Positive Wom Towards Risk Perception and Perceived Price Mediated by Tourist Satisfaction

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Abstract

Purpose – The aim of this study is to identify the influence of risk perception, MTE, and perceived price on positive WOM in Indonesian Train Tourism. This research focus on tourist or passenger train tourism perspective. Methodology/Design/Approach – This quantitative research will be analysed using the PLS-SEM analysis technique on Smart PLS 4 Software. The data included 225 respondents from tourist or passenger train tourism in Indonesia within last 1 year. Findings – This finding highlights that tourists place the greatest importance on the quality of risk management and price when evaluating their experiences especially in train tourism. Originality of the research – The integrative Model, Contextual Contribution, and Mediating role of Satisfaction by testing tourist satisfaction as a mediator, the research provides new insights into the mechanism through which WOM influences tourists' behavioural and cognitive evaluations.

***Keywords :** Positive WOM; Risk Perception; Perceived Price; Tourist Satisfaction;*

INTRODUCTION

Tourism and transportation are closely related and inseparable. Tourism transportation is often limited to travel to tourist destinations, but that travel is also tourism. Tourism is a social, cultural, and economic phenomenon that involves the movement of people to places outside their usual environment for personal or professional purposes (UNWTO, 2008). In relation to mobility, transportation is required, whether by land, sea, or air. Any type of transportation should meet the Passenger Transport Service Standards in public transportation companies, which are required to fulfil minimum service standards covering safety, security, comfort, affordability, equality, and regularity (Law No. 22 of 2009). In this context, the research focuses on travel undertaken by tourists using land transportation, specifically trains in Indonesia.

Railway was created in the early 19th century in the United Kingdom as modern technology at that time. In 200 years, train has known as land transport system and regarded as a green method. At present in Indonesia, particularly on the island of Java, rail transport is highly popular because, in addition to being economical, it has large passenger and freight capacity, is relatively fast and punctual, and is free from traffic congestion. Rail transport services are a form of public transportation that is safe and non-polluting. This study focuses on tourist trains managed by PT Kereta Api Pariwisata.

In March 2020, the whole world was struck by the Covid-19 pandemic, which had significant impacts on public health, the economy, political balance, and society (Gossling, et al., 2020; Tsoulias & Tsiotas, 2022). The pandemic conditions also affected tourism, particularly tourist activities, with global tourism mobility disrupted in all countries that imposed restrictions on domestic and international travel (Hao, et al., 2020; Ioannides & Gyimothy, 2020; Uglis, et al., 2022). Moreover, tourists increasingly considered personal safety and psychological factors when planning their trips (Chua, et al., 2021; Lin, et al., 2022). The perspective of the new mobilities paradigm (Hannam, et al., 2006) forms the basis for tourism mobilities research (Edersor, 2007; Hannam, et al., 2014; Endo, 2020). Travel experiences have been discussed in terms of rail, bus, bicycle, and water transportation separately (Dickinson & Lumsdon, 2010). The paradigm may shift in the coming decades, as people face pressures in dealing with complexity, thereby requiring new ways of thinking to better understand these changes (Sheller & Urry, 2006). The aim of this study is to identify the influence of risk perception, MTE, and perceived price on positive WOM in Indonesian Train Tourism. This research focus on tourist or passenger train tourism perspective.

LITERATURE REVIEW

Positive WOM

(Word of mouth) WOM is a form of direct communication between individuals (Arndt, 1967). WOM as informal exchange of sharing experiences related to consumption and include recommendations, warnings, and dissuasion (Westbrook, 1987). WOM has a superior influence to marketing (Katz & Lazarsfeld, 1955). WOM refers to informal communication among individuals who have experienced goods or services, sharing their evaluations (Jalilvand, et al, 2017; Li, 2024). The incentive need influencing positive WOM among international travelers and analyzed the variation in these needs in relation to individualism and collectivist cultural orientations (Zhong, et al, 2024).

In the online platform, e-WOM can measure as product reviews, customer ratings, interaction on social networks (Barros, et al, 2024). E-WOM is defined as the dynamic and ongoing information exchange process between potential, actual, or former consumers regarding a product, service, brand, or company, which is available to a multitude of individuals and instituuis via internet (Dwivedi, et al, 2020, Ismagilova, et al, 2017). E-WOM as the use of online platform where existing and potential custiomer exchange positive or negative experiences (Duan, et al, 2008). 78% customers relied on e-WOM recommendations for decision making (Sotiriadis, et al, 2013). E-WOM engagement behaviours include e-WOM seeking and eWOM providing (Ismagilova, et al, 2017). eWOM providing two levels behavior there are shallow and deep. The shallow level involves consumers performing an action of low cognitive effort and takes place within a short duration. EWOM providing behaviours include liking and sharing existing content (Alwash, et al, 2019). The deep level involves higher cognitive effort and takes a longer duration. It takes providing behaviour include creating or producing content such as reviews and commenting on others eWOM communication (Alwash, et al, 2019; Ananda, et al, 2019).

Tourism Satisfaction

Customer satisfaction is a measure of product or services meet or exceed customer expectation (Dhingra, et al, 2020; Fornell, et al, 1996). Customer satisfaction stems for perception, evaluations, and emotional responses to a product or service experience (George & Kumar, 2014). Satisfaction can influence by some factor such as hedonic motivation, price-saving, and time saving (Kajendren, et al, 2023). Customer satisfaction is usually regarded as the leading basis for passenger post purchase intention and interpreted as a means of predicting behavioral intention (Oliver, 1997). Satisfied customer are more likely willing to repurchase and the likelihodd to recommend (Morgan, et al, 2005).

The conceptual framework of tourism satisfaction highlights the direct impact of accessibility on tourist satisfaction. The crucial role of tourist accessibility in trip planning, as tourists require accurate and timely information about safe activities and sites, as well as entertainment, leisure activities, restaurants, and accomodation (Castro, et al, 2017). Tourist satisfaction is a multi- dimensional summary judgement of the perceived quality of setting, meeting people's desire for the physical characteristics of a place, services, and social dimension (Stedman, 2002).

Risk Perception

Risk perception by tourists is subjective and this perception can substantially vary for different types of risk and subjective perception on cognition (Uriely & Belhassen, 2006; Carballo, *et al,* 2017). Risk perception is shaped by past experiences, demographics, psychographics, and knowledge (Pennington-Gray, et al, 2011; Neuburger & Egger, 2020). Risk perception in tourism varies depending on tourists' characteristic (Reisinger & Mavondo, 2005). Tourism risk refer to the possibility of tourists suffering from various misfortunes in tourism activities (Tsaur, et al, 1997). Tourist perceptions of risks may cause their tend to be afraid (Lu, et al, 2016; Quintal & Polezynki, 2010) which impact tourist attitudes and behavioral action (Hongleu, et al, 2018). Tourism risk refers

to the possibility of tourists suffering from various misfortunes in tourism activities (Tsaur, et al, 1997). Tourism risk perception is tourist's subjective judgment and cognition, tourists' perception of uncertainty and consequences of risk events, involving many aspects of tourism activities; and easy to be affected by many factors (Shahid, 2009; Moutinho, 1987; Douglas & Lynn, 2006; Bauer, 1960; Tsaur, et al, 1997).

Perceived Price

Price has a significant impact on the consumer's perception of the company (Kaura, et al, 2015). Perceived price is subjective depending on the passenger's response, so the evaluation of the price is not same depending on the passener's own opinion (Setiawan, et al, 2021). Perceived price is the number of sacrifices individuals must make to consume the product and the level of quality that one might expect (George, 2021). Perceived price is thus delineated as the subjective perception of the amount of money charge by customer for a product or service (Prasetyo, et al, 2021). Perceived price on satisfaction as an influential factor in determining customer satisfaction (Yoopetch, et al, 2022). Customer are inclined to express higher level of satisfaction if the perceived price reasonable and justifiable (Bunarunraksa & Nuangjamnong, 2022; Prasetyo, et al, 2021). Price not the main concern when purchasing during pandemic (Ling, et al, 2021).

Hypothesis and Research Model

Effect of Risk Perception Towards Tourist Satisfaction

Tourist satisfaction and their behavioral intention could be affected by risk perception of market (Jin, et al, 2016). Perceived risk did not have the predicted effects on satisfaction (Quintal & Polcznski, 2010). Tourist perceived risk associated have negative effect to satisfaction (Fornell, et al, 2006; Yuksel & Yuksel, 2007). It appears tourist who perceived lower risk are more likely to experience greater satisfaction.

H1 = Risk Perception affects Tourist Satisfaction of Train Tourism

Effect of Risk Perception Towards Positive WOM

Tourist perception can help to determine the tourism success or failure (Formica, 2002; Kozak and Rimmington, 2000) since loyal tourist ast as information channel that informally link networks of friends, relatives and other potential travellers to destination (Reid and Reid, 1993, Quintal & Polczynski, 2010). Customer may have unpredictable consumption results and worry about security, so creating perceived risk and low intention to purchase product or service (Lim, 2005). The stronger of degree of perceived risk, will dominate the intepretation and use WOM information by customers (Chatterjee, 2001). Drawing from prior studies, the hypothesis can be outlined as follows:

H2 = Risk Perception affects Positive WOM of Train Tourism

Effect of Perceived Price Towards Tourist Satisfaction

Consumers believe priving to be reasonable when they are satisfied (Bei & Chiao, 2001). The acceptance of pricing justice increased customer happiness and loyalty (Jin, et al, 2019). Price fairness positively stimulates and effect customers' satisfaction (Konuk, 2019). Price fairness is crucial in measuring level of customer satisfaction derived from a service, as customer perceived price as a criterion for evaluating the service provided (Severt, et al, 2020). Positive correlation between perceived price and satisfaction (Malik, et al, 2020, Ahmed, et al, 2023). Drawing from prior studies, the hypothesis can be outlined as follows:

H3 = Perceived Price affects Tourist Satisfaction of Train Tourism

Effect of Perveived Price Towards Positive WOM

Perceived value money direct and positive impact WOM during customer experiences (Kuppelwieser, et al, 2022), namely in tourism (Caber, et al, 2020), and hospitality (Zhang, et al, 2022, Moise, et al, 2021). Perceived price fairness has been identified as one psychological factor that exerts an important influence on consumer's reaction to price such as satisfaction, loyalty, and price

acceptance (Lee, et al, 2011;Asadi, et al, 2014). Drawing from prior studies, the hypothesis can be outlined as follows:

H4 = Perceived Price affects Positive WOM of Train Tourism

Effect of Tourist Satisfaction Towards Positive WOM

Passengers are more likely to lead to favorable behavioral intention such as purchase intention and WOM communication when they satisfied than dissatisfied ones (Kim and Lee, 2011; Lin, 2021). High level of satisfaction reflects to good experiences and increase passenger intention to repurchase and spread positive WOM (Han, 2013). Customer satisfaction often leads to increase customer retention rates and positive WOM (Cronin, et al, 2000; Taylor & Baker, 1994; Kozak, 2001; Chi & Qu, 2008; Shin, et al, 2024). Satisfaction of service ot destination significantly boosts the likelihood of engaging in positive WOM activities (Meng & Han, 2018; Wardi, et al, 2018). Tourist satisfaction are likely to spread positive WOM and participate in this travel again (Saha & Theingi, 2009; Tanford & Jung, 2017) Drawing from prior studies, the hypothesis can be outlined as follows:

H5 = Tourist Satisfaction affects Positive WOM of Train Tourism

The Impact of Tourist Satisfaction in Mediating the Link Between Risk Perception and Positive WOM

Low levels of risk perceptions predict greater behavioral intentions (Chayanto, et al, 2016; Kozak, et al, 2007; Law, 2006; Reisinger & Mavondo, 2005; Godovykh, et al, 2021). Risk perception have negative effect on trust, customer satisfaction, and loyalty (Jin, et al, 2016). If the risk is perceived to be low enough to stimulate an initial purchase, loyalty begin to develop as additional purchases continue to satisfy the customer needs further reducing risk (Benneth, et al, 2005; Flavian & Guinaliu, 2006). Drawing from prior studies, the hypothesis can be outlined as follows:

H6 = Tourist Satisfaction can act as a mediator between Risk Perception and Positive WOM

The Impact of Tourist Satisfaction in Mediating the Link Between Perceived Price and Positive WOM

Pricing perception has been shown to be as predictor of customer satisfaction and loyalty (Malik,et al, 2020). In tourism, justifiable and acceptable price has beneficial effect on customer satisfaction and loyalty (Erjavec, et al, 2016; Han & Ryu, 2009). Perceived price help retain customer satisfaction thus resulting in more loyal customers (Han & Hyun, 2015). Drawing from prior studies, the hypothesis can be outlined as follows:

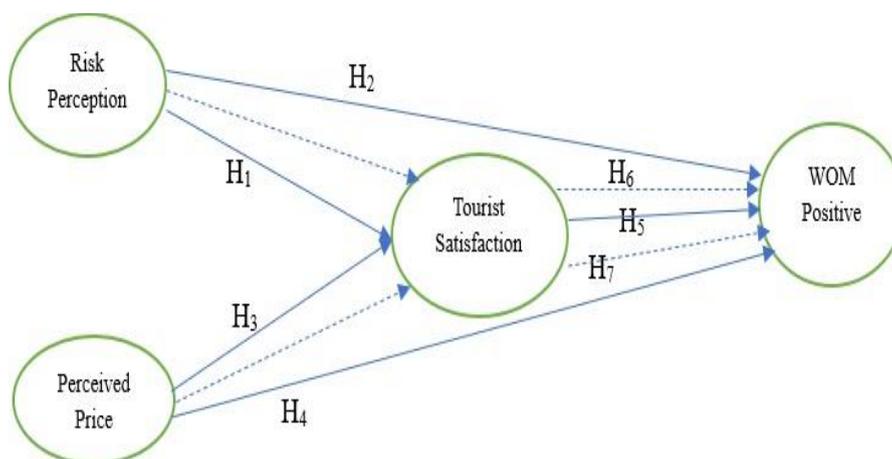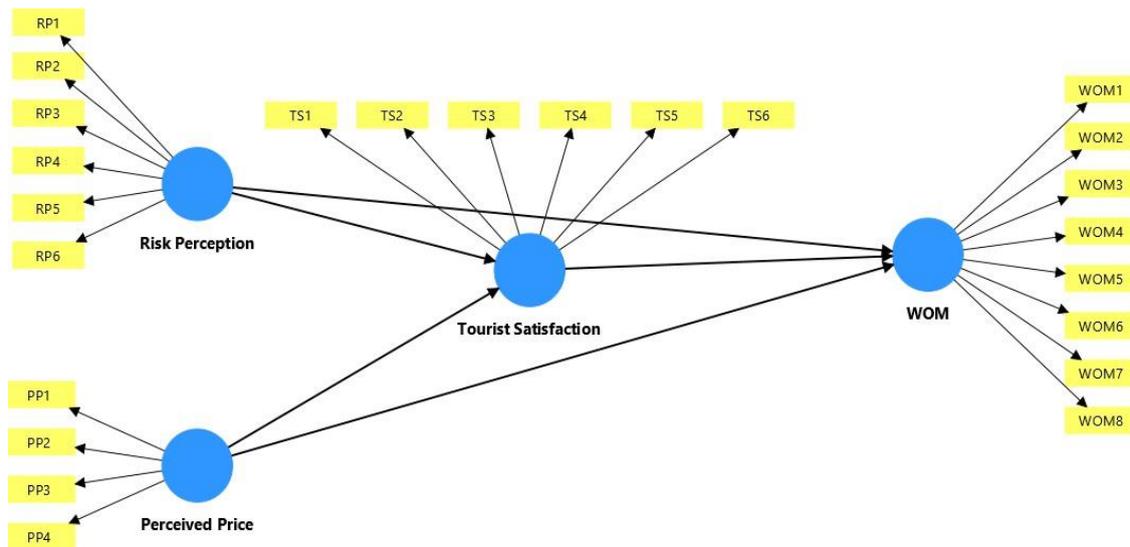H7 = Tourist Satisfaction can act as a mediator between Perceived Price and Positive WOM

Figure 2. Research Model with Indicator

RESEARCH METHODS

This quantitative research will be analysed using the PLS-SEM analysis technique on Smart PLS 4 Software. Indicators of each variable are obtained based on adaptations of previous research as follows:

Table 1. Variables Operationalization

Variables	Codes	Indicators	Sources
Risk Perception	RP1	I feel that the layout of the tourist train takes safety aspects into account.	Sugiarto (2023)
	RP2	I feel that the tourist train has proper safety facility arrangements.	
	RP3	I feel safe during the transaction process for the tourist train.	
	RP4	I feel that the tourist train pays attention to customer data security.	
	RP5	I feel that the administrative arrangements of the tourist train are clear.	
	RP6	I feel that the tourist train employees comply with existing regulations.	
Perceived Price	PP1	I feel that the price of the tourist train is reasonable.	Jun dan Hyu (2019)
	PP2	I feel that the overall value of the tourist train is high.	
	PP3	I feel that the price of the tourist train is acceptable.	
	PP4	I feel proud to use the tourist train.	
Tourist Satisfaction	TS1	I feel that using the tourist train is the best choice.	Oliver (1997), Hendratono (2010)
	TS2	I need the tourist train service.	
	TS3	I feel comfortable using the tourist train.	
	TS4	I feel wise choosing to use the tourist train service.	
	TS5	I feel that the tourist train service is very enjoyable.	
	TS6	I feel that the tourist train service exceeds my expectations.	
WOM Positive	WOM1	I rely on online and/or offline reviews of the tourist train from others when choosing a trip.	Chen, *et al* (2021), Baber,
	WOM2	I gather information from online and/or offline reviews of the tourist train uploaded by other customers before using it.	(2024), Rahman, *et al* (2023), Kim dan Wang (2023)
	WOM3	I feel more confident after reading online and/or offline reviews of the tourist train.	
	WOM4	I will share my experience of using the tourist train online and/or offline.	
	WOM5	I will share my evaluation of the tourist train experience online and/or offline.	
	WOM6	I will speak positively online and/or offline about the tourist train.	
	WOM7	I will recommend the tourist train online and/or offline.	
	WOM8	I will convince others to use the tourist train online and/or offline.	

RESULTS

The sample included 225 respondents from train tourism in Indonesia was gathered and analysed. Based on the respondent profile show that 49% of passenger are female and 51% are male. More over 20% of the passenger complete high school, 9% completed their Diploma, 58% completed their undergraduate, 22% complete their graduated, and 7% complete their Doctoral. There was also a higher frequency of passenger between 31 and 50 years old (54%), followed by those between 17 and 30 years old (27%). Then, concerning the passenger's marital status, 69% are married and 31% are single.

This research uses the partial least squares structural equation modelling (PLS-SEM) approach with Smart PLS4 software to test the proposed hypotheses Confirmation Factor Analysis (CFA) estimates the structural model purposed in this study. (Hair, et al, 2017). Initially, the variables that comprise the constructs were specified. The factor loadings of the variables that make up each construct were evaluated, must exceed 0,600 (Hair, et al, 2019). The lowest value of factor loading in this survey was 0,806. All factor loadings of the variables in this study were used.
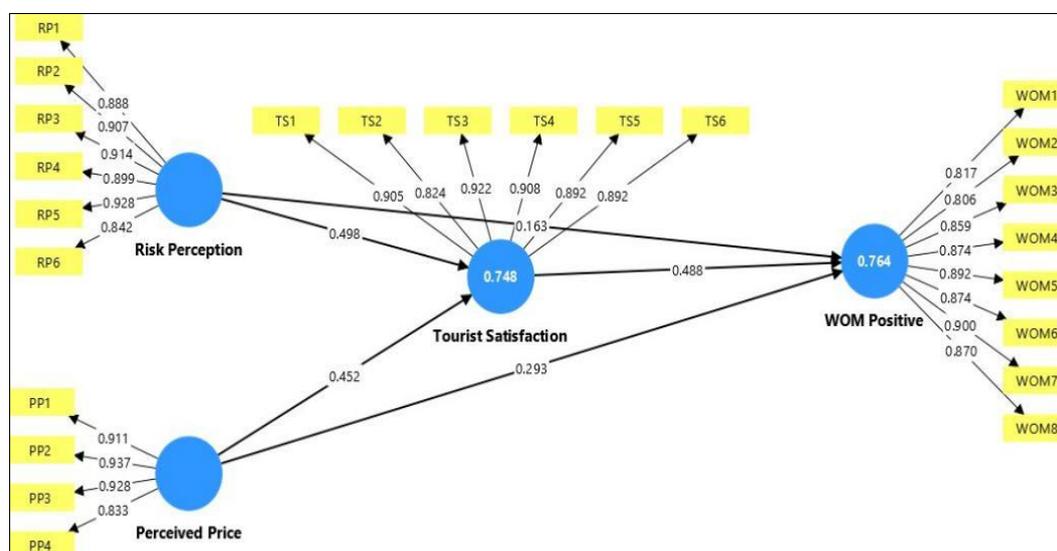

Figure 3. Loading Factor Research Model

The indicators of each of the constructs of the hypothetical model have significant relationships with each other through convergent validity. AVE (Average Variance Extracted) indicates the average percentage of shared variance between the latent constructs. AVE demonstrated when its value is more significant than 0,50. All constructs obtained AVE greater than 0,740 (Table 2).

Table 2. Convergent Validity Test Results

Variables	Codes	*Loading Factor*	AVE	Results
Risk Perception	RP1	0,888	0,804	Valid
	RP2	0,907		
	RP3	0,914		
	RP4	0,899		
	RP5	0,928		
	RP6	0,842		
Perceived Price	PP1	0,911	0,816	Valid
	PP2	0,937		
	PP3	0,928		
	PP4	0,833		
Tourist Satisfaction	TS1	0,905	0,794	Valid
	TS2	0,824		
	TS3	0,922		
	TS4	0,908		

	TS5	0,892		
	TS6	0,892		
WOM Positive	WOM1	0.817	0,743	Valid
	WOM2	0.806		
	WOM3	0.859		
	WOM4	0.874		
	WOM5	0.892		
	WOM6	0.874		
	WOM7	0.900		
	WOM8	0.870		

This study will use the measurement model, which involves testing for validity and reliability (Sugiarto, 2023). The Rho-a and rho-c values must be between 0,7 and 0,9 (Sugiarto, 2023). In this research, the lowest rho-a was 0,885 and rho-c was 0,927. The reliability of the construct was assessed by Cronbach's alpha coefficient (CA), which must be greater than 0,700 for previously tested scales. In this research, the minimum CA value was 0,883, demonstrating that all reliability indicators met the parameters suggested by the literature.

Table 3. Reliability Test Results

Variables	Rho_a	Rho_c	Cronbach's Alpha	Results
Perceived Price	0.885	0,927	0.883	Reliable
Risk Perception	0.918	0,941	0.916	Reliable
Tourist Satisfaction	0.934	0,949	0.933	Reliable
WOM Positive	0.945	0,952	0.941	Reliable

Table 4. Discriminant Validity Test Result (Cross Loadings)

Codes	Risk Perception	Perceived Price	Tourist Satisfaction	WOM Positive
RP1	0.888	0.564	0.693	0.636
RP2	0.907	0.565	0.715	0.662
RP3	0.914	0.622	0.761	0.716
RP4	0.899	0.572	0.694	0.626
RP5	0.928	0.611	0.733	0.697
RP6	0.842	0.615	0.680	0.667
PP1	0.543	0.911	0.657	0.668
PP2	0.600	0.937	0.721	0.716
PP3	0.568	0.928	0.647	0.657
PP4	0.654	0.833	0.771	0.763
TS1	0.653	0.706	0.905	0.734
TS2	0.652	0.678	0.824	0.732
TS3	0.759	0.678	0.922	0.782
TS4	0.725	0.731	0.908	0.771
TS5	0.731	0.664	0.892	0.735
TS6	0.730	0.713	0.892	0.771
WOM1	0.558	0.599	0.635	0.817
WOM2	0.553	0.564	0.613	0.806
WOM3	0.625	0.655	0.742	0.859
WOM4	0.688	0.651	0.717	0.874
WOM5	0.664	0.703	0.730	0.892
WOM6	0.672	0.677	0.773	0.874
WOM7	0.696	0.736	0.800	0.900
WOM8	0.663	0.774	0.798	0.870

Discriminant validity between the hypothetical mode's constructs using hetero-monotrait ratio of common factor correlations (HTMT). HTMT to estimate the true correlation between two constructs. Very high HTMT value reveal problems of discriminant validity between the constructs. Discriminant validity can be confirmed when HTMT values are less than 0,90 in model with

conceptually similar constructs and less 0,85 in the case of different constructs. This research results reveal that the HTMT values of the constructs were less than 0,883.

Table 5. Discriminant Validity Test Results (HTMT)

	Perceived Price	Risk Perception	Tourist Satisfaction	WOM Positive
Perceived Price				
Risk Perception	0.746			
Tourist Satisfaction	0.883	0.847		
WOM Positive	0.857	0.788	0.883	

After evaluating this measurement model, the structural model assessed using path coefficients and their significance. Path analysis indicates the cause-and-effect relationships between the model constructs. The bootstrapping technique was also used to provide model estimates. Figure 3 shows the model path coefficients and their significance.
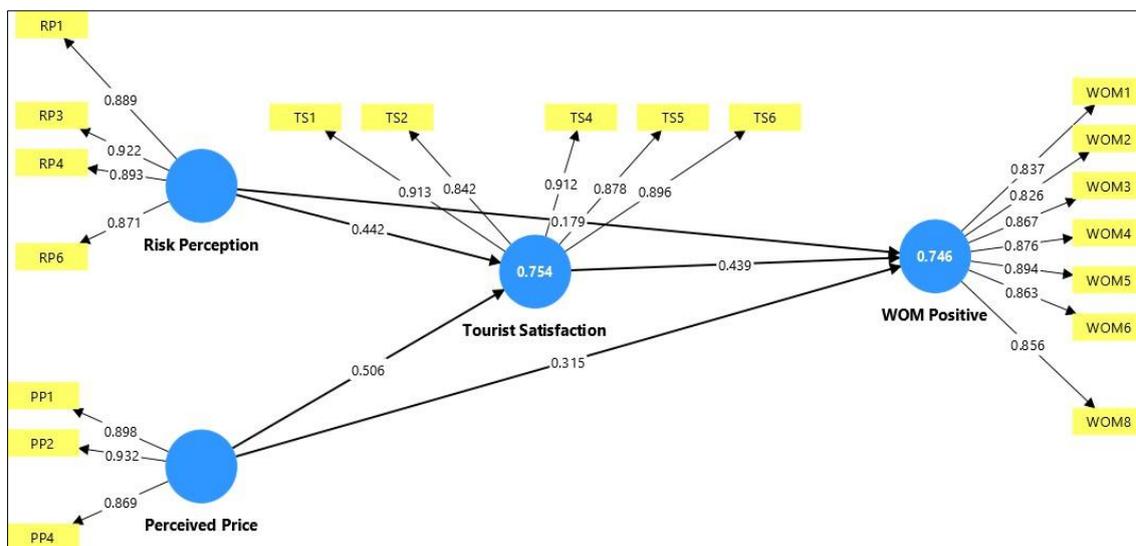

Figure 3. Path Coefficient

Research Model

Table 6. Hypothesis Test Results

Hypothesis		Path Coefficient	P-value	Effect Size (f^2)	Results
H$_1$	RP → TS	0.442	0,000	0.434	Supported
H$_2$	RP → WOM	0.179	0,007	0.048	Supported
H$_3$	PP → TS	0.506	0,000	0.568	Supported
H$_4$	PP → WOM	0.315	0,000	0.136	Supported
H$_5$	TS → WOM	0.439	0,000	0.187	Supported
H$_6$	RP → TS → WOM	0.194	0,001		Supported
H$_7$	PP → TS → WOM	0.222	0,000		Supported

Path coefficients were analysed by estimating t-value through 5.000 samples utilizing the bootstrap method in Smart PLS4. The path coefficient may range from -1 to +1. A strong positive association occurs when the value approach 1, while negative relationship is indicated when it near -1. The path coefficients must exhibit a significance level of no less then 0,05. The 7 hypothesis proposed for the study where were all completely significant.

The hypothesis testing results confirm that all proposed relationships (H1–H7) are supported.

Both risk perception (RP) and perceived price (PP) have significant effects on tourist satisfaction (TS) and positive word of mouth (WOM). Specifically, perceived price demonstrates the strongest influence on tourist satisfaction (β = 0.506, f^2 = 0.568, large effect), indicating that accepting reasonable price is the most dominant driver of satisfaction.

Tourist satisfaction itself significantly impacts positive WOM (β = 0.439, f^2 = 0.187, medium effect), underscoring its role as a central construct in enhancing positive recommendations. Additionally, tourist satisfaction mediates the effects of both RP (β= 0.194, p = 0.001) and PP (β = 0.222, p < 0.001) on positive WOM, highlighting that tourists are more likely to share favourable experiences when their satisfaction is achieved through strong risk perception and perceived price.

CONCLUSION

The results of this study demonstrate that all proposed hypotheses are supported, confirming the significant relationships among risk perception, perceived price, tourist satisfaction, and positive word of mouth. Both risk perception and perceived price play crucial roles in shaping tourist satisfaction and stimulating positive word-of-mouth behaviour. Among these, perceived price emerges as the most influential factor, exerting the strongest effect on tourist satisfaction. This finding highlights that tourists place the greatest importance on the quality of risk management and price when evaluating their experiences especially in train tourism. Overall, the findings emphasize that perceived price and risk management quality not only shape tourist satisfaction but also indirectly foster positive WOM, which is critical for sustainable tourism growth.

From a managerial perspective, the findings suggest several practical implications. Tourism providers should prioritize maintaining and improving perceived price, as it has the greatest impact on satisfaction. Risk management should not be overlooked, since interpersonal interactions and trust contribute meaningfully to satisfaction and positive word of mouth. Efforts such as staff training in customer care, risk management, and effective complaint handling can enhance relational bonds with tourists. In addition, managers should actively measure and monitor tourist satisfaction to identify areas for improvement. Encouraging satisfied tourists to share their experiences through positive word of mouth both offline and online can serve as an effective marketing strategy that strengthens competitive advantage.

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