

The Visit Intention of Local Tourists towards Choosing Boutique Hotels in Malaysia

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Abstract: Currently, the Boutique hotel is experiencing a significant decline in revenue as well as a rise in competition during the Covid 19 pandemic. The aim of the research is to investigate the factors that influence local tourists' decision to stay in a low-cost hotel in Malaysia. The TPB models are used in this study, and five hypotheses are suggested in the conceptual context. In the data collection, a total of 300 sets of questionnaires will be collected. The researcher will use PLS SEM to run the collected statistics. All of the findings indicated that Boutique hotels in Malaysia have a big effect on the visit intention of local tourists. Furthermore, it had given some implications for future research as well as some recommendations.

Keywords: Boutique hotel, Covid 19 pandemic, Influence, Theory of planned behavior and tourism.

1. Introduction

First introduced around the 1980s in major cities such as London, New York and San Francisco, it is a small hotel with a minimum of 10 to 110 room units. (If less than 10 rooms, should be called B&B). Although small, the design of the building is different from others as if it is the only one in the world and some even look exclusive and luxurious plus it is built in an elite area (Chen, 2019). The current trend, it still maintains the concept of a boutique hotel, but coupled with the theme in front of it makes it Themed Boutique Hotel. The main strength of Themed Boutique Hotel is that each guest room is styled with a different interior design theme. Each room has its own character whether it looks classic, rustic, modern, fantasy, and vintage, elegant, stylish and luxurious. Some are also fully decorated with animated motifs, flowers, cartoon characters, English, country and more. The color and design of the furniture also varies depending on the decorative arrangement in the room. So, if you want to have a different experience, you can request to sit in another room every time you stay at the same hotel. The management of the hotel is essential to the industry as a whole, which includes both the local and state economy. According to the 2018 report, the majority of domestic visitors opted for people who did not need to pay for lodging, with hotels coming in next, which had 68.2 percent, and wooden houses in third,

which had 20.4 percent" (Mahadin, 2019). The Malaysian Association of Hotels & Tourism, in collaboration with the government, is constantly innovating new ways to offer even better customer service to their customers (Ahmad et al, 2016). Tourists regard how much power they believe they have as being perceived to have as different from actual performance, with regard to how much time and money they have as well as their feelings of success (Lee, & Lina Kim, 2018). Under a given circumstances and how control perceived, under certain conditions, individuals can believe they can't exercise control their behaviors. Because of new competition from online travel booking, the variable price of hotels has become the fundamental part of the industry. Two factors contributing to Boutique hotels going out of business are the decrease of domestic visitors and the growth of Airbnb. Though Malaysians can no longer afford to have a luxurious standard of living, their disposable income falls because of that (Kaur, 2018). There would be a huge impact on the tourist industry as well as management. Customer sensitivity to price sensitivity indicates how much the customer reacts to pricing. The answer varies depending on various factors including the goods, people's needs, and brand confidence, in the value. His arm was broken as a result of the guess. Different hotels have different safety installations, and different visitors place a different value on the hotel's safety system (Chan, & Lam, 2013). The uniqueness of this research is that it is about Boutique hotels because most of the research on visit intention has been about hotels and green hotels, and there is little knowledge about Boutique hotels (Fang, Ng, Wang, & Hsu, 2017; Han, Hsu, & Sheu, 2010; Han, & Kim, 2010).

2. Literature and Hypothesis Development

TPB was a theory developed by Ajzen in 1991. (Chen and Tung, 2014). TPB grew as a result of the TRA, which was designed in 1975 by Fishbein and Ajzen (Chien, Yen and Hoang, 2012). TPB and TRA differ in that TPB contains an additional element called PBC that TRA does not (Han, Hsu, and Shew, 2010). TPB also had two other components: Attitude

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and SN (Chen and Tung, 2014). When the three elements are combined, the ability prompts the production of purpose and, finally, affects behavior (Verma, Vivek, and Bibhas, 2017). TPB performed the same function as TRA, and TPB was derived from TRA. According to Han et al. (2010), TRA is an aim term. Han et al. (2010) stated that the aim can predict the majority of human behavior. This suggests that when people make a decision, they will take a more rational action because they have a higher degree of volitional control. Positive or negative attitude is produced by an individual's behavior belief, SB leads to an individual's normative beliefs, and control belief is defined by an individual's PBC (Chien et. al, 2012).

TPB is a research model that is commonly used by researchers to predict human behavioral intentions (Chen and Tung, 2014). TPB has also been used in research in the hotel industry (Han et al, 2010) to recognize tourist visit purpose. Many research had extended the TPB model to conduct a more comprehensive investigation based on various domains (Verma et. al, 2017; Chen and Tung, 2014; Chien et. al, 2012).

A. *The impact between attitude and intention*

H1: There is a significant impact of attitude on visit intentions of local tourists towards Boutique hotels in Malaysia.

The impact between attitude and intention can be positive. The positive attitudes of customers have superior intentions to purchase products and services. (Afendi, Azizan, & Darami, 2014) The customer attitude explains the percentage of the variance of intention to purchase products and services. It also means the greater the attitude of the customers through the products and services will affect the further strengthening of their purchase intention. In the technology generation, online offers the advantages of convenience, time, money savings, it is one of the enormous factors of attitude, a predictor of tourists' behavior intentions. (Confente, & Vigolo, 2018) In general, the attitude of the tourists towards the Boutique hotel is more favorable, the stronger the intention of the people to perform that behavior. (Confente, & Vigolo, 2018)

B. *At The impact of subjective norms on the visit intention*

H2: There is a significant impact of subjective norms on the visit intention of local tourists towards Boutique hotels in Malaysia. The study results show that the visit intention of customers towards a hotel and their assessment of the consequences of staying in the hotel are positively related to the social pressures, which are given by their important others, and the people who influence their decision-making, and the convenience of visiting the hotel. According to the estimates of the standardized coefficients, compared to SN and PBC, the direct impact of attitude on the VI is greater (Ting, 2020). SN affect visit intention positively through PBC and attitude. The effects of SN on attitude are greater than PBC. Showed that a high relationship between visit intention of the low environmental knowledge group and subjective norm. So, the local tourists with low environmental knowledge may have the intention to visit Boutique hotels just because they are influenced by their important others. In this case, subjective norms influence the visit intention of local tourists towards

Boutique hotels in Malaysia since people often act on what other people think they should do. This means that a person may be influenced by what a significant person thinks he or she should or should not go for a Boutique hotel. Subjective norms will have an impact on the VI of local tourists towards Boutique hotels although it is not the most important factor that contributes to visit intention (Park, 2000).

C. *The impact of perceived behavioral control on the visit intention*

H3: There is a significant impact of perceived behavioral control on the visit intention of local tourists towards Boutique hotels in Malaysia. Individuals give up ownership of resources or opportunities to practice specific behaviors (Chen & Tung, 2014). If you have enough money or opportunities to choose a Boutique hotel, you will choose it as your temporary lodging and you will go to the Boutique hotel. In addition, the feelings of individuals may be affected. Based on Verma et al. (2017), the details may be incorrect or incomplete, since people can easily suppress their emotion while they have a personal emotion in the decision-making process. Autonomy also constitutes an essential factor in the connection between behavioral controls perceived. Individuals with a high perceived risk would lower their trust in the method because of that, according to the Creative+ this suggests that when the person has sufficient knowledge on the risk of choosing a Boutique hotel as temporary accommodation, they are more confident about visiting a Boutique hotel. Therefore, the higher the degree of perceived behavioral regulation for Boutique hotels, the greater the intention of visiting Boutique hotels.

D. *The impact of price sensitivity on the visit intention*

H4: There is a significant impact of price sensitivity on the visit intention of local tourists towards Boutique hotel in Malaysia. A fair price has the effect of increasing customers' buying intentions in the hotel industry .According to research, the market discount (affordable price) influences consumers' purchasing intentions. As a result, within the affordable price range, a low cost with quality will result in a better perceived price and, as a result, a more target to buy .Hotels, according to Enz et al. (2009), should reduce their costs in order to be more efficient. It can gain more customers by market differentiation, but at a lower cost. As a result, hotels will raise profits by eliminating unnecessary services (Yang et al, 2009). When the price is reduced, it will entice high-priced customers to visit the Boutique hotel.

E. *The impact of safety on the visit intention*

H5: There is a significant impact of safety on the visit intention of local tourists towards Boutique hotels in Malaysia. According to researchers, safety is a vital consideration for consumers to remember when choosing Boutique hotels to stay in. Safety can be described as protection against accidents, threat, or problems, as well as unmotivated incidents. Increasing safety will result in more satisfied customers (Amornpornwivat, & Kapasuwat, 2018). When a tourist chooses a Boutique hotel, the two features that customers are concerned about are safety and cost (Laowicharath, 2017).

Utility, green practices, brand, facilities, picture, and price are the six most important factors in determining the quality of a hotel's service. Hotel service, protection, cleanliness, convenience, place, and room comfort are all examples of utility. As a result, we know that one of the factors affecting visit intentions is protection (Peng, Zhao, & Mattila, 2015). According to a researcher named Rittichainuwat, one of the most important factors to consider while traveling is safety and protection. Tourists typically go on holiday or travel for business purposes because they want to feel comfortable and alleviate stress, so safety is important. Rittichainuwat (2011).

3. Methodology

This study chose quantitative analysis to investigate local tourists' intentions to visit Boutique hotels. Domestic tourists who have traveled to a destination outside of his/her normal condition within a year for company, holidays, visiting family or friends, or other purposes in Malaysia are the target survey participants. The survey participants are drawn from a subset of domestic visitors, including students, workers, self-employed individuals, the unemployed, and others who are not in the labor force. The explanation for focusing on them is that in 2019, a total of 239.1 million domestic visitors were counted, representing an increase of 8.1 percent over the previous year (7.7 percent) (Mohamad, 2020). The sample frame consists of Malaysian local tourists who have never stayed in a Boutique hotel. Since no sampling frame is used, a non-probability sampling method is used. The technique of convenience sampling is used. It is described as a strategy in which the researcher collects statistical surveying information from a readily available pool of survey participants (Fleetwood, 2020). Convenience sampling was chosen because it is the most widely used sampling technique due to an unknown population. A survey of 600 survey participants was distributed as part of a study that focuses on nostalgic emotion in tourist activity. The sample size in this study is set at 300.

Table 1 Source of item

Item	Adapted From
Attitude	Wong, Hsu and Chen (2018) Verma and Chandra (2018) Wong, Hsu and Chen (2018)
Subjective Norms	Verma and Chandra (2018)
Perceived behavior control	Verma and Chandra (2018)
Price sensitivity	Wong, Hsu and Chen (2018) Shankar, Rangaswamy, & Pusateri, (1999). Erdem, Swait & L. duviere (2002). Goldsmith, & Newell (1997).
Safety	Enz, C. A., & Taylor, M. S. (2002).
Visit intention	Verma and Chandra (2018)

The questionnaire was distributed electronically by the researchers. The researchers created the survey questionnaire using Google Forms, and they distributed it by sharing the link to the Google Forms with their social media apps such as Facebook, Twitter, and WeChat. The survey participants would then decide whether or not to participate in the survey. This approach was chosen by the researchers due to the coronavirus

pandemic. Since the researcher cannot travel to another state to collect data due to the MCO, the researcher chose to collect data via an online questionnaire.

4. Results

Prior to testing hypothetical representations, each construct's measurement models were examined for reliability, convergence validity, and discrimination validity. Table 3 displays the amount of points earned on the survey form. According to table 3, a method suggested by Hair, Hult, Ringle, and Sarstedt (2013), any burden appears to be greater than 0.70. The total variance derived (AVE) of all constructs exceeds 0.5 (Bagozzi & Yi, 1988), while the composite reliability score (CR) exceeds 0.7. (Hair et al., 2013). As a result, we can conclude that Convergent conclusions have been reached. VIF has also been checked for possible multicollinearity issues (Table 3). A VIF valid for all constructions set of less than 3.3 confirms adequate constructs validity due to a lack of multicollinearity. This is occurring because these values have dropped significantly below the bare minimum of 9 points (Yong & Pearce, 2013).

Table 4 indicates the results of the discrimination validity test. According to Fornell Larcker and Cha (1994) and Fornell and Larcker (1981), there should be a higher correlation between each development AVE and every other construction model. As seen in Table 5, it appears that all of the constructions meet these conditions, meaning that the modifications in the construction are correct. According to Hair et al. (2013), the usual variable load of products should be greater than cross loading by at least 0.1 to signify the legality of discrimination. Table 5 shows all of the constructions that satisfy this criteria. As a result, we can conclude that the validity of discrimination has been established.

Henseler, Ringle, and Sarstedt, (2015) went on to explain the superior results through a Monte Carlo simulation analysis. As a result, we tested the discriminant validity using this recent suggested approach, and the findings are shown in Table 6. There are two ways to determine discriminant validity using HTMT: (1) as a criterion or (2) as a statistical measure. If the HTMT value is greater than the HTMT.85 value of 0.85 (Kline 2015) or HTMT.90 value of 0.90, there is a concern with discriminant validity (Gold & Arvind Malhotra, 2001).

This research employs Henseler, Hubona, and Ray (2016)'s guide to assess measurement model fit in order to demonstrate the fitness of the measurement model. According to the authors' suggestions, researchers could investigate the saturated model and Standardized Root Mean Square Residual (SRMR) at a 95 percent bootstrap quantile. Furthermore, they propose that the SRMR be used as the sole approximate model fit parameter for PLS path modeling. In addition, the dG and dULS (Dijkstra & Henseler, 2015) distance measurements that relate more than one way to calculate the difference between two matrices have been emphasized to contribute to the model fitness index in PLS (Henseler et al., 2016). The dG and dULS are 0.523 and 0.479, respectively, as seen in Table 6. This represents a measuring model that is precisely matched (Dijkstra & Henseler, 2015). Furthermore, the SRMR is 0.048. This is less than the cut-off

of 0.08 (Hu & Bentler, 1999), indicating that the calculation paradigm suits this analysis.

5. Discussion of Findings

In the whole research, out of 300 survey participants that participated, 300 survey participants have been travel within 6 months around Malaysia. Overall, 300 Malaysian survey participants which are amounted as 100% respectively.

Table 2: *Survey Participants Occupation*

Occupation	Frequency
Government Staff	209
Private company staff	78
Self- employed	4
Unemployed	6
Not in the Labor Force	3
Total	300

A. Result of the Smart PLS 3.2.9 Bootstrapping results

The responses of 300 people were analyzed using Smart PLS 3.2.9. Hair, Ringle, and Sarstedt (2011) proposed a minimum threshold of 1.65 t-statistics values at p 0.1 confidence interval to analyze the statistical importance of path coefficients. Similarly, according to Lowry and Gaskin (2014), impact sizes of 0.35, 0.15, and 0.02 suggest a significant, medium, and small effect, respectively. Hair (2014) stated that R² values of 0.75, 0.50, and 0.25 represent important, moderate, and poor values, respectively.

R Square is used to describe the coefficient that would be used to measure the dependent constructs. According to Chin (1998), a solid R square requires 0.67, a moderate R square requires 0.33, and a weak R square requires 0.19. Furthermore, according to Hair et al. (2016), an R square of 0.75 is solid, 0.5 is moderate, and 0.25 is weak. Following that, proposed that R square be equal to or greater than 0.10 in order for the variation explained of a certain endogenous construct to be considered satisfactory.

The stable PLS bootstrapping option was used with 5000 subsamples to achieve the significance thresholds (Hair et al., 2014). As a result of these experiments, the R square for the researcher's analysis (0.708) is adequate (see table 7). Then, in order to understand the strength of this model, researchers must first learn about the F Square. The Effect Size (f square) was created to assist researchers in determining a suitable model. According to table 7, it has a nearly huge impact number. Finally, researchers realized that calculating the necessity of the researcher's model necessitated the requirement of the Inner Model's internal structure.

Table 7 displays the entire hypothesis, from H1 to H5. It also includes the T-statistics for each hypothesis. When the hypothesis is important, the t-value is greater than 1.645 (p0.05), greater than 2:33 (p0.01) for the 1-tail measure, greater than 1.96 (p0.05), or greater than 2:58 (p 0.01). Table 7 indicates that three hypotheses, H1, H3,H4 and H5, are important since the lower and upper limits of the hypothesis are

all positive, indicating that the hypothesis has been significant, which is zero. Simultaneously, the remaining hypothesis 2 is not supported.

6. Discussion of Major Finding

Table 5.5: *Summary of Hypothesis*

Hypothesis	T Value	Outcomes
H1: There is a significant impact of attitude on visit intention of local tourists towards Boutique hotels in Malaysia.	2.32	Significant
H2: There is a significant impact of subjective norms on visit intention of local tourists towards Boutique hotels in Malaysia.	1.229	Not Significant
H3: There is a significant impact of perceived behavioral control on visit intention of local tourists towards Boutique hotels in Malaysia.	4.885	Significant
H4: There is a significant impact of price sensitivity on visit intention of local tourists towards Boutique hotels in Malaysia.	4.257	Significant
H5: There is a significant impact of safety on visit intention of local tourists towards Boutique hotels in Malaysia.	3.526	Significant

All IVs have a huge effect on the VI of local tourists against Boutique hotels that welcome SN in Malaysia. As online hotel booking becomes more popular, tourists prefer it more. This makes it easier for visitors to compare prices and book hotels. Boutique hotels have low rankings and offer low prices, while online hotel booking has a high ranking and low prices. Boutique hotels' facilities and amenities are inadequate, making it difficult to compete with high-ranking hotels. Furthermore, online booking allows visitors to look at hotels before making a reservation. Tourists would feel better if they can see the world around the hotel. Furthermore, tourists may use the comments of other guests to determine whether or not the hotel is healthy.

The internal variables of visitors, such as attitude, SN, and PBC, are difficult to monitor for the Boutique hotelier. As a result, a marketing campaign is a successful way to encourage more customers to visit Boutique hotels in order to raise the visit rate of a Boutique hotel. The Boutique hotelier should create an advertisement that is presented to the viewer with the service and facilities; additionally, the Boutique hotelier must demonstrate that the hotel's atmosphere is clean. This could help to erase the negative image of the Boutique hotel that had developed in the minds of visitors, as well as assist the Boutique hotelier in differentiating themselves from other hospitality service providers.

7. Implications of the Study

1) Managerial implication

The VI was assessed by five IVs in this sample (Attitude, SB, PBC, PS and safety). The findings have implications for Boutique hoteliers in understanding the factors that influence the VI of local tourists toward Boutique hotels in Malaysia. The attitude of local tourists toward Boutique hotels in Malaysia has

a big effect. Service reflects the overall attitudes of customers; thus, Boutique hoteliers must meet the minimum service qualities of cleanliness and comfort. They must clean the room after the customers have left and before the new customers arrive. The SN and VI of Malaysian tourists against Boutique hotels indicate a non-significant relationship. Tourists will not be swayed by the remark or social pressures to remain in a low-cost hotel. Aside from that, the remark and recommendation made by an individual who is valuable to them would have no bearing on their decision to stay in a low-cost hotel.

PBC has a huge effect on the VI of local tourists toward Malaysian Boutique hotels. Individuals will have more confidence to visit Boutique hotels if they have enough knowledge about the dangers of using Boutique hotels as their temporary accommodation. Boutique hoteliers should share the most up-to-date information online, such as equipment availability, room availability, and room pricing. If local visitors are well-informed about this, they are more likely to visit Boutique hotels.

PS is also one of the factors that can influence the VI of local tourists in Malaysian Boutique hotels. A fair price will increase customers' buying intentions. As a result, Boutique hoteliers must ensure that the rates they sell to customers are fair, as Malaysian visitors do not typically spend a lot of money on temporary lodging.

The VI of local tourists towards Malaysian Boutique hotels is significantly influenced by safety. Boutique hoteliers must ensure that their establishments' environments are clean. To improve protection, Boutique hoteliers could install a door access security system that only allows customers with RFID access cards to enter the room and hotel. Finally, Boutique hoteliers can use the findings of this study to improve hotel policies and management. This study can be used as a reference for anyone looking to start a Boutique hotel company.

2) Theoretical Implication

This research adds greatly to current knowledge. People who are interested in studying the same industry may find this research useful because there have only been a few studies done on visit intention towards Boutique hotels in Malaysia. The TPB model was used in this analysis, but PS and protection were added as additional attributes. The findings, however, show that four variables have a positive relationship with VI, while one variable has a negative relationship with VI. As a result, it is assumed that incorporating PS and safety could provide better insights than the TPB model alone.

8. Limitation of Study and Recommendation for Future Study

Future research should be concerned about some of the weaknesses of this report. To begin, this study employs a quantitative analysis process. The quantitative analysis approach focuses mostly on the measurement methods used by researchers and how researchers interpret the findings. Furthermore, the quantitative analysis method's findings are more easily manipulated by researchers. The next drawback of this research is the study model employed. The researchers in this study are only using one model, TBP, for the analysis. TPB

is a model that can be combined with other models to research Malaysians' behavioral intentions in greater depth. Any guidelines may be used in future research. The first suggestion is that future studies be performed using qualitative analysis. For example, one-on-one interviews with respondents are possible. This will aid in obtaining more reliable details. It is also possible to have group discussions with the respondents. This will aid in obtaining additional insights and knowledge from the respondents. Respondents may be asked a variety of relevant questions during group discussions. Furthermore, group discussions will encourage respondents to speak up and express their thoughts and ideas. For example, by holding group discussions, respondents will reveal which factors influence their visit intentions toward Boutique hotels and why. This can aid in the development of a broader and deeper understanding. Furthermore, this will make studying easier.

The second suggestion is to look at other factors that may affect local tourists' intentions to visit Boutique hotels. Other factors refer to factors other than the five variables examined in this report. It is well recognized that other factors will influence local tourists' intentions to visit Boutique hotels. These factors should be investigated in order to enhance the studies and obtain more details. The third suggestion is to use different models or hypotheses. TPB is used in this analysis. The variables that have been used as a result of using this type of theory are attitude, SN, and PBC. If future studies are to investigate other causes, other theories or models, such as the AIDA Model, the PESTEL Model, and so on, should be used. This is due to the fact that the TPB is only used for a few specific variables such as mood, SN, and PBC. As a consequence, if other variables are used in the experiments, other models or hypotheses must be used.

9. Conclusion

Finally, the aim of this research is to identify the factors that influence local tourists' perceptions of Boutique hotels in Malaysia. As a result, each IV in the system, which are Attitude, PBC, PS, and Safety, is significant to the DV, VI towards choosing Boutique hotels, while SN is not significant. This research discovered some limitations. However, proposals for future research have already been made.

Table 3 Convergent validity

Items	Loadings	Cronbach's Alpha	rho_A	CR	AVE
A2	0.886	0.934	0.938	0.95	0.84
A3	0.921				
A4	0.939				
A5	0.909				
PBC1	0.934				
PBC2	0.868	0.937	0.939	0.96	0.84
PBC3	0.931				
PBC4	0.933				
PS2	0.947				
PS3	0.937	0.932	0.941	0.95	0.83
PS4	0.856				
PS5	0.903				
S1	0.92				
S2	0.905				
S3	0.915	0.95	0.953	0.96	0.83
S4	0.919				
S5	0.908				
SN1	0.832				
SN2	0.951				
SN3	0.949	0.939	0.951	0.96	0.85
SN4	0.946				
VI1	0.942				
VI2	0.973				
VI3	0.94				
VI4	0.964	0.967	0.969	0.98	0.91

Table 4 Fornell & Lachars

	Attitude	Perceived Behavioral Control	Price Sensitivity	Safety	Subjective Norm	Visit Intention
Attitude	0.914					
Perceived Behavioral Control	0.775	0.917				
Price Sensitive	0.752	0.837	0.912			
Safety	0.691	0.793	0.794	0.913		
Subjective Norm	0.801	0.804	0.803	0.801	0.921	
Visit Intention	0.709	0.804	0.792	0.752	0.715	0.955

Table 5 Cross Loadings

	Attitude	Perceived Behavioral Control	Price Sensitive	Safety	Subjective Norm	Visit Intention
A2	0.886	0.72	0.665	0.59	0.693	0.583
A3	0.921	0.686	0.682	0.645	0.725	0.651
A4	0.939	0.697	0.7	0.646	0.724	0.672
A5	0.909	0.732	0.703	0.642	0.783	0.68
PBC1	0.74	0.934	0.782	0.729	0.74	0.747
PBC2	0.663	0.868	0.706	0.671	0.692	0.677
PBC3	0.695	0.931	0.777	0.754	0.723	0.759
PBC4	0.742	0.933	0.8	0.75	0.79	0.764
PS2	0.759	0.833	0.947	0.751	0.798	0.786
PS3	0.688	0.806	0.937	0.739	0.736	0.745
PS4	0.602	0.662	0.856	0.658	0.658	0.6
PS5	0.682	0.735	0.903	0.739	0.728	0.738
S1	0.639	0.764	0.784	0.92	0.731	0.75
S2	0.633	0.679	0.728	0.905	0.718	0.64
S3	0.627	0.716	0.676	0.915	0.735	0.657
S4	0.645	0.687	0.702	0.919	0.735	0.645
S5	0.612	0.761	0.725	0.908	0.74	0.728
SN1	0.737	0.656	0.614	0.624	0.832	0.543
SN2	0.762	0.757	0.763	0.779	0.951	0.71
SN3	0.736	0.765	0.766	0.758	0.949	0.668
SN4	0.726	0.775	0.8	0.777	0.946	0.697
V11	0.689	0.787	0.759	0.743	0.699	0.942
V12	0.71	0.791	0.772	0.734	0.717	0.973
V13	0.621	0.717	0.731	0.673	0.626	0.94
V14	0.684	0.774	0.761	0.719	0.685	0.964

Table 6 HTMT

	Attitude	Perceived Behavioral Control	Price Sensitive	Safety	Subjective Norm	Visit Intention
Attitude						
Perceived Behavioral Control	0.829					
Price Sensitive	0.802	0.891				
Safety	0.732	0.837	0.84			
Subjective Norm	0.838	0.855	0.852	0.845		
Visit Intention	0.743	0.843	0.828	0.78	0.745	

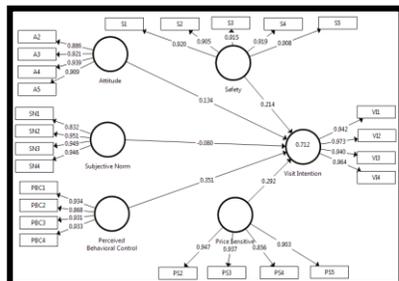


Fig. 1. Measurement model

1) Structural model

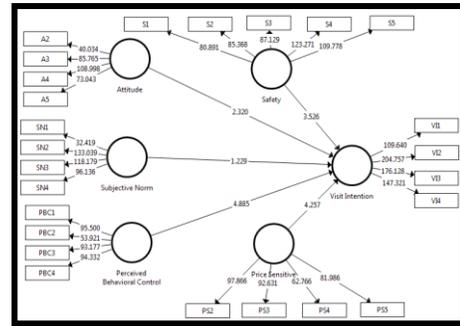


Fig. 2. Structural Model

Table 7 Hypothesis results

Hypothesis	Beta Value	Std. Error	T Value
H 1 Attitude -> Visit Intention	0.134	0.058	2.32
H 2 Subjective Norm -> Visit Intention	-0.08	0.065	9
H 3 Perceived Behavioral Control -> Visit Intention	0.351	0.072	5
H 4 Price Sensitive -> Visit Intention	0.292	0.069	7
H 5 Safety -> Visit Intention	0.214	0.061	6

P Values	LL	UL	RZ	F2	Q2	Decision
0.021	0.035	6	08	19	0.64	Supported
0.22	-0.21	2	05	0.0		Not Supported
0	0.227	0.51	94	0.0		Supported
0	0.152	8	68	0.0		Supported
0	0.099	9	44			Supported

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