and potential challenges. This familiarity reduces perceived barriers and increases the individual's confidence in their ability to engage in behaviors related to the destination successfully. For example, someone attached to a particular city may feel more confident navigating its public transportation system or finding suitable accommodations, perceiving fewer obstacles to visiting.

Based on the explanations, this study tries to understand and test factors that can affect tourists' willingness to visit certain destination places using the re-developed version of the TPB framework. It adds destination attachment as the fourth factor posited to be an extra variable that can determine one's willingness to visit a specific destination.

Based on the arguments illustrated on the previous section, this study was performed in order to determine the following points:

RP₁: To determine the effect of attitude on tourists' willingness to visit a destination

RP₂: To determine the effect of perceived behavioral control on tourists' willingness to visit a destination

RP₃: To determine the effect of subjective norms on tourists' willingness to visit a destination

RP₄: To determine the effect of destination attachment on tourists' willingness to visit a destination

LITERATURE REVIEW

Theory of Reasoned Action (TRA) & Theory of Planned Behavior (TPB)

Both the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) serve as two interconnected concepts that attempt to predict human behavior by examining individual beliefs, attitudes, and intentions (Deng, Li, Peng, Wu, & Che, 2022). Both frameworks posit that an individual's intentions are pivotal in predicting their behavior. In the Theory of Reasoned Action (TRA), behavior is conceptualized as an outcome of logical decision-making processes influenced by an individual's attitude toward the behavior and subjective norms (Farid *et al.*, 2023; Haq, Miah, Biswas, & Rahman, 2023). Attitude encompasses the positive or negative evaluation of the behavior, while subjective norms involve perceptions of social influences and expectations associated with the behavior (Lim & An, 2021). According to TRA, these factors amalgamate to form an individual's intention, which ultimately guides their behavior. However, TRA assumes individuals have complete control over their behavior, with intentions being the sole determinant of actions (Ong *et al.*, 2023). Meanwhile, the Theory of Planned Behavior enhances TRA by introducing the concept of perceived behavioral control. Recognizing that individuals may encounter obstacles or support that could impact their ability to perform a behavior, Ajzen (1985) introduced perceived behavioral control. This factor reflects an individual's perception of their control over the behavior, taking external factors into account (Malcolm, Nelson, Modeste, & Gavaza, 2021; Meng, Piaralal, Islam, Yusof, & Chowdhury, 2023). In TPB, intentions remain crucial, but perceived behavioral control acts as a moderator in the relationship between intentions and actual behavior. The significance of TPB and TRA lies in their efficacy in explaining and predicting diverse behaviors across various contexts. By scrutinizing the relationships between attitudes, subjective norms, and perceived behavioral control, both TRA and TPB offer comprehensive approach to enhance people's understanding concerning various motivational factors behind human behavior (Moon, 2021).

Destination Attachment

Destination attachment plays a pivotal role in shaping individuals' inclination to visit and form emotional bonds with specific places (Nursyamsiah & Setiawan, 2023). It goes beyond mere satisfaction with travel experiences, encompassing multi-faceted dimensions such as emotional, social, and functional aspects (Patwardhan, Ribeiro, Woosnam, Payini, & Mallya, 2020; Jian *et al.*, 2021). This attachment is intricately linked with an individual's perceptions and experiences related to a particular location. A fundamental contributor to destination attachment lies in the emotional connection that the individuals establish with a place (Huang & Lin, 2023). Positive experiences, ranging from breathtaking landscapes to cultural richness and memorable activities, foster a profound attachment. These emotional ties transform the destination from a mere location into a part of an individual's personal identity and experiences (Pradhan, Moharana, & Malik, 2023). The social dimension also significantly influences destination attachment. Interactions with local communities, cultural exchanges, and a sense of belonging contribute to the development of a strong connection with the destination (Hsu & Scott, 2020). Social ties formed during visits can motivate individuals to revisit the place, driven by the positive relationships established on previous occasions. Additionally, the importance of destination attachment in attracting people's willingness to visit a place cannot be overstated. It serves as a potent motivator for visits and repeat visits, as

individuals are more likely to choose a destination to which they feel emotionally, socially, and functionally connected (Ghali *et al.*, 2024; Zhou, et. al, 2023). Destinations that effectively cultivate and promote attachment create loyal visitors who become advocates, sharing their positive experiences and inspiring others to explore the same place. In this case, fully understanding the concept of destination attachment won't only allow destination places to attract tourists but also cultivate a faithful and committed visitor base, positively impacting the local economy and community well-being around these places (Zhu *et al.*, 2023)

Theory of Planned Behavior (TPB) and Willingness to Visit

Following the Theory of Planned Behavior (TPB), perceived behavioral control, subjective norms and attitude are three factors which collectively influence individuals' behavioral intentions to visit a specific place (Meng *et al.*, 2023; Pahrudin, Piaralal, Islam, Yusof, & Chowdhury, 2021). Perceived behavioral control reflects an individual's confidence in their ability to control and execute the behavior of visiting a destination (Pillai *et al.*, 2022). It considers the perceived ease or difficulty of overcoming barriers and external factors to complete the intended behavior. A high level of perceived behavioral control positively influences willingness to visit, as individuals are more likely to express an intention to visit when they believe they have the necessary control and resources (Sabiote-Ortiz *et al.*, 2024). Meanwhile, attitude denotes an individual's positive or negative evaluation of visiting a particular destination (Salem, Islam, Aureliano-Silva, & Shehata, 2023). This encompasses their perceptions of the destination's attributes, amenities, and overall appeal. Positive attitudes are poised to elevate willingness to visit, as individuals are more inclined to engage in behaviors that align with their optimistic assessments of a destination (Samus *et al.*, 2023; Verma & Chandra, 2018). On the other hand, subjective norms pertain to the perceived social influences and expectations surrounding the decision to visit a destination (Tang *et al.*, 2022). The opinions and expectations of significant others, such as friends, family, or colleagues, carry weight in influencing an individual's intention to visit (Wang, Yung, Jayantha, & Chan, 2023). Positive subjective norms, where social influences encourage a visit to the destination, can significantly enhance tourists' willingness to visit (Wang *et al.*, 2024; Wu, Wang, Tao, Shao, & Yu, 2024). Additionally, it should be understood that the interconnectedness among these factors is dynamic. While positive attitudes towards a destination may heighten the intention to visit, subjective norms and perceived behavioral control can further shape this intention. For instance, even with a positive attitude, if perceived behavioral control is diminished (e.g., due to financial constraints or other challenges), willingness to visit may be attenuated (Yeh *et al.*, 2021; Zhang *et al.*, 2024). Based on these explanations, the authors formulated the following hypotheses:

H₁: Perceived behavioral control positively affects tourist's willingness to visit Bintan Island

H₂: Subjective norms positively affect tourist's willingness to visit Bintan Island

H₃: Attitude positively affect tourist's willingness to visit Bintan Island

Destination Attachment and Willingness to Visit

The correlation between destination attachment and willingness to visit is pivotal in comprehending and predicting individuals' likelihood to visit a specific location (Zhou, Wang, Huang, & Xiong, 2023; Usakli, Kucukergin, Shi, & Okumus, 2022). Destination

attachment extends beyond satisfaction with travel experiences, encapsulating the emotional and affective bonds individuals form with a destination (Pradhan *et al.*, 2023). This profound sense of connection and identification with a place significantly influences future intentions and behaviors associated with that destination. The impact of destination attachment on shaping willingness to visit is considerable. When individuals forge solid emotional ties with a destination, their inclination to revisit or explore it for the first time will likely be positively impacted (Ma *et al.*, 2023; Patwardhan *et al.*, 2020). The emotional bond fostered through positive experiences, memorable interactions, and a sense of belonging contributes to an augmented desire to return or delve deeper into the destination. Positive destination attachment often correlates with the perception that a place holds personal significance and resonates with an individual's values and identity (Karagiorgos *et al.*, 2023; Kim *et al.*, 2018). This positive emotional connection cultivates a commitment to the destination, influencing the intention to visit. Individuals characterized by a high level of attachment may actively seek opportunities to revisit, share positive experiences with others, and contribute to the destination's positive word-of-mouth promotion (Zhu *et al.*, 2022). Furthermore, destination attachment is a stabilizing factor amidst external influences or changes. Even when confronted with challenges or alternative options, individuals firmly attached to a destination may maintain their intention to visit due to the enduring emotional ties they have established (Zhou, *et al.*, 2023). Based on these explanations, the authors formulated the following hypothesis:

H4: Destination attachment positively affect tourist's willingness to visit Bintan Island

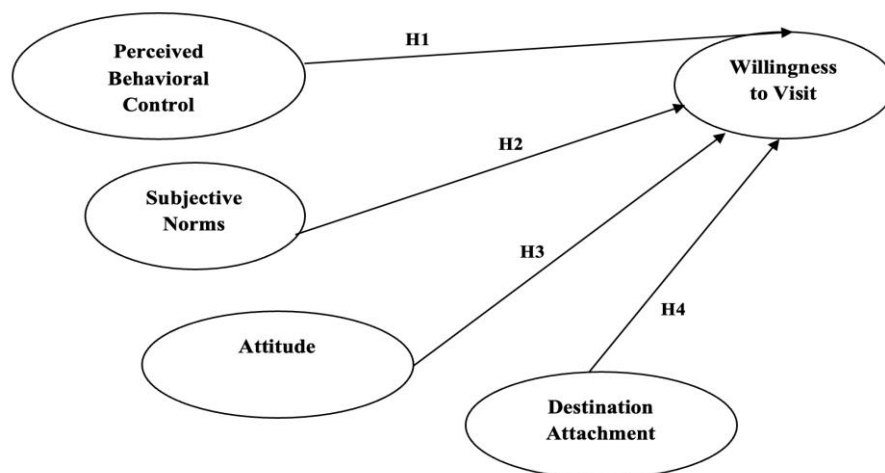


Figure 1. Research framework

Source: Authors' Own Work

RESEARCH METHOD

This research utilized closed-ended online questionnaires, collecting data from 198 respondents who had visited Riau Island at least once last year using a purposive sampling method. Purposive sampling was chosen as it allows researchers to deliberately select participants who are most likely to provide valuable and relevant information for the study. This approach ensures that the sample accurately reflects the characteristics or phenomena being investigated, which is particularly beneficial for this study. The primary reason for selecting purposive sampling is its ability to focus on specific subsets of the

population most relevant to the research question. In this study, the population of interest is not easily accessible or identifiable through random sampling. Therefore, by using purposive sampling, individuals with the necessary experience, knowledge, or characteristics can be included, enhancing the relevance and depth of the collected data. This targeted approach is essential for achieving our research goals and obtaining meaningful insights. Moreover, purposive sampling maximizes the efficiency of data collection, especially when dealing with specialized populations. At the same time, this method also allows authors to strategically select participants who meet predefined criteria strategically, ensuring a more targeted and efficient data collection process.

Even though purposive sampling had been implemented in order to ensure that all respondents complied with this criteria, 24 data need to be omitted because these data were filled in by respondents who failed to fulfill the respondent criteria set in this research, thus confirming that a total of 174 data will be further used and analyzed using PLS-SEM through SmartPLS 4.0 software to derive the necessary results for this study. This study chose PLS-SEM since PLS excels in predicting key target constructs and identifying crucial driver variables. Unlike multiple regression, which only examines direct relationships between observed variables, PLS-SEM allows for the simultaneous analysis of multiple relationships between latent constructs and observed variables. Additionally, PLS-SEM is highly effective in handling complex models that include numerous constructs, indicators, and paths. It supports both reflective and formative measurement models, offering a level of flexibility that multiple regression lacks. Moreover, another significant advantage of PLS-SEM is its robustness in dealing with non-normal data distributions and small to medium sample sizes. Unlike CB-SEM, which requires a large sample size to achieve reliable and valid results, PLS-SEM can provide accurate parameter estimates and high statistical power even with smaller samples. In addition, PLS-SEM emphasizes maximizing the explained variance of the dependent constructs, making it an optimal choice for predictive research. This focus on variance explanation aligns with the objectives of this study, which aim to identify and understand the factors that most significantly influence our key constructs.

Furthermore, a 6-point Likert scale questionnaire was employed to assess respondents' opinions, ranging from 6 (strong agreement) to 1 (strong disagreement). The study delved into five variables, which, as shown on figure 1, consisted of perceived behavioral control, subjective norms, attitude, destination attachment and willingness to visit, utilizing a total of 20 indicators. Indicators for perceived behavioral control, subjective norms, attitude were also sourced from Halpenny, Kono, & Moghimehfar, (2018), Keni, Kono, & Moghimehfar (2022) and Wang *et al.* (2018), while indicators representing destination attachment were adapted from Hamdy, Zhang and Eid (2024) and Soonsan and Somkai (2023).

RESULTS AND DISCUSSION

PLS Analysis: Outer Model & Inner Model Analysis

Using PLS, a two-step systematic approach which comprises of the outer model and the inner model analysis are required to be performed in sequential order before the final outcome could be generated and obtained. The first analysis, named the outer model analysis, aim to test the reliability and the validity of the data, while the second analysis called the inner model analysis was performed with the objective to determine the relationships between variables proposed in this study. Only after all data had been

deemed valid and reliable that the inner model analysis can be performed. In ensuring that all data were reliable and valid, several criteria needed to be met, including a loading for every indicator exceeding 0.7, an Average Variance Extracted (AVE) surpassing 0.5 for each variable, both cronbach's alpha and composite reliability exceeding 0.7 for all variables, and an HTMT value below 0.90 for each variable to ensure discriminant validity. The outcomes of the outer model analysis were meticulously detailed in Tables 1, 2, and 3.

Table 1. Measurements of each variable & factor loading

Variables		Indicators	Loading
Perceived Behavioral Control	PBC1	Whether or not I choose to Visit Bintan Iskland is completely up to me	0.885
	PBC2	I am confident that I could decide to visit Bintan Island whenever I want	0.840
	PBC3	I have adequate financial resources to Visit Bintan Island	0.830
	PBC4	I have adequate time resources to Visit Bintan Island	0.786
Subjective Norms	SNN1	My family think that visiting Bintan Island is a good decision	0.932
	SNN2	My colleagues/friends think that visiting Bintan Island is a good decision	0.947
	SNN3	My family support my decision to visit Bintan Island	0.954
	SNN4	My colleagues/friends support my decision to visit Bintan Island	0.734
Attitude	ATT1	In my opinion, visiting Bintan Island is extremely pleasant	0.888
	ATT2	In my opinion, Bintan Island is a good destination	0.813
	ATT3	In my opinion, visiting Bintan Island is a good decision	0.786
	ATT4	In my opinion, Bintan Island is better than the other similar destinations that I've visited	0.842
Destination Attachment	DTA1	Bintan Island is a very special place to me	0.776
	DTA2	I felt a real sense of harmony when visiting Bintan Island	0.925
	DTA3	I am attached to Bintan Island	0.926
	DTA4	I feel a strong sense of belonging toward Bintan Island	0.809
Willingness to Visit	WVI1	I'm willing to visit Bintan Island when I'm on a holiday	0.728
	WVI2	I plan to visit Bintan Island when I'm on a holiday	0.894
	WVI3	The chance of me visiting Bintan Island during a holiday is High	0.904
	WVI4	I'll make an effort to visit Bintan Island when I'm on a holiday	0.841

Based on the outcomes of the outer model analysis presented on table 1, 2 and 3, it can be concluded that all indicators and variables are both reliable and valid since all of the outer model criteria had successfully been fulfilled. Therefore, since the outer model analysis had been completed, the inner model analysis will be next conducted in order to analyze the relationships between variables discussed in this study. The results of the inner model analysis were presented on Table 4, 5 and Figure 2.

Table 2. AVE, Composite Reliability (rho_c) & Cronbach's alpha

Variables	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)
Attitude	0.853	0.901	0.694
Destination Attachment	0.882	0.920	0.743
Perceived Behavioral Control	0.856	0.903	0.699
Subjective Norms	0.914	0.942	0.804
Willingness to Visit	0.863	0.908	0.714

Table 3. HTMT value

	Attitude	Destination Attachment	Perceived Behavioral Control	Subjective Norms	Willingness to Visit
Attitude					
Destination Attachment	0.813				
Perceived Behavioral Control	0.797	0.873			
Subjective Norms	0.749	0.816	0.864		
Willingness to Visit	0.762	0.889	0.819	0.844	

Table 4. R-squared (R²)

Variable	R-square	R-square adjusted
Willingness to Visit	0.681	0.672

Table 5. Path coefficient & hypotheses testing

Relationships	Original sample (O)	p-values	Conclusion
Attitude -> Willingness to Visit	0.336	0.004	Positive & Significant (H3 Supported)
Destination Attachment -> Willingness to Visit	0.295	0.004	Positive & Significant (H4 Supported)
Perceived Behavioral Control -> Willingness to Visit	0.403	0.000	Positive & Significant (H1 Supported)
Subjective Norms -> Willingness to Visit	0.268	0.010	Positive & Significant (H2 Supported)

The outcomes of the inner model assessment are presented in Tables 4 and 5. In Table 4, the R-squared (R²) values for willingness to visit were determined 0.681. This value explains that all four variables, namely perceived behavioral control, attitude,

destination attachment and subjective norms, collectively contribute in explaining 68.1% of the variance in willingness to visit. Meanwhile, moving on to the path coefficient assessment as shown in Table 5, it can be concluded that all relationships between the variables under examination in this study were deemed positive and significant, with p-values falling below the significance level of 0.05, and that the original sample (O) values of all relationships turn out to be positive. These outcomes substantiate all the hypotheses formulated in this which consisted of H1, H2, H3 and H4, and that these results underline that perceived behavioral control, attitude, destination attachment and subjective norms did play positive roles in affecting tourists' willingness or intention to visit Bintan Island.

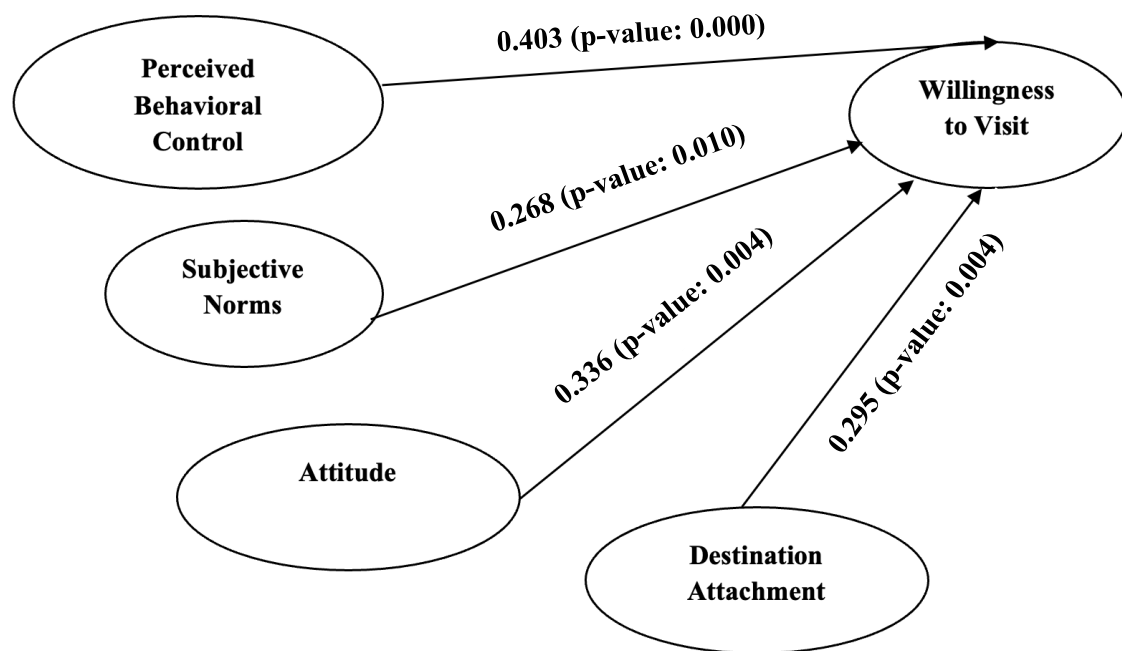


Figure 2. Path Coefficient Analysis

Source: Authors' Own Work

Discussions

This study confirmed the significance of attitude, perceived behavioral control, subjective norms, and destination attachment in influencing one's willingness to visit a destination place, which, regarding this study, refers to Bintan Island. First, the affirmative impact of attitude underscores the pivotal role of personal judgments and preferences in forming the intention to visit. A favorable attitude towards Bintan Island, potentially influenced by positive perceptions of its features, amenities, and allure, emerges as a driving force compelling tourists to express a resolute intention to travel to this destination. Simultaneously, acknowledging the positive influence of perceived behavioral control indicates a heightened awareness among tourists regarding their capacity to navigate potential challenges or issues associated with their travel plans. This implies a meticulous evaluation of practical considerations and resource availability, suggesting that tourists are more inclined to manifest an intention to visit when possessing the confidence that they have the requisite control and means to surmount any obstacles. Moreover, the positive effect of subjective norms injects a social dimension into tourists' decision-making processes. The perspectives and expectations of significant others, whether friends, family, or colleagues, wield a substantial impact in shaping the intention

to visit Bintan Island. This underscores the inherently social nature of travel-related decisions, emphasizing the considerable role that social influences play in tourists' intentions to explore a particular destination. Additionally, adding a layer of complexity to the holistic understanding of tourists' decision-making, the positive and significant effect of destination attachment indicates a profound emotional and affective connection with Bintan Island. This transcends mere satisfaction, implying that tourists perceive Bintan Island as a destination imbued with personal and intrinsic value. Establishing emotional ties amplifies the destination's allure and significantly contributes to tourists' intentions to revisit or explore Bintan Island for the first time.

CONCLUSION AND SUGGESTION

Based on the results obtained in this research, attitude, perceived behavioral control, destination attachment and subjective norms are confirmed to be 4 antecedents which can influence one's intention or willingness to visit Bintan Island. Based on this outcome, several recommendations can be given to practitioners and parties responsible for developing and managing tourism places and activities in Bintan Island. First and foremost, recognizing the pivotal role of attitude necessitates a strategic investment in extensive destination marketing campaigns aimed at showcasing the unique features, cultural richness, and diverse recreational opportunities that Bintan Island offers. Collaborative efforts with travel influencers, the creation of visually captivating content, and the organization of promotional events serve as potent tools to shape a positive attitude among potential tourists. Moreover, a systematic approach to collecting and analyzing feedback from visitors can provide practitioners with invaluable insights, enabling continuous improvement and the fine-tuning of marketing efforts to meet evolving expectations. Next, understanding the considerable impact of perceived behavioral control suggests that practitioners should proactively work towards enhancing the overall tourist experience by addressing potential challenges. Streamlining travel logistics, providing easily accessible and user-friendly information through digital platforms, and offering dedicated support services all contribute to elevating tourists' confidence in their ability to navigate and savor Bintan Island seamlessly. The integration of technology solutions, such as digital guides and efficient transportation systems, further bolsters perceived behavioral control.

Additionally, the observed positive effect of subjective norms implies that practitioners can derive substantial benefits from fostering positive relationships with visitors and amplifying word-of-mouth promotion. Engaging with local communities to create a warm and hospitable environment, collaborating with influential figures in the travel sphere to share positive experiences, and leveraging the power of social media for user-generated content all play pivotal roles in shaping favorable subjective norms about Bintan Island. Furthermore, the identified positive and significant effect of destination attachment underscores the paramount importance of crafting emotionally resonant experiences for tourists. Practitioners can curate immersive cultural events, implement eco-friendly initiatives, and initiate community engagement programs that forge a deep emotional connection between tourists and Bintan Island. Encouraging active involvement in local traditions, championing sustainable practices, and establishing meaningful partnerships with local communities all contribute to fostering a robust sense of destination attachment. In the end, continuous evaluation and adjustment of these

strategies based on visitor feedback and emerging market trends will undoubtedly contribute to the enduring success and growth of tourism in Bintan Island.

While this study has undergone rigorous and comprehensive examination, it is imperative to acknowledge its inherent limitations. Chief among these limitations is the geographical confinement of the research to Bintan Island, which may limit the generalizability of its findings to other tourist destinations beyond this specific region. To ensure the broader applicability of insights in future studies, researchers are encouraged to explore the other Islands within the region, such as Batam Island. Moreover, it is essential to note that a significant proportion of participants in this study were tourists, prompting valid concerns about the representativeness of the findings for the broader global population. To mitigate this limitation, future researchers are advised to broaden the demographic scope by incorporating participants who visited Bintan Island (and the other destination places) for another purpose, such as those who came to Bintan Island to do Business. This approach would address concerns about the homogeneity of the sample but also enrich the diversity of perspectives, contributing to a more nuanced understanding of the factors influencing visitors' intentions to visit destinations. Lastly, expanding the geographical scope of future studies to include other tourist destinations beyond the borders of Indonesia holds the potential to augment the external validity of research findings. Such an approach would provide a more robust foundation for generalization and application in diverse global contexts, thus enhancing the overall reliability and relevance of the study's outcomes. Additionally, future studies are encouraged to explore the influence of cultural differences on TPB variables or the impact of emerging digital marketing tools on tourists' perceptions and intentions.

This study was conducted with the financial support from the Institute of Research and Community Services of Universitas Tarumanagara, which is known as the Block Grant Research Assignment for the Budget Year of 2023, with the Research Contract Number: 016/Int-BGRA-PTNBH-KLPPM/UNTAR/XI/2023. Furthermore, authors would also like to thank authors would like to thank: The Director of Research and Community-Engagement Services of Universitas Tarumanagara, The Dean of Faculty of Economics and Business Universitas Tarumanagara, respondents, surveyors, colleagues, and other parties who cannot be mentioned in detail for their valuable and relentless support and assistance, from the time when this study was commenced, until the time when this study had been successfully completed.

REFERENCES

- 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. doi.org:10.1108/sjme-12-2019-0109.
- Abidin, Z., Handayani, W., Zaky, E. A., & Faturrahman, A. D. (2022). Perceived risk and attitude's mediating role between tourism knowledge and visit intention during the covid-19 pandemic: Implementation for coastal-ecotourism management. *Heliyon*, 8(10), 1-10. doi.org:10.1016/j.heliyon.2022.e10724.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. *Action Control*, 11–39. doi.org:10.1007/978-3-642-69746-3_2.
- Bélanger, M., Dugas, C., Perron, J., St-Yves, A., Rancourt-Bouchard, M., John Weisnagel, S., & Robitaille, J. (2023). Intention to adopt a healthy diet among

- women with and without a history of gestational diabetes: Constructs and beliefs from the theory of planned behavior. *Preventive Medicine Reports*, 35, 102328. doi.org:10.1016/j.pmedr.2023.102328.
- Budhathoki, M., Zølner, A., Nielsen, T., Rasmussen, M. A., & Reinbach, H. C. (2022). Intention to buy organic fish among Danish consumers: Application of the segmentation approach and the theory of planned behaviour. *Aquaculture*, 549, 737798. doi.org:10.1016/j.aquaculture.2021.737798
- Cahigas, M. M., Prasetyo, Y. T., Persada, S. F., & Nadlifatin, R. (2023a). Examining Filipinos' intention to revisit Siargao after Super Typhoon Rai 2021 (Odette): An extension of the theory of planned behavior approach. *International Journal of Disaster Risk Reduction*, 84(Januari 2023), 103455. doi.org:10.1016/j.ijdr.2022.103455.
- Cahigas, M. M., Prasetyo, Y. T., Persada, S. F., & Nadlifatin, R. (2023b). Filipinos' intention to participate in 2022 Leyte landslide response volunteer opportunities: The role of understanding the 2022 Leyte landslide, social capital, altruistic concern, and theory of planned behavior. *International Journal of Disaster Risk Reduction*, 84(Januari 2023), 103485. doi.org:10.1016/j.ijdr.2022.103485.
- Cao, L., Qu, Y., & Yang, Q. (2021). The formation process of tourist attachment to a destination. *Tourism Management Perspectives*, 38(April 2021), 100828. doi.org:10.1016/j.tmp.2021.100828.
- Cederbaum, J. A., Lee, W. J., Okine, L., Duan, L., & Lee, J. O. (2021). Using the theory of reasoned action to examine grandparent and maternal substance use on the cannabis use of children of teen mothers. *Drug and Alcohol Dependence*, 228, 109019. doi.org:10.1016/j.drugalcdep.2021.109019.
- Chen, G., Zou, M., Ran, N., Yan, B., & Li, S. (2023). The effects of environmental empathy and sustainable intelligence on wetland tourists' revisit intention using an extended model of goal-directed behaviour. *Journal of Cleaner Production*, 419, 138288. doi.org:10.1016/j.jclepro.2023.138288.
- Deng, L., Li, G., Peng, S., Wu, J., & Che, Y. (2022). Microplastics in personal care products: Exploring public intention of usage by extending the theory of planned behaviour. *Science of The Total Environment*, 848, 157782. doi.org:10.1016/j.scitotenv.2022.157782.
- Farid, Md. S., Cavicchi, A., Rahman, Md. M., Barua, S., Ethen, D. Z., Happy, F. A., Rasheduzzaman, Md., Sharma, D., & Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy products in Bangladesh: Application of an extended theory of planned behaviour. *Heliyon*, 9(6), 1-11. doi.org:10.1016/j.heliyon.2023.e16657.
- Fauzi, M. A., Hanafiah, M. H., & Kunjuran, V. (2022). Tourists' intention to visit Green Hotels: Building on the theory of planned behaviour and the value-belief-norm theory. *Journal of Tourism Futures*, 10(2), 255-276. doi.org:10.1108/jtf-01-2022-0008.
- Fazili, A. I., Charag, A. H., Bashir, I., Alshiha, A. A., & Sofi, M. R. (2023). Conflicts and tourists' destination choice intention: A study of Kashmir Valley in India. *Tourism Review*, 78(5), 1336-1357. doi.org:10.1108/tr-04-2022-0177.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Ghali, Z., Rather, R. A., & Khan, I. (2024). Investigating metaverse marketing-enabled consumers' social presence, attachment, engagement and (re)visit intentions.

- Journal of Retailing and Consumer Services*, 77(March 2024), 103671. doi.org:10.1016/j.jretconser.2023.103671.
- Gundala, R. R., Nawaz, N., R M, H., Boobalan, K., & Gajenderan, V. K. (2022). Does gender moderate the purchase intention of organic foods? Theory of reasoned action. *Heliyon*, 8(9), 1-9. doi.org:10.1016/j.heliyon.2022.e10478.
- Halpenny, E., Kono, S., & Moghimehfar, F. (2018). Predicting world heritage site visitation intentions of North American Park Visitors. *Journal of Hospitality and Tourism Technology*, 9(3), 417–437. doi.org:10.1108/jhtt-10-2017-0109.
- Hamdy, A., Zhang, J., & Eid, R. (2023). Does destination gender matter for destination brand attachment and Brand Love? the moderating role of destination involvement. *Marketing Intelligence & Planning*, 42(1), 120–148. doi.org:10.1108/mip-05-2023-0211.
- Haq, M. M., Miah, M., Biswas, S., & Rahman, S. M. M. (2023). The impact of deontological and teleological variables on the intention to visit Green Hotel: The moderating role of trust. *Heliyon*, 9(4), 1-21. doi.org:10.1016/j.heliyon.2023.e14720.
- Hsu, F. C., & Scott, N. (2020). Food experience, place attachment, destination image and the role of food-related personality traits. *Journal of Hospitality and Tourism Management*, 44(September 2020), 79–87. doi.org:10.1016/j.jhtm.2020.05.010.
- Huang, C.-C., & Lin, W.-R. (2023). How does tourist learning affect destination attachment in nature-based tourism: Multiple mediations comparison and distal mediation analysis. *Journal of Outdoor Recreation and Tourism*, 43, 100665. doi.org:10.1016/j.jort.2023.100665.
- Jang, H.-W., & Cho, M. (2022). The relationship between Ugly Food Value and consumers' behavioral intentions: Application of the theory of reasoned action. *Journal of Hospitality and Tourism Management*, 50, 259–266. doi.org:10.1016/j.jhtm.2022.02.009.
- Jian, Y., Lin, J., & Zhou, Z. (2021). The role of travel constraints in shaping nostalgia, destination attachment and revisit intentions and the moderating effect of prevention regulatory focus. *Journal of Destination Marketing & Management*, 19, 100516. doi.org:10.1016/j.jdmm.2020.100516.
- Karagiorgos, T., Lianopoulos, Y., Alexandris, K., & Kouthouris, C. (2023). The role of Brand Associations on the development of place attachment into outdoor adventure tourism destinations. *Journal of Outdoor Recreation and Tourism*, 42, 100617. doi.org:10.1016/j.jort.2023.100617.
- Kemp, A., Norton, G., Neese, M., Pei, Y., & O'Brien, K. (2022). Health-seeking behaviors following concussion: An examination of the theory of reasoned action and planned behavior. *Archives of Physical Medicine and Rehabilitation*, 103(12), e78. doi.org:10.1016/j.apmr.2022.08.631.
- Keni, K., Wilson, N., & Teoh, A. P. (2023). Antecedents of viewers' watch behavior toward YouTube videos: Evidence from the most populous Muslim-majority country. *Journal of Islamic Marketing*, 15(2), 446–469. doi.org:10.1108/jima-01-2023-0008.
- Kim, S. (Sam), Choe, J. Y., & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing & Management*, 9, 320–329. doi.org:10.1016/j.jdmm.2018.03.006.

- Kong, S.-C., & Wang, Y.-Q. (2021). Investigating primary school principals' programming perception and support from the perspective of reasoned action: A mixed methods approach. *Computers & Education*, 172, 104267. doi.org:10.1016/j.compedu.2021.104267.
- Leung, X. Y., & Jiang, L. (2018). How do destination facebook pages work? an extended TPB model of fans' visit intention. *Journal of Hospitality and Tourism Technology*, 9(3), 397–416. doi.org:10.1108/jhtt-09-2017-0088.
- Lim, H.-R., & An, S. (2021). Intention to purchase wellbeing food among Korean consumers: An application of the theory of planned behavior. *Food Quality and Preference*, 88, 104101. doi.org:10.1016/j.foodqual.2020.104101.
- Ma, L., Tan, Y., & Li, W. (2023). Identity (re)construction, return destination selection and place attachment among Chinese academic returnees: A case study of Guangzhou, China. *Cities*, 143, 104563. doi.org:10.1016/j.cities.2023.104563.
- Malcolm, O., Nelson, A., Modeste, N. N., & Gavaza, P. (2021). Factors influencing implementation of personalized prevention plans among annual wellness visit patients using the theory of planned behavior: A quantitative study. *Research in Social and Administrative Pharmacy*, 17(9), 1636–1644. doi.org:10.1016/j.sapharm.2021.01.002.
- Meng, C. K., Piaralal, S. K., Islam, M. A., Yusof, M. F., & Chowdhury, R. S. (2023). International Medical Tourists' expectations and behavioral intention towards health resorts in Malaysia. *Heliyon*, 9(9), 1-18. doi.org:10.1016/j.heliyon.2023.e19721.
- Moon, S.-J. (2021). Effect of consumer environmental propensity and innovative propensity on intention to purchase electric vehicles: Applying an extended theory of planned behavior. *International Journal of Sustainable Transportation*, 16(11), 1032–1046. doi.org:10.1080/15568318.2021.1961950
- Nursyamsiah, R. A., & Setiawan, R. P. (2023). Does place attachment act as a mediating variable that affects revisit intention toward a revitalized park? *Alexandria Engineering Journal*, 64(February 2023), 999–1013. doi.org:10.1016/j.aej.2022.08.030.
- Ong, A. K., Prasetyo, Y. T., Borja, A.-K. F., Hosillos, F. A., Perez, Y. F., Robas, K. P., Persada, S. F., & Nadlifatin, R. (2023). Factors affecting revisiting behavior to Taal Volcano during the post recovery 2020 Eruption: An extended theory of planned behavior approach. *International Journal of Disaster Risk Reduction*, 86(February 2023), 103552. doi.org:10.1016/j.ijdr.2023.103552.
- Özel, Ç. H., & Çoban, E. (2022). Tourists' intention to visit a destination where child labor is employed: An application of the theory of planned behavior (TPB). *Journal of Hospitality and Tourism Insights*, 6(5), 2382–2399. doi.org:10.1108/jhti-05-2022-0203.
- Pahrudin, P., Chen, C.-T., & Liu, L.-W. (2021). A modified theory of planned behavioral: A case of tourist intention to visit a destination post pandemic covid-19 in Indonesia. *Heliyon*, 7(10), 1-15. doi.org:10.1016/j.heliyon.2021.e08230.
- Patwardhan, V., Ribeiro, M. A., Woosnam, K. M., Payini, V., & Mallya, J. (2020). Visitors' loyalty to religious tourism destinations: Considering place attachment, emotional experience and religious affiliation. *Tourism Management Perspectives*, 36, 100737. doi.org:10.1016/j.tmp.2020.100737.
- Pillai, S. G., Kim, W. G., Haldorai, K., & Kim, H.-S. (2022). Online food delivery services and consumers' purchase intention: Integration of theory of planned

- behavior, theory of perceived risk, and the elaboration likelihood model. *International Journal of Hospitality Management*, 105, 103275. doi.org:10.1016/j.ijhm.2022.103275.
- Pradhan, D., Moharana, T. R., & Malik, G. (2023). Influence of celebrity, destination and tourist personality on destination attachment and revisit intention: Moderating roles of endorsement embeddedness, destination crowding and gender. *Journal of Destination Marketing & Management*, 27, 100754. doi.org:10.1016/j.jdmm.2022.100754.
- Procter, L., Angus, D. J., Blaszczynski, A., & Gainsbury, S. M. (2019). Understanding use of consumer protection tools among internet gambling customers: Utility of the theory of planned behavior and theory of reasoned action. *Addictive Behaviors*, 99, 106050. doi.org:10.1016/j.addbeh.2019.106050.
- Raudkivi, M. (2020). What factors predispose the intention to become a foster family in Estonia: Applying the theory of reasoned action and planned behavior? *Children and Youth Services Review*, 118, 105445. doi.org:10.1016/j.childyouth.2020.105445.
- Sabiote-Ortiz, C. M., Castañeda-García, J. A., & Frías-Jamilena, D. M. (2024). What shapes tourists' visit intention in different stages of public health crises? the influence of destination image, information-literacy self-efficacy, and motivations. *Journal of Destination Marketing & Management*, 31, 100864. doi.org:10.1016/j.jdmm.2024.100864.
- Samus, A., Freeman, C., Dickinson, K. J. M., & van Heezik, Y. (2023). An examination of the factors influencing engagement in gardening practices that support biodiversity using the theory of planned behavior. *Biological Conservation*, 286, 110252. doi.org/10.1016/j.biocon.2023.110252.
- Selem, K. M., Islam, M. S., Aureliano-Silva, L., & Shehata, A. E. (2023). Nexus of customer adaptation to mannequins with visit intention to full-service restaurants: Role of spatial layout. *International Journal of Hospitality Management*, 115, 103608. doi.org:10.1016/j.ijhm.2023.103608.
- Soonsan, N., & Somkai, U. (2021). Dimensions of gastronomic experience affecting on sharing experience: Place attachment as a mediator and length of stay as a moderator. *Journal of Hospitality and Tourism Insights*, 6(1), 344–361. doi.org:10.1108/jhti-07-2021-0171.
- Stylos, N., Bellou, V., Andronikidis, A., & Vassiliadis, C. A. (2017). Linking the dots among destination images, place attachment, and revisit intentions: A study among British and Russian tourists. *Tourism Management*, 60, 15–29. doi.org:10.1016/j.tourman.2016.11.006.
- Tang, D., Gong, X., & Liu, M. (2022). Residents' behavioral intention to participate in neighborhood micro-renewal based on an extended theory of planned behavior: A case study in Shanghai, China. *Habitat International*, 129, 102672. doi.org:10.1016/j.habitatint.2022.102672.
- Usakli, A., Kucukergin, K. G., Shi, D., & Okumus, F. (2022). Does self-congruity or functional congruity better predict destination attachment? A higher-order structural model. *Journal of Destination Marketing & Management*, 23, 100686. doi.org:10.1016/j.jdmm.2021.100686.
- Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' Green Hotel Visit Intention. *Journal of Cleaner Production*, 172, 1152–1162. doi.org:10.1016/j.jclepro.2017.10.047.

- Villacé-Molinero, T., Fernández-Muñoz, J. J., Muñoz-Mazón, A. I., Flecha-Barrio, M. D., & Fuentes-Moraleda, L. (2022). Holiday travel intention in a crisis scenario: A comparative analysis of Spain's main source markets. *Tourism Review*, 78(1), 18–41. doi.org:10.1108/tr-03-2022-0131.
- Wang, J., Wang, S., Wang, Y., Li, J., & Zhao, D. (2018). Extending the theory of planned behavior to understand consumers' intentions to visit Green Hotels in the Chinese context. *International Journal of Contemporary Hospitality Management*, 30(8), 2810–2825. doi.org:10.1108/ijchm-04-2017-0223.
- Wang, S., Yung, E. H., Jayantha, W. M., & Chan, E. H. (2023). Elderly's intention and use behavior of urban parks: Planned behavior perspective. *Habitat International*, 134(April 2023), 102780. doi.org:10.1016/j.habitatint.2023.102780.
- Wang, Y., Zhao, J., & Pan, J. (2024). The investigation of green purchasing behavior in China: A conceptual model based on the theory of planned behavior and self-determination theory. *Journal of Retailing and Consumer Services*, 77, 103667. doi.org:10.1016/j.jretconser.2023.103667.
- Wilding, S., Prudenzi, A., Conner, M., & O'Connor, D. B. (2022). Do reasoned action approach variables mediate relationships between demographics and cervical cancer screening intentions or behaviour? An online study of women from the UK. *Social Science & Medicine*, 313, 115354. doi.org:10.1016/j.socscimed.2022.115354.
- Wu, D. (2020). Empirical study of knowledge withholding in cyberspace: Integrating Protection Motivation Theory and theory of reasoned behavior. *Computers in Human Behavior*, 105(April 2020), 106229. doi.org:10.1016/j.chb.2019.106229
- Wu, H., Wang, W., Tao, Y., Shao, M., & Yu, C. (2024). Understand the Chinese Z generation consumers' Green Hotel Visit Intention: An extended theory of planned behavior model. *Heliyon*, 10(3), 1-13. doi.org:10.1016/j.heliyon.2024.e25067.
- Yeh, S.-S., Guan, X., Chiang, T.-Y., Ho, J.-L., & Huan, T.-C. T. (2021). Reinterpreting the theory of planned behavior and its application to Green Hotel Consumption Intention. *International Journal of Hospitality Management*, 94, 102827. doi.org:10.1016/j.ijhm.2020.102827.
- Yuzhanin, S., & Fisher, D. (2016). The efficacy of the theory of planned behavior for predicting intentions to choose a travel destination: A review. *Tourism Review*, 71(2), 135–147. doi.org:10.1108/tr-11-2015-0055.
- Zhang, K., Wang, J., Zhang, J., Wang, Y., & Zeng, Y. (2024). Exploring the impact of location-based augmented reality on tourists' spatial behavior, experience, and intention through a field experiment. *Tourism Management*, 102 (June 2024), 104886. doi.org:10.1016/j.tourman.2024.104886.
- Zhe, L., Jie, W., & Yuan, H. (2023). The effect of place attachment of geographical indication agricultural products on repurchase intention. *Journal of Retailing and Consumer Services*, 72(May 2023), 103266. doi.org:10.1016/j.jretconser.2023.103266.
- Zhou, B., Wang, L., Huang, S. (Sam), & Xiong, Q. (2023). Impact of perceived environmental restorativeness on tourists' pro-environmental behavior: Examining the mediation of place attachment and the moderation of ecocentrism. *Journal of Hospitality and Tourism Management*, 56(September 2023), 398–409. doi.org:10.1016/j.jhtm.2023.08.006.
- Zhou, B., Xiong, Q., Li, P., Liu, S., Wang, L., & Ryan, C. (2023). Celebrity involvement and film tourist loyalty: Destination image and place attachment as mediators.

- Journal of Hospitality and Tourism Management*, 54, 32–41. doi.org/10.1016/j.jhtm.2022.11.004.
- Zhu, Y., Wen, X., Chu, M., & Sun, S. (2022). Consumers' intention to participate in Food Safety Risk Communication: A model integrating protection motivation theory and the theory of reasoned action. *Food Control*, 138, 108993. doi.org/10.1016/j.foodcont.2022.108993.
- Zou, W., Wei, W., Ding, S., & Xue, J. (2022). The relationship between place attachment and tourist loyalty: A meta-analysis. *Tourism Management Perspectives*, 43, 100983. doi.org/10.1016/j.tmp.2022.100983.