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Driving Repurchase Intention towards Mountain Hiking Open Trip Agencies: The Dual-Pathway of Mitigating Risks and Maximizing Enjoyment

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ABSTRACT:

Driven by social media trends, mountain hiking has grown rapidly, leading to a proliferation of travel and open trip agencies. It also brings two major challenges: business sustainability due to fear of missing out (FOMO) driven In demand and increasingly intense competition. Thus, repurchase intention becomes the key. This study aims to investigate repurchase intention by focusing on two aspects: how marketing communication effectively mitigates perceived risk, and how destination image enhances perceived enjoyment. A descriptive quantitative method using a questionnaire was adopted. The sample consisted of 265 hikers who joined mountain trips via travel agencies or open trips, chosen through purposive sampling. Data analysis was conducted using partial least squares structural equation modeling (SEM-PLS). The results supported the proposed risk and enjoyment pathways to repurchase intention. Providers should therefore attend to both routes: clear, informative communication before the trip that helps hikers anticipate and prepare for trip risks, and experiences hikers enjoy and associate with the provider.

Keywords:
Destination Image, Marketing Communication, Mountain Hiking, Repurchase Intention, Travel Agent

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1. INTRODUCTION

Mountain hiking has grown rapidly as a form of nature-based tourism in Indonesia. The Indonesian Mountain Guides Association (APGI) and the Ministry of Tourism and Creative Economy reported more than three million domestic hikers, with an estimated economic potential of IDR 2.3 trillion (APGI, 2025). This growth has been reinforced by hiking-related content on Instagram, TikTok, and YouTube, which increases destination visibility and contributes to crowded hiking trails (Harahap et al., 2024; Widowati et al., 2024). Mountain hiking has also become increasingly popular as a form of nature-based tourism across different groups of participants (Geiger et al., 2023).

The growing demand has encouraged travel agencies and open trip providers to expand into mountain hiking packages (Fadillah et al., 2025), while the increasing number of providers has intensified competition for customers (Natalia et al., 2025; Wijaya & Susilo, 2021). Travelers also increasingly use social media not only to select destinations but also to evaluate travel providers (Wengel et al., 2022). However, demand driven partly by social media trends and fear of missing out (FOMO) may not guarantee sustainable customer relationships (Oktaviani et al., 2025). Therefore, attracting first-time customers is no longer sufficient; providers must also encourage customers to repurchase their services. This creates an additional research problem because customers' post-trip behavioral intentions may also depend on the experiences they encounter during the journey. In hiking tourism, memorable experiences have been shown to involve physical, social, and emotional dimensions that contribute to meaningful experiences, self-accomplishment, and deeper self-awareness (Wang et al., 2024). More broadly, tourism research indicates that memorable tourism experiences are associated with subsequent behavioral outcomes and remain an important area for understanding tourists' post-consumption responses (Hosany et al., 2022).

Despite its managerial importance, research on repurchase intention toward travel packages remains limited (Kulnadee & Pankham, 2024). Existing studies have examined repurchase intention in accommodation and online travel service contexts (Permatasari et al., 2022; So et al., 2021), whereas small-scale travel agents and open trip providers specializing in mountain hiking have received less attention. Previous studies have also tended to examine the relevant determinants separately and in different tourism contexts. Elvera et al. (2019) examined destination image and marketing communication in relation to tourist loyalty, while So et al. (2021) investigated perceived enjoyment and repurchase intention in the Airbnb context. Afshardoost and Eshaghi (2020), through a meta-analysis of 87 studies, confirmed destination image as an important predictor of tourists' behavioral intentions. Meanwhile, research on travel package purchases has also examined consumer trust and perceived risk (Kulnadee & Pankham, 2024). These studies establish the relevance of the individual constructs, but limited research has simultaneously examined how marketing communication, destination image, perceived risk, and perceived enjoyment shape repurchase intention in the specific context of small-scale mountain hiking open trip providers.

Accordingly, this study examines two complementary pathways to repurchase intention. The first is a risk-related pathway, linking marketing communication, perceived risk, and repurchase intention. The second is an enjoyment-related pathway, linking destination

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image, perceived enjoyment, and repurchase intention. The novelty of this study lies in integrating these two pathways in the context of small-scale mountain hiking travel agents and open trip providers. The findings are expected to extend understanding of consumer behavior in adventure tourism and provide practical insights for providers seeking to convert short-term, trend-driven demand into repeat purchasing behavior.

2. LITERATURE REVIEW

The Stimulus-Organism-Response (S-O-R) model is one of the most popular frameworks used to study how environmental stimuli can trigger individuals to engage in specific behaviors (Sartika & Aransyah, 2022). The two stimuli in this study work in different ways. Marketing communication provides information from the provider, so perceived risk is the mediator closest to it (Elvera et al., 2019). Destination image relates to the destination's affective qualities, so perceived enjoyment is its closest mediator (Muharrir et al., 2023). Figure 1 shows these two paths in the model.

2.1. Marketing Communication, Perceived Risk, & Repurchase Intention

In the current era, social media has become a very important part of marketing communication (Ambarwati et al., 2026; Pham et al., 2025). Social media serves as a seamless and compact channel to create, communicate, deliver, and exchange offerings that have value for business users (Gaffar et al., 2022). Social media also enhances destination visibility as a key component of its tourism marketing strategy (Liang & Furkan, 2025).

To be more specific, perceived risk in tourism refers to an individual's assessment of the likelihood of potential dangers occurring during a trip (Darajat et al., 2021; Rianthomy et al., 2023). Instability, natural disasters, and hazards are the top three concerns in this regard (Perpiña et al., 2019; Rianthomy et al., 2023). Tourists will be concerned about health and safety, infrastructure, and other potential problems (Loi et al., 2024; Rianthomy et al., 2023). Historically, perceived risk has also been primarily associated with fraud and product quality, especially when the transaction involves online payment processes (Tedjakusuma & Kulachai, 2026).

In line with that, a travel agent or open trip is a type of service business in which consumers cannot experience or try the service before actually purchasing it (Elvera et al., 2019). This naturally triggers perceived risk in customers' minds. Then, marketing communication plays a role in providing an overview of service expectations and, at the same time, reducing the risks that consumers are concerned about (Ismail et al., 2025; Loi et al., 2024). Good marketing communication has been proven to reduce perceived risk even before consumers make actual transactions (Loi et al., 2024; Rianthomy et al., 2023).

Thus, previous studies confirm that perceived risk (such as physical safety risk, health risk, and infrastructure risk) has a significant direct negative influence on the final purchase decision or consumer repurchase (Amalia et al., 2023; Loi et al., 2024; Rianthomy et al., 2023). As an independent variable as well as a mediator, if consumers feel that the level of risk is high, they will refuse to make a repurchase/revisit (Rianthomy et al., 2023; Tedjakusuma & Kulachai, 2026).

H_1: Marketing communication has a positive and significant impact on perceived risk.

H_3: Marketing communication has a positive and significant impact on repurchase intention.
H_5: Perceived risk has a positive and significant impact on repurchase intention.
H_7: Perceived risk mediates the effect of marketing communication on repurchase intention.

2.2. Destination Image, Perceived Enjoyment, & Repurchase Intention

Destination image refers to tourists' perceptions of, and trust in, the products or services related to the destination they intend to purchase (Elvera et al., 2019). It is formed not only through experience but can also be constructed before a visit, becoming a strong motivation to choose a destination or travel agent service package (Elvera et al., 2019). Destination image comprises a good reputation, enjoyable and exciting experiences, adequate facilities and supporting infrastructure, and safety (Ismail et al., 2025; Loi et al., 2024; Rianthomy et al., 2023).

Moreover, perceived enjoyment refers to the extent to which users or customers feel happy when using a service (Natalia et al., 2025). It involves forming a positive impression, feeling comfortable, and having a good overall experience (Almaudina et al., 2023). In the travel agent context, perceived enjoyment is defined as the extent to which customers find it enjoyable to use the agent's services to plan a vacation, receive an entertaining service experience, feel comfortable and happy when making transactions, and feel happy when interacting with the agent's service features (Muharrir et al., 2023; Natalia et al., 2025; So et al., 2021).

Thus, a positive destination image is key to attracting tourists, shaping expectations, and influencing satisfaction, revisit intentions, and decision-making (Kulnadee & Pankham, 2024; Shatnawi et al., 2023; Suryawardani et al., 2024). Destination image encompasses tourists' perceptions, impressions, and emotions about a location, involving both tangible elements like infrastructure and safety, and intangible factors such as culture and personal experiences (Loi et al., 2024). A strong destination image acts as a pull factor, motivating tourists to visit by appealing to their desires for relaxation, culture, and unique experiences (Moliner-Tena et al., 2023).

Furthermore, a positive destination image will help tourists feel more enjoyment on their trips (Muharrir et al., 2023). It is also stated that travelers who have a favorable impression of a destination are more likely to return and recommend related destinations to others (Rianthomy et al., 2023). In the context of travel agents, previous research has revealed that perceived enjoyment has a direct effect on repurchase intention (Natalia et al., 2025). Perceived enjoyment has also been proven to serve as a mediating variable for various independent variables in influencing repurchase intention toward travel agents (Natalia et al., 2025).

H_2: Destination image has a positive and significant impact on perceived enjoyment.
H_4: Destination image has a positive and significant impact on repurchase intention.
H_6: Perceived enjoyment has a positive and significant impact on repurchase intention.
H_8: Perceived enjoyment mediates the effect of destination image on repurchase intention.

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Figure 1 presents the research model developed from these hypotheses, which comprises two pathways: marketing communication influences repurchase intention through perceived risk, while destination image influences repurchase intention through perceived enjoyment.

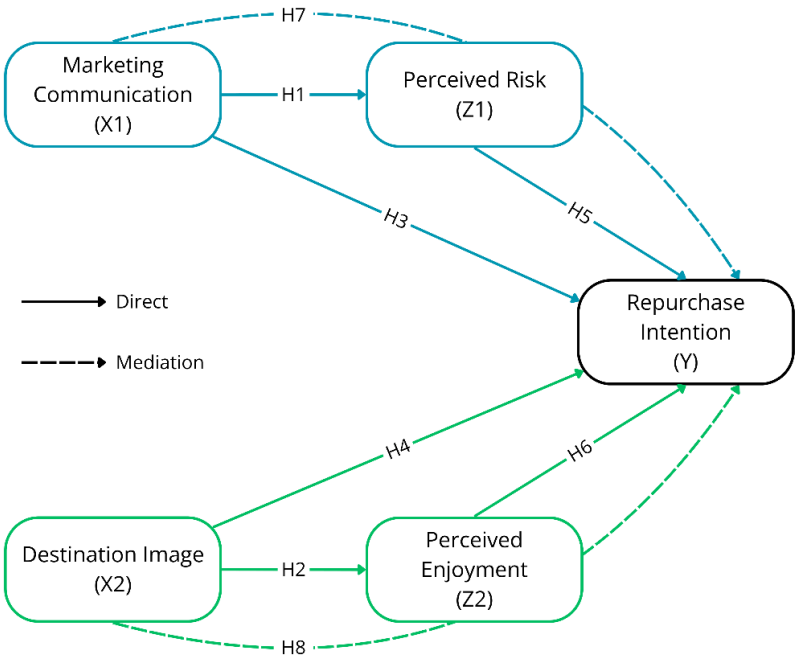

Figure 1. Research Model

In the S-O-R model illustrated in Figure 1, marketing communication and destination image act as the stimuli, while perceived risk and perceived enjoyment act as the organism, and repurchase intention serves as the response.

Table 1 summarizes the eight hypotheses proposed in this study, grouped by the two pathways of the research model.

Table 1. Summary of Research Hypotheses

Hypothesis	Statement	Pathway
H_1	Marketing communication has a positive and significant impact on perceived risk.	Risk management route
H_2	Destination image has a positive and significant impact on perceived enjoyment.	Emotional stimulus route
H_3	Marketing communication has a positive and significant impact on repurchase intention.	Risk management route
H_4	Destination image has a positive and significant impact on repurchase intention.	Emotional stimulus route
H_5	Perceived risk has a positive and significant impact on repurchase intention.	Risk management route
H_6	Perceived enjoyment has a positive and significant impact on repurchase intention.	Emotional stimulus route
H_7	Perceived risk mediates the effect of marketing communication on repurchase intention.	Risk management route
H_8	Perceived enjoyment mediates the effect of destination image on repurchase intention.	Emotional stimulus route

3. METHODS

A descriptive quantitative approach was adopted for this study. Primary data were obtained using a questionnaire previously tested for validity and reliability, with each item measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Data collection was conducted in August 2026 through an online questionnaire distributed via Google Forms. The sample comprised 265 hikers who joined mountain trips via travel agencies or open trips, selected through purposive sampling. Ethical approval was obtained in accordance with institutional guidelines, and participation was entirely voluntary, supported by informed consent obtained from all respondents.

This sample size satisfies the minimum requirements commonly applied in PLS-SEM. First, under the ten-times rule, the minimum sample equals ten times the largest number of structural paths directed at any single latent construct; with four paths pointing at repurchase intention, the required minimum is 40 (Hair et al., 2021). Second, applying the more conservative guideline of ten observations per measurement item, the 20 items used in this study require a minimum of 200 respondents (Memon et al., 2020). Third, the inverse square root method indicates that detecting a minimum expected path coefficient of 0.20 at a 5% significance level with 80% statistical power requires at least 155 respondents (Kock & Hadaya, 2018). The 265 valid responses obtained therefore exceed all three thresholds, providing adequate statistical power for the estimation of the proposed model.

Finally, data analysis was executed utilizing SEM-PLS, which was selected because the technique accommodates complex models with mediating variables and does not require the data to be normally distributed. The analysis followed a two-stage procedure: the measurement model was first assessed for convergent validity, discriminant validity, and construct reliability, after which the structural model was examined to test the hypothesized relationships. The significance of the direct and indirect effects was determined through a bootstrapping procedure with 5,000 subsamples (Hair et al., 2021). In addition, the predictive relevance of the model was evaluated using the PLSpredict procedure with 10 folds and 10 repetitions (Hair et al., 2021).

This research examines five variables: marketing communication, destination image, perceived risk, perceived enjoyment, and repurchase intention. Each variable was measured using items developed by previous studies. The items are shown in Table 2.

Table 2. Research Variables and Measurement Items

Variable	Item	Source
Marketing Communication	1. The travel agent provides clear and accurate information about its tour packages through its communication channels. 2. This travel agent actively interacts with and responds to customers' questions through social media or other official communication channels. 3. The promotional materials presented by this travel agent are highly attractive and attention-grabbing. 4. I find it easy to find and access this travel agent's official communication channels.	Chen & Cheung (2025), Elvera et al. (2019), Ismail et al. (2025), & Pratiwi et al. (2025).

Variable	Item	Source
Destination Image	1. I believe that the destinations offered by this travel agent have a good reputation. 2. I feel that the destinations offered by this travel agent provide an enjoyable and exciting experience. 3. The destinations offered have adequate facilities and support infrastructure. 4. I perceive the destinations selected by this travel agent as safe places to visit.	Ismail et al. (2025), Loi et al. (2024), & Rianthomy et al. (2023).
Perceived Risk	1. Clear information makes me confident that the health and safety conditions at my destination will be excellent. 2. Clear information makes me trust that the travel experience provided by this travel agent will meet or exceed my expectations. 3. Clear information makes me certain that the infrastructure at the tourist destination is well-developed and accessible. 4. Clear information makes me feel calm, comfortable, and excited about having a smooth, hassle-free trip.	Loi et al. (2024), Rezaei et al. (2023), & Rianthomy et al. (2023).
Perceived Enjoyment	1. Using this travel agent's services to plan a vacation is very enjoyable. 2. This travel agent provides an entertaining service experience for me. 3. I feel comfortable and happy when making transactions with this travel agent. 4. Interacting with this travel agent's service features makes me feel happy.	Muharrir et al. (2023), Natalia et al. (2025), & So et al. (2021).
Repurchase Intention	1. I will consider this travel agent as my first choice for my next travel plans. 2. I am willing to recommend this travel agent to my friends or relatives. 3. I would continue to choose this travel agent over other similar travel agents. 4. I intend to continue seeking information about the latest promotions or tour packages offered by this travel agent.	Abda'u et al. (2025), Ismail et al. (2025), Natalia et al. (2025), & So et al. (2021).

The data were analysed using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach, following the methodological guidelines recommended by Hair et al. (2019). The evaluation of the research model consisted of two main stages: assessment of the measurement model and evaluation of the structural model. The measurement model was assessed for validity and reliability, whereas the structural model was evaluated for explanatory power and hypothesis-testing results.

First, convergent validity was assessed by examining the outer loadings and the Average Variance Extracted (AVE). An indicator was considered acceptable when its outer loading exceeded 0.70, and an AVE greater than 0.50 indicated that the construct explained more than 50% of the variance in its indicators (Hair et al., 2019; Fornell & Larcker, 1981).

Second, construct reliability was assessed using Composite Reliability (CR) and Cronbach's Alpha coefficients. A construct was considered reliable when its Composite Reliability and

Cronbach's Alpha values exceeded 0.70, indicating adequate internal consistency among the measurement items (Hair et al., 2019; Nunnally & Bernstein, 1994).

Third, discriminant validity was assessed to determine whether each construct was empirically distinct from the other constructs in the proposed research model. The Fornell–Larcker criterion was employed, whereby the square root of the AVE for each construct should be greater than its correlations with the other constructs. In addition, the Heterotrait–Monotrait (HTMT) ratio was examined, with values below 0.90 indicating satisfactory discriminant validity (Fornell & Larcker, 1981; Henseler et al., 2015).

Fourth, the structural model was evaluated by examining the coefficient of determination (R^2), which indicates the explanatory power of the endogenous constructs. According to Hair et al. (2019), R^2 values of 0.75, 0.50, and 0.25 indicate substantial, moderate, and weak explanatory power, respectively.

Finally, hypothesis testing was conducted by examining the path coefficients using a bootstrapping procedure with 5,000 resamples. The significance of the direct and indirect relationships was assessed based on the t-statistic and p-value. A hypothesised relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05 in a two-tailed test (Hair et al., 2019).

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

The characteristics of the 265 respondents, covering gender, age, role, monthly income, hiking experience, social media use, and the mountains and travel agents they chose, are presented in Table 3.

Table 3. Respondent Profile

Item	Category	Freq	%
Gender	Male	136	51%
	Female	129	49%
Age	16-20	26	10%
	21-25	89	34%
	26-30	80	30%
	31-35	40	15%
	36-40	20	8%
	>40	10	4%
Role	Student	76	29%
	Worker	145	55%
	Entrepreneur	44	17%
Income/month	<3 Mio (IDR)	47	18%
	3-5 Mio	83	31%
	5-10 Mio	81	31%
	>10 Mio	54	20%
Past hiking experience	1-5x	164	62%
	5-10x	34	13%
	>10x	67	25%
Time since last hike	<6 mo ago	85	32%
	6-12 mo ago	91	34%
	>12 mo ago	89	34%

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Item	Category	Freq	%
Social Media	Instagram	137	52%
	TikTok	73	28%
	Facebook	17	6%
	Direct search on Google	38	14%
Mountain (Top 4)	Gede	36	14%
	Prau	33	12%
	Merbabu	26	10%
	Bromo	25	9%
Travel Agent/Open Trip	Tebet Adventure Indonesia	23	9%
(Top 4)	Wisata Gunung Indonesia	19	7%
	Tiga Dewa Adventure	12	5%
	Eppala Adventure	9	3%

Table 3 shows that the proportion of male and female respondents is almost balanced at 51% and 49%, respectively. Additionally, the majority of the respondents are workers aged 21 - 30 years old who earn 3 to 10 million IDR per month. Furthermore, it can be inferred that they have 1 to 5 past hiking experiences and are evenly distributed among those whose most recent hike was less than 6 months ago, 6–12 months ago, and more than 12 months ago.

In relation to marketing communication, the majority of the respondents are active Instagram and TikTok users who are frequently exposed to mountain hiking content. Then, the top four mountains referenced by the respondents in this questionnaire were Mount Gede, Mount Prau, Mount Merbabu, and Mount Bromo. Lastly, the top four travel agents and open trips referenced are Tebet Adventure Indonesia, Wisata Gunung Indonesia, Tiga Dewa Adventure, and Eppala Adventure.

4.2 Descriptive Results

Table 4 reports the mean, standard deviation, and interpretation category for each of the 20 items and the five study variables, based on the 265 responses on a five-point scale (1 = strongly disagree, 5 = strongly agree). Categories were set by dividing the scale range into five equal classes of 0.80: 1.00–1.80 (very low), 1.81–2.60 (low), 2.61–3.40 (moderate), 3.41–4.20 (high), and 4.21–5.00 (very high).

Perceived Risk items are worded as reassurance statements and were not reverse-scored, so a higher score means more reassurance, that is, lower perceived risk. A positive coefficient into this construct therefore indicates greater reassurance, and a positive coefficient out of it indicates that greater reassurance predicts stronger repurchase intention.

Marketing Communication recorded the highest composite mean (M = 4.00, SD = 0.54), followed by Perceived Enjoyment (M = 3.98, SD = 0.55), Destination Image (M = 3.90, SD = 0.52), and Repurchase Intention (M = 3.86, SD = 0.54), all in the high category. The Perceived Risk score had the lowest mean (M = 2.77, SD = 0.63), in the moderate category but 0.23 below the scale midpoint, which suggests that respondents were not strongly reassured.

At item level, the highest-rated indicator was X1-4, “I find it easy to find and access this travel agent’s official communication channels” (M = 4.04, SD = 0.67). The lowest-rated item was Z1-4, “Clear information makes me feel calm, comfortable, and excited about having a smooth, hassle-free trip” (M = 2.75, SD = 0.77). Respondents found the agent’s official

communication channels easy to reach, but were least reassured that clear information would leave them calm and comfortable about a smooth trip.

Table 4. Descriptive Statistics of Measurement Items and Study Variables

Variable / item	Mean	SD	Interpretation
Marketing Communication: X1-1	3.97	0.70	High
Marketing Communication: X1-2	4.00	0.64	High
Marketing Communication: X1-3	3.98	0.63	High
Marketing Communication: X1-4	4.04	0.67	High
Marketing Communication (composite)	4.00	0.54	High
Destination Image: X2-1	3.86	0.69	High
Destination Image: X2-2	3.87	0.63	High
Destination Image: X2-3	3.89	0.66	High
Destination Image: X2-4	3.95	0.66	High
Destination Image (composite)	3.90	0.52	High
Perceived Risk: Z1-1	2.78	0.73	Moderate
Perceived Risk: Z1-2	2.79	0.74	Moderate
Perceived Risk: Z1-3	2.77	0.75	Moderate
Perceived Risk: Z1-4	2.75	0.77	Moderate
Perceived Risk (composite)	2.77	0.63	Moderate
Perceived Enjoyment: Z2-1	3.97	0.66	High
Perceived Enjoyment: Z2-2	3.99	0.65	High
Perceived Enjoyment: Z2-3	3.97	0.68	High
Perceived Enjoyment: Z2-4	4.00	0.62	High
Perceived Enjoyment (composite)	3.98	0.55	High
Repurchase Intention: Y1	3.88	0.67	High
Repurchase Intention: Y2	3.86	0.69	High
Repurchase Intention: Y3	3.87	0.63	High
Repurchase Intention: Y4	3.84	0.71	High
Repurchase Intention (composite)	3.86	0.54	High

Note. Item means and standard deviations come from the SmartPLS descriptives output. Composite means are the average of the corresponding item means, computed from unrounded values. As for composite standard deviations, it is the standard deviations of the 265 per-respondent composite scores. Item and composite standard deviations use the population (N) convention. Perceived Risk is reassurance-coded: higher scores indicate lower perceived risk.

4.3 Validity & Reliability Testing

Convergent validity was evaluated based on the outer loading of each indicator and the average variance extracted (AVE) of each variable, as reported in Table 5.

Table 5. Convergent Validity Testing Result

Variable	Item	Outer Loading	AVE
Marketing Communication	4	0.779-0.849	0.665
Destination Image	4	0.762-0.805	0.620
Perceived Risk	4	0.819-0.870	0.713
Perceived Enjoyment	4	0.818-0.863	0.704
Repurchase Intention	4	0.751-0.828	0.652

To confirm that a variable is valid, its outer loading value should be >0.70 (Hair et al., 2021) and AVE value should be >0.50 (Hair et al., 2017). Table 5 shows that all indicators exceed the ideal outer loading threshold of 0.70 and 0.50 for AVE value. Consequently, all questionnaire items are deemed to have fulfilled the criteria for convergent validity.

Table 6 presents the Heterotrait-Monotrait Ratio (HTMT) values used to assess discriminant validity.

Table 6. Discriminant Validity Testing Result

Construct Pair	HTMT
X2 <-> X1	0.340
Y <-> X1	0.547
Y <-> X2	0.475
Z1 <-> X1	0.456
Z1 <-> X2	0.083
Z1 <-> Y	0.455
Z2 <-> X1	0.151
Z2 <-> X2	0.583
Z2 <-> Y	0.524
Z2 <-> Z1	0.172

Discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT) criterion to determine the extent of differences among the variables. This study adopted a maximum HTMT threshold of < 0.90 (Henseler et al., 2015). According to Table 6, the highest correlation was found between Z2 and X2 (0.583). Since all inter-construct values fall below the 0.90 cutoff, it can be concluded that all variables in the model have successfully met the criteria for discriminant validity.

Table 7. Construct Reliability

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)
X1 (Marketing Communication)	0.832	0.835	0.888
X2 (Destination Image)	0.796	0.798	0.867
Z1 (Perceived Risk)	0.866	0.872	0.908
Z2 (Perceived Enjoyment)	0.860	0.861	0.905
Y (Repurchase Intention)	0.821	0.826	0.882

Reliability was measured using Cronbach's Alpha and Composite Reliability (rho_c) with a minimum tolerance threshold of 0.70. Based on Table 7, Cronbach's Alpha values for all variables ranged from 0.796 to 0.866, while Composite Reliability (rho_c) values ranged from 0.867 to 0.908. Since all values are well above 0.70, all instruments in this study are considered highly reliable and consistent.

Because the data were single-source and self-reported, which makes common method bias a plausible threat (Podsakoff et al., 2024), it was assessed using the full-collinearity variance inflation factor (VIF) test, with each construct's scores regressed on all other construct scores (Kock, 2017). Table 8 presents the full-collinearity VIF values for all five constructs, assessed against the threshold of 3.3 (Kock, 2017).

Table 8. Full-Collinearity VIF Test for Common Method Bias

Construct	Full-Collinearity VIF
Marketing Communication (X1)	1.420
Destination Image (X2)	1.448
Perceived Risk (Z1)	1.296
Perceived Enjoyment (Z2)	1.493

Construct	Full-Collinearity VIF
Repurchase Intention (Y)	1.689

Note. VIF = variance inflation factor. Threshold: VIF ≤ 3.3 (Kock, 2017).

As shown in Table 8, the full-collinearity VIF values ranged from 1.296 for perceived risk to 1.689 for repurchase intention. All values were below the threshold of 3.3, suggesting that common method bias was not a substantial concern according to this diagnostic; however, this result does not establish its absence.

4.4 Structural Model & Hypothesis Testing

Once the measurement model had satisfied the validity and reliability criteria, the structural model was evaluated using a bootstrapping procedure with 5,000 subsamples. Figure 2 presents the estimated structural model together with the path coefficients among the variables.

Figure 2 shows that all paths in the structural model are positive, with the strongest direct path running from destination image to perceived enjoyment (0.485), followed by marketing communication to perceived risk (0.391). The detailed path coefficients, t-statistics, and p-values for all direct and indirect effects are reported in Table 9.

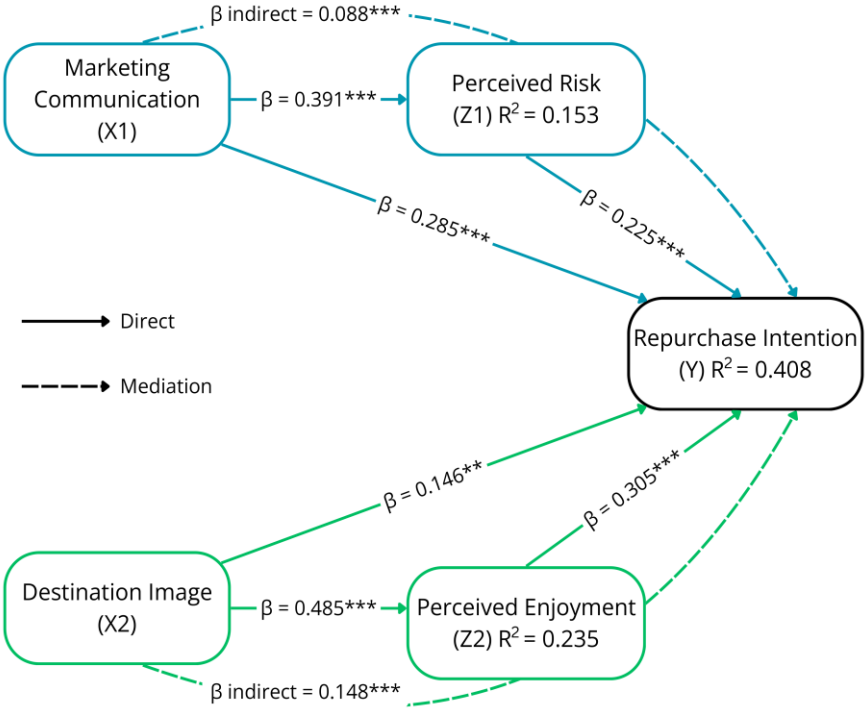

Figure 2. Structural Model and Hypothesis Testing Result

*Note. β = standardized path coefficient; R^2 = proportion of variance in each endogenous construct. β indirect = standardized indirect (mediation) effects. ** p < .01. *** p < .001.*

Table 9. Structural Model and Hypothesis Testing Result

Path	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics	P-Values
X1-Marcom -> Y-Repurchase Intention	0.285	0.286	0.051	5.636	0.000
X1-Marcom -> Z1-Perceived Risk	0.391	0.395	0.046	8.593	0.000

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Path	Original Sample (O)	Sample Mean (M)	STDEV	T-Statistics	P-Values
X2-Destination Image -> Y-Repurchase Intention	0.146	0.145	0.056	2.618	0.009
X2-Destination Image -> Z2-Perceived Enjoyment	0.485	0.489	0.048	10.030	0.000
Z1-Perceived Risk -> Y-Repurchase Intention	0.225	0.225	0.053	4.232	0.000
Z2-Perceived Enjoyment -> Y-Repurchase Intention	0.305	0.307	0.056	5.491	0.000
X1-Marcom -> Z1-Perceived Risk -> Y-Repurchase Intention	0.088	0.089	0.023	3.776	0.000
X2-Destination Image -> Z2-Perceived Enjoyment -> Y-Repurchase Intention	0.148	0.150	0.032	4.565	0.000

The structural model and hypothesis testing results presented in Figure 2 and Table 9 show that:

a. H_1: Marketing communication (X1) has a positive effect on perceived risk (Z1). The first hypothesis is significantly supported, with a path coefficient of 0.391 (T-Stat = 8.593; P-Value = 0.000).
b. H_2: Destination image (X2) has a positive effect on perceived enjoyment (Z2). The second hypothesis is significantly supported, with a path coefficient of 0.485 (T-Stat = 10.030; P-Value = 0.000).
c. H_3: Marketing communication (X1) has a positive effect on repurchase intention (Y). The third hypothesis is significantly supported, with a coefficient of 0.285 (T-Stat = 5.636; P-Value = 0.000).
d. H_4: Destination image (X2) has a positive effect on repurchase intention (Y). The fourth hypothesis is significantly supported, with a coefficient of 0.146 (T-Stat = 2.618; P-Value = 0.009).
e. H_5: Perceived risk (Z1) has a positive effect on repurchase intention (Y). The fifth hypothesis is significantly supported, with a coefficient of 0.225 (T-Stat = 4.232; P-Value = 0.000).
f. H_6: Perceived enjoyment (Z2) has a positive effect on repurchase intention (Y). The sixth hypothesis is significantly supported, with a coefficient of 0.305 (T-Stat = 5.491; P-Value = 0.000).
g. H_7: Perceived risk (Z1) mediates the effect of marketing communication (X1) on repurchase intention (Y). The seventh hypothesis is supported as a partial mediation, with an indirect effect of 0.088 (T-Stat = 3.776; P-Value = 0.000).
h. H_8: Perceived enjoyment (Z2) mediates the effect of destination image (X2) on repurchase intention (Y). The last hypothesis is also supported as a partial mediation, with an indirect effect of 0.148 (T-Stat = 4.565; P-Value = 0.000).

The Perceived Risk items (Z1) are worded as reassurance statements and were not reverse-scored, so a higher score means greater reassurance and therefore lower perceived risk. This affects how three of the results above should be read. In H_1, the positive relationship

indicates that clearer marketing communication was associated with lower perceived risk. In H_5, it indicates that hikers who felt more reassured about the trip were more willing to use the same provider again. In H_7, the indirect relationship is consistent with marketing communication operating through that lower perceived risk rather than a higher one.

The explanatory power of the structural model was then assessed using the coefficient of determination (R^2), which is reported in Table 10.

Table 10. R-Square Result

Variable	R-square	R-square Adjusted
Z1 (Perceived Risk)	0.153	0.150
Z2 (Perceived Enjoyment)	0.235	0.232
Y (Repurchase Intention)	0.408	0.399

R-Square (R^2), presented in Table 10, indicates the extent to which the independent variables explain the dependent variable within the model, with values of 0.75, 0.50, and 0.25 conventionally interpreted as substantial, moderate, and weak, respectively (Hair et al., 2011). Z1 (Perceived Risk): R^2 = 0.153. This means that Marketing Communication explains 15.3% of the variance in Perceived Risk (weak category). Meanwhile, Z2 (Perceived Enjoyment): R^2 = 0.235. This means that Destination Image explains 23.5% of the variance in Perceived Enjoyment (weak category). Y (Repurchase Intention): R^2 = 0.408. This means that the research model explains 40.8% of the phenomenon of hikers' repurchase intention toward travel agents or open trip providers, while the remaining 59.2% is influenced by factors outside this study.

Beyond its explanatory power, the model's predictive relevance was assessed using the Q^2predict values obtained from the PLSpredict procedure with 10 folds and 10 repetitions. A Q^2predict value greater than zero indicates that the model has predictive relevance for the corresponding endogenous construct (Hair et al., 2021). The results are presented in Table 11.

Table 11. Predictive Relevance (Q^2predict) Result

Construct	Q^2predict	RMSE	MAE
Z1 (Perceived Risk)	0.145	0.933	0.762
Z2 (Perceived Enjoyment)	0.226	0.888	0.700
Y (Repurchase Intention)	0.265	0.865	0.688

Table 11 shows that all endogenous constructs obtained Q^2predict values above zero, namely 0.145 for perceived risk, 0.226 for perceived enjoyment, and 0.265 for repurchase intention, confirming that the model has predictive relevance. At the indicator level, the PLS-SEM model also produced lower RMSE values than the linear model benchmark for all 12 indicators of the endogenous constructs, indicating high predictive power (Hair et al., 2021). Furthermore, the cross-validated predictive ability test (CVPAT) shows that the PLS-SEM model yields a significantly lower average loss than both the indicator average benchmark ($t = 6.089$; $p < 0.001$) and the linear model benchmark ($t = 5.811$; $p < 0.001$).

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4.5 Discussion

Overall, this study found that both hypothesized paths were confirmed in driving repurchase intention toward travel agents and open trips. The marketing communication pathway proves to be a legitimate predictor, capable of driving repurchase intention directly and indirectly as a perceived risk mitigator. Also, destination image is shown to drive repurchase intention directly and indirectly through perceived enjoyment enhancement. The coefficients and indirect effects behind these interpretations are reported in Table 9, and the explanatory power of the model in Table 10.

The first discussion of travel agents' repurchase intention concerns the risk management route. Marketing communication was directly related to repurchase intention (H3), indicating that clear and informative communication remains relevant when hikers consider using the same provider again. In the context of social media and virality, marketing communications can contribute to brand awareness, brand image, and purchase intention (Faisal & Ekawanto, 2021).

Marketing communication was also related to perceived risk (H1). In travel services, the intangible nature of the service increases uncertainty and strengthens travelers' need for information (Choi et al., 2019; Gao et al., 2023; Gursoy, 2019). Marketing communication has been linked to the expectations tourists form and to their loyalty, so clear information has practical value before a trip departs (Elvera et al., 2019). This is consistent with previous studies emphasizing the importance of perceived risk in tourism-related behavioral intentions (Rindrasih, 2018; Tedjakusuma & Kulachai, 2026; Viet et al., 2020). Previous research also emphasizes the critical impact of perceived risk in online travel services and purchasing (Curras-Perez et al., 2017; Mohseni et al., 2018).

Perceived risk was also related to repurchase intention (H5). Hikers who felt more reassured about the trip were more willing to use the same provider again. Mountain hiking is an adventure activity in which physical hazards, changing weather conditions, and challenging trails cannot be completely eliminated and may form part of the experience hikers expect (Akbar, 2017; Gilbertson & Ewert, 2015). In this context, hikers may not expect providers to eliminate all risks. Rather, clear communication may allow them to visualize the terrain, understand what the trip involves, prepare themselves for the journey, and implement appropriate mitigation measures.

The mediating role of perceived risk (H7) further shows that marketing communication contributes to repurchase intention not only directly but also through the way hikers respond to uncertainty and potential risk. Thus, within the risk management route, communication serves both a promotional and a risk-management function by helping hikers make more informed and prepared decisions about using the provider again.

The residual concern in the data fits this reading. Perceived risk was measured with reassurance-worded items, and the composite mean fell below the scale midpoint, so hikers were only moderately reassured by the communication they received. The lowest-rated item was the one stating that clear information makes hikers feel calm, comfortable, and excited about a smooth, hassle-free trip. That item joins reassurance with excitement, and a hiker who is drawn to adventure may not want to feel entirely calm, because some risk is part of the attraction; adventure tourists seek the thrill of risk without wanting to be exposed to actual harm (Akbar, 2017; Gilbertson & Ewert, 2015). The item also combines several feelings,

so we cannot say which of them held the rating down. Communication is therefore better understood as helping hikers judge which risks they are prepared to accept than as removing risk.

Then, the second discussion of travel agents' repurchase intention concerns how destination image enhances perceived enjoyment (emotional stimulus route). These findings can be explained using the S-O-R model as mentioned in the literature review. In this context, a destination image that is characterized by perceptions of beauty and enjoyable elements can foster a positive emotional state that drives future intentions. This aligns with prior research indicating that destination image directly influences perceived enjoyment and the intention to revisit or repurchase (Ismail et al., 2025), while perceived enjoyment has been shown to drive repurchase intention (So et al., 2021).

The emotional stimulus route also concerns the experience itself. Perceived enjoyment had a direct positive effect on repurchase intention (H6), and its effect was stronger than that of destination image and comparable to that of marketing communication. Hiking evidence on this link is indirect. Pride predicted both memorable tourism experiences and revisit intention, but memorable tourism experience did not significantly predict revisit intention (Berutu et al., 2024), and embodiment shapes memorable hiking experiences without measuring any intention outcome (Wang et al., 2024). Neither study tested enjoyment as a predictor of intention, so they describe what hiking experiences involve rather than whether enjoyment brings hikers back. This study did not measure what produced the enjoyment hikers reported. Rezaei et al. (2023) examined positive achievement emotions among tourists visiting risky destinations, a setting closer to adventure hiking than the service contexts in which enjoyment and repurchase intention are usually studied (Natalia et al., 2025; So et al., 2021).

Destination image also had a direct positive effect on repurchase intention (H4), although its effect was weaker than that of perceived enjoyment. Meta-analytic evidence shows that destination image predicts behavioral intentions (Afshardoost & Eshaghi, 2020). In Tanjung Lesung, however, destination image did not influence destination loyalty directly or indirectly; the supported indirect path ran from perceived risk through satisfaction to loyalty (Rianthomy et al., 2023). These two sources point in different directions, so the evidence that destination image drives loyalty is mixed. One possible reading of the weaker effect here is that any competing agency can take hikers up the same mountain, whereas the experience of a particular departure belongs to the provider that ran it. This study did not test that distinction. Even so, image remained directly related to repurchase intention, suggesting that regard for the mountains and routes in a package matters alongside the trip itself.

Perceived enjoyment partially mediated this effect (H8). The indirect effect was comparable to the direct effect, indicating that destination image was associated with repurchase intention both directly and through enjoyment. Destination image also positively predicted perceived enjoyment (H2), although the explanatory power for enjoyment was modest. Image is therefore an important but incomplete predictor of enjoyment: it contributes to the experience hikers report, while substantial variation in enjoyment lies outside this model. Weather, trail difficulty, and group composition are candidates, but this study did not measure them. Providers seeking repeat purchase should therefore consider destination image alongside the experience of the trip itself.

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The explanatory power for perceived risk and perceived enjoyment was modest (Table 10), suggesting that other factors outside the model also play an important role. This is highly relevant to the field context of small-scale mountain hiking open trips in Indonesia. Prior work on adventure recreation links risk attractiveness to participants' skills and experience (Akbar, 2017; Gilbertson & Ewert, 2015). In this study's setting, extreme weather and difficult terrain on Mount Semeru and Rinjani are examples of natural conditions that may contribute to perceived risk. No matter how persuasive the marketing communication is, hikers remain aware of physical dangers that cannot be fully addressed through communication alone.

Similarly, enjoyment in mountain hiking is highly situational and co-created on-site. While destination image builds initial expectations, pre-trip information and opinions can shape travelers' expectations and satisfaction (Narangajavana Kaosiri et al., 2019). Actual enjoyment may also depend on on-site conditions such as group dynamics among strangers in an open trip, the competence of the specific tour leader on that day, and summit conditions; these factors were not measured in this study. This may explain why destination image alone is insufficient to strongly predict enjoyment.

From a managerial perspective, the two pathways point to different moments in the customer journey, one before purchase and one after the trip. Digital channels can help providers convey trip information and promotional content to potential and existing customers (Pongsakornrungsilp et al., 2021; Zhang et al., 2020). Online reviews, including ratings, review text and images, also shape consumer beliefs and loyalty (Jia et al., 2022). Authentic reviews from customers who have made a purchase can showcase the quality of a product and shape consumers' perceptions and evaluations of tourism products and services (Kulnadee & Pankham, 2024). Providers can also improve their websites and continue to innovate in services and promotions (Permatasari et al., 2022).

5. CONCLUSION

This study examined repurchase intention toward small-scale mountain hiking open trip providers using a single S-O-R model with a risk-related and an enjoyment-related pathway. The results supported both pathways: perceived risk partially mediates the effect of marketing communication on repurchase intention, and perceived enjoyment partially mediates the effect of destination image. The first route starts from what the provider communicates, the second from how hikers see the destination itself. Both therefore need to be considered when explaining repurchase intention in this setting.

For travel agencies and open trip providers, the findings point to two areas that deserve attention. One is clear, informative communication that helps hikers understand what a trip involves and prepare for its risks. The other is enjoyable experiences that hikers come to associate with that particular provider, not only with the destination. Since both routes were related to repurchase intention in this study, both deserve a place in providers' planning.

This study also has several limitations. First, it employs a cross-sectional design with self-reported data from a single source, which may be subject to common method bias and limits causal inference. Second, the use of a purposive sample of hikers restricts the generalizability of the findings. Third, the model shows modest explanatory power for perceived risk and perceived enjoyment, indicating that other unexamined variables may play significant roles.

Future research could address these limitations by employing a longitudinal design, expanding the sample to diverse geographical contexts, and incorporating additional constructs such as hiking service quality, trust in tour guide competence, electronic word-of-mouth, or memorable tourism experience to improve explanatory power. Furthermore, this study aggregates respondents across different generational cohorts. Future research is encouraged to conduct a multigroup analysis (MGA) based on generation (e.g., Gen Z vs. Millennials) as risk perception and enjoyment motives may differ significantly across cohorts, potentially yielding different structural results.

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AUTHOR'S CONTRIBUTION

DO: Conceptualization, Methodology, Investigation, Data curation, Formal analysis, Visualization, Writing original draft, and Writing review and editing. YM: Supervision, Validation, and Writing review and editing. HLY: Supervision, Methodology, Validation, and Writing, review and editing. WL: Critical review of the manuscript and Writing, review and editing. All authors read and approved the final published manuscript.

ETHICS STATEMENT

This study involved 265 adult mountain hikers (all aged 18 years or older) who participated in an anonymous and voluntary online questionnaire. No respondent names or other personally identifying information were collected. Participation was free from coercion, and respondents indicated their consent by choosing to complete and submit the questionnaire. Responses were analyzed and reported in aggregate form. No formal approval from an ethics committee or institutional review board was obtained.

THE USE OF AI

During the preparation and revision of this manuscript, the authors used ChatGPT (OpenAI; specific model/version not recorded) as a writing-assistance tool for English-language editing, rephrasing, and improving clarity and organization in selected sections of the manuscript and in responses to peer-review comments. AI-generated suggestions were reviewed and edited by the authors before inclusion. ChatGPT was not treated as an author or as a source of scientific evidence. The authors retain full responsibility for the accuracy, originality, integrity, data analysis, interpretations, and references in the published article.

CONFLICT OF INTERERST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this article.

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