ACCESSIBILITY, PRICE PERCEPTION, AND REVISIT INTENTION: THE MEDIATING ROLE OF PERCEIVED RISK AT A POST-VIRAL BEACH DESTINATION (A STUDY OF RIO BY THE BEACH, SOUTH LAMPUNG)

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Abstract

Rio By The Beach in South Lampung drew tens of thousands of visitors soon after it opened in April 2024, largely through social media exposure. Visitor complaints about road access and prices, however, raise the question of whether people will return once the initial viral wave has passed. This study asks how accessibility and price perception relate to revisit intention, and whether perceived risk carries part of those relationships. Earlier work has mostly placed destination image or satisfaction in that middle position. A quantitative explanatory survey was conducted with 100 visitors who were recruited on-site and online and answered a five-point Likert questionnaire. Because the sample is not a probability sample, the results describe these respondents and are not generalized to all visitors. The data were analyzed with partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4, using 5,000 bootstrap subsamples. The measurement model met the criteria for reliability, convergent validity, and discriminant validity. Accessibility was associated with lower perceived risk (β = −0.290, p = 0.007) and higher revisit intention (β = 0.223, p = 0.028). Price perception was not significantly related to perceived risk (β = −0.134, p = 0.246) but was positively related to revisit intention (β = 0.262, p = 0.005). Perceived risk had a negative but non-significant relationship with revisit intention (β = −0.180, p = 0.078), and it did not mediate the effect of either variable (indirect effects, p = 0.197 and p = 0.386). The model explained 22.9% of the variance in revisit intention. In this sample, then, accessibility and price perception relate to revisit intention directly rather than through perceived risk. For a destination that is past its opening surge, the results suggest that managers and local government should give priority to road access, parking, and clear, fair pricing.

Keywords: *Accessibility, Price Perception, Perceived Risk, Revisit Intention, Post-Viral Destination*

INTRODUCTION

Regional development and the growth of the national and regional economies cannot be separated from the crucial role of the tourism sector. According to Bank Indonesia (BI), tourism is recognized as a source of foreign exchange earnings with a very high level of effectiveness (Rahma, 2020). The sector is strongly supported by adequate human resources and favorable geographic capital. This is reflected in Indonesia's vast geographic landscape, which holds natural wealth, culture, gastronomy, and historical heritage that continue to be the main attractions for domestic and international tourists.

As a region endowed with abundant natural landscapes and cultural heritage, Lampung Province has a solid foundation to be developed as a leading tourism center. Its ecological charm, ranging from cool highlands to a rich diversity of flora, combined harmoniously with the appeal of local traditions, creates a comprehensive tourism package.

However, the optimization and commercialization of tourism in the region still face challenges, as not all natural and cultural assets have been developed proportionally. Geographically, Lampung has a highly strategic comparative advantage. The region is supported by efficient accessibility infrastructure, being only 1.5 hours from Bakauheni Port and 30 minutes from Radin Inten II Airport (Marcelina et al., 2018). Furthermore, tourist destinations, from coastal landscapes and highlands to cultural centers, are located within a relatively short radius of one another. This spatial proximity makes efficient mobility possible, allowing tourists to enjoy a series of recreational activities at the same time and with varied experiences.

Table 1. Number of Domestic Tourist Trips to Lampung Province

Year	Number of Tourists	Description (%)
2019	17,022,530	Base year
2020	8,525,722	-49.92%
2021	9,176,866	7.64%
2022	10,925,704	19.06%
2023	13,760,697	25.95%
2024	17,875,613	29.90%

Source: www.opendata.lampungprov.go.id

Based on the data in Table 1, the movement of tourists visiting Lampung Province generally shows a positive

growth trend. Although visits contracted sharply in 2020 because of the Covid-19 pandemic, the recovery curve afterward continued to rise. This consistent year-on-year increase in tourist numbers is a strong indicator that the tourism sector in Lampung Province has very promising prospects, which calls for sustainable destination development and management strategies.

This positive trend and promising outlook at the provincial level are proportionally reflected in tourism performance at the regency level, particularly in South Lampung Regency, one of the main hubs of marine destinations.

Table 2. Number of Domestic Tourist Trips to South Lampung Regency

Year	Number of Tourists	Description (%)
2019	463,013	Base year
2020	236,173	-48.99%
2021	449,479	90.32%
2022	616,792	37.22%
2023	742,518	20.38%
2024	1,510,813	103.47%

Source: www.opendata.lampungprov.go.id

Table 2 shows that domestic tourist trips to South Lampung Regency fluctuated sharply between 2019 and 2024. Trips fell from 463,013 in 2019 to 236,173 in 2020, a decline of 48.99% that coincided with the Covid-19 pandemic. Recovery began in 2021, when trips rose by 90.32% to 449,479, and continued in 2022 (37.22%; 616,792 trips) and 2023 (20.38%; 742,518 trips), by which time visits had already exceeded the pre-pandemic level. The peak occurred in 2024, when trips reached 1,510,813, a growth of 103.47% that added 768,295 trips in a single year and brought the total to about 3.3 times the 2019 figure. This surge coincided with the opening of Rio By The Beach in April 2024 and the broader phenomenon of *viral tourism* in coastal areas, in which Rio By The Beach became one of the main epicenters (Tempo.co, 2024). The data do not isolate the contribution of any single destination, but the timing suggests that massive social media exposure of this newly opened beach helped trigger a wave of visitors in a short time. Such rapid, exposure-driven growth raises a question that visit counts alone cannot answer: whether visitors will come back once the viral momentum fades.

Rio By The Beach in Bulok Village, Kalianda District, officially opened on April 5, 2024, by photographer Rio Motret together with several investors. According to Rio Motret, about 50 thousand people visited in the first two weeks alone, with peak visits on April 11 and 13 (Tempo.co, 2024). The initial surge has often been linked to the Eid al-Fitr holiday, intensive promotion, and collaboration with influencers (Annisa, 2025), as well as the use of Instagram as a promotional channel (Fitriani et al., 2024). However, crowded visits at the opening do not necessarily turn into repeat visits. Rio Motret himself admitted that the area was not yet 100 percent complete, while the road at the time still looked like dirt and rock (Tempo.co, 2024).

More than two years later, visitor complaints are easier to read. Saputra et al. (2026) analyzed 1,390 Google Maps reviews of Rio By The Beach and found that 75.11% were positive but 17.77% were negative, with the words “harga” (price), “jalan” (road), and “parkir” (parking) among the most frequent in negative reviews. They recommended that the management review road access and pricing policy. The field findings of Annisa (2025) point the same way: the visitors she interviewed considered the entrance road to the beach steep and therefore unsuitable for small children and older adults, and some complained about expensive food. At the end of 2024, the entrance ticket was set at IDR 40,000 per person, with a number of basic facilities at no additional cost (Pariwisata Lampung Selatan, 2024). The access road issue even entered the administrative sphere when, in August 2026, it was reported that the land under the road to the beach was not recorded as an asset of the South Lampung Regency Government (Lensanewstv, 2026).

Research on Rio By The Beach has begun to emerge, but most of it centers on destination attractiveness. Habibi et al. (2025) tested tourism facilities and destination image against visiting decisions using multiple linear regression on 100 visitors. Patmarina and Annisa (2026) linked digital promotion and destination image to visiting decisions based on the *Theory of Planned Behavior*, also with 100 respondents. Annisa (2025) examined *memorable experience*, *emotional experience*, and *place attachment* in relation to revisit decisions using SmartPLS, while Firmansyah and Tamam (2025) examined service quality in relation to satisfaction. Fitriani et al. (2024) studied promotion through Instagram qualitatively, and Saputra et al. (2026) mapped review sentiment. In this series of studies, accessibility and price appear only as side notes. Patmarina and Annisa (2026) state that neither has entered their model and suggest them as future variables, while Saputra et al. (2026) and Annisa (2025) report them only descriptively as complaints.

A more promising lens for reading such complaints is perceived risk. Chew and Jahari (2014) studied tourists who had visited risky destinations and found that socio-psychological and financial risks affect destination image, whereas physical risk does not affect image but directly affects revisit intention. Quintal et al. (2010) placed risk and uncertainty within the Theory of Planned Behavior framework, and both affected attitudes and perceived behavioral control in part of the samples they studied. Wei et al. (2024) added that when perceived risk is high, the effect of place attachment on revisit intention weakens and even reverses. Applied to Rio By The Beach, the steep entrance road can be read as a source of physical risk, while tickets, parking, and food prices can be read as sources of financial risk.

Evidence on accessibility itself is not uniform. Wantara et al. (2024), studying 190 visitors to Lon Malang Beach in Madura, found that accessibility significantly affected revisit intention but not satisfaction. Jati et al. (2026), studying 120 tourists at Ngrenehan Beach, found accessibility to be the only 4A component with a significant effect on revisit intention, whereas Heryono and Abidin (2025), at the Gunung Anyar mangrove ecotourism site, reported a positive but non-significant effect. These differing results suggest that access does not always work directly. Some visitor judgment lies in between, and this study proposes that this judgment is perceived risk.

Based on the preceding paragraphs, the gap addressed by this study has two sides. In terms of urgency, Rio By The Beach is now past its opening surge, so the main question is no longer how to attract first-time visits but how to make visitors willing to return. Patmarina and Annisa (2026) also emphasize the need for strategies that do not rely only on short-lived virality. In terms of contribution, the aim is not simply to put familiar variables in a new location. Studies at other destinations generally place image or satisfaction between destination conditions and revisit intention (Ahmed, 2025; Chew & Jahari, 2014; Heryono & Abidin, 2025; Stylos et al., 2016; Wantara et al., 2024). Where perceived risk does appear, it is usually a predictor of image (Chew & Jahari, 2014), a moderator (Wei et al., 2024), or a mediator of overall destination quality (Hanugerah et al., 2023). What has not been examined is whether risk is the route through which specific attributes that managers can change, namely access and price, reach revisit intention. The distinction matters in practice. Image and satisfaction describe how a visit was judged afterwards, while risk describes what visitors worry may go wrong, and that is what a manager addresses by repairing a road, reorganizing parking, or fixing a pricing rule. Separating the direct path from the risk path shows whether such improvements work by reassuring visitors or through some other channel. To the authors' knowledge, no study at Rio By The Beach has modeled accessibility and price perception as antecedents of revisit intention with perceived risk as a mediator.

Based on this background, the research problem is how accessibility and price perception relate to revisit intention to Rio By The Beach, and whether perceived risk mediates these relationships. This study aims to analyze the effects of accessibility and price perception on perceived risk and revisit intention, and to test the mediating role of perceived risk. The seven hypotheses (H1–H7) are stated in the Literature Review and shown in Figure 1. The term "post-viral" is used here only to describe the setting, a destination that grew quickly through social media and is now past its opening surge. It is not a variable, and no post-viral condition was measured or tested. The results are expected to add to studies of tourist behavior at beach destinations that grow rapidly through social media, and to give managers, the Tourism Office, and the local government a basis for setting priorities in access improvement and pricing policy. The study uses a single cross-sectional survey, and its scope is limited to tourists who have visited Rio By The Beach, Kalianda District, South Lampung Regency.

LITERATURE REVIEW

This study uses the Theory of Planned Behavior (TPB) as a supporting theory, not as a model to be tested. TPB explains that behavioral intention is influenced not only by attitude toward the behavior and subjective norms but also by perceived behavioral control. Essentially, the theory holds that people usually behave properly and reasonably and think about the consequences of their actions. According to Patmarina and Annisa (2026), TPB emphasizes that a person's intention to act is influenced by three main determinants: attitude toward the behavior, subjective norms, and perceived behavioral control. In the tourism context, digital promotion is assumed to shape positive attitudes and social norms through exposure to information, while destination image strengthens perceived behavioral control, convincing tourists that the destination is worth visiting (Ahmed, 2025). Attitude, subjective norms, and perceived behavioral control were not measured in this study, so the findings cannot confirm or reject TPB itself. The theory is used for a narrower purpose, which is to give a reason why the four variables should be related. Perceived behavioral control reflects how easy or difficult a person believes a behavior to be, and it is shaped by control factors such as resources and obstacles. For someone deciding whether to come back to the beach, the condition of the road, signage, travel time, and parking are control factors of this kind, so accessibility can be expected to relate to revisit intention directly. Cost works in a similar way, because what a visit costs is part of what people weigh when they decide whether another trip is worth it. Perceived risk fits the same logic from another side. Quintal et al. (2010) placed risk and uncertainty inside the

TPB framework and found that both affected attitudes and perceived behavioral control in part of the samples they studied. This supports treating risk as an appraisal that sits between external conditions and intention. The mediating role proposed here is therefore an extension that is consistent with TPB reasoning, and it is tested as such rather than derived from the theory.

Revisit intention is understood as tourists' inclination to come again to a destination they have previously visited. Annisa (2025) stated that *memorable experience*, *emotional experience*, and *place attachment* have a positive and significant effect on revisit decisions among 100 respondents. Wei et al. (2024) and Wantara et al. (2024) found place attachment to be a strong predictor of this intention and found that satisfaction has a significant effect. In a study at a destination in Lampung, Manan et al. (2025) found among 100 visitors to the Lampung Marriott Resort & Spa that tourist satisfaction, environmental impact, and destination attractiveness have a positive and significant effect on tourism sustainability, so visitors' assessments of services and facilities are indeed relevant for local destinations. Based on these accounts, a similar pattern can be seen: revisit intention does not arise from a single factor but from a series of judgments tourists make during and after a visit.

Perceived risk in the tourism literature is multidimensional and is generally divided into physical, financial, and socio-psychological risk, as studied among tourists who had visited risky destinations. Socio-psychological and financial risks affect destination image, whereas physical risk does not affect image but directly affects revisit intention, and image mediates the effect of the first two types of risk. Wei et al. (2024) showed another side: perceived risk moderates the relationship between attachment and revisit intention, so that at high risk, attachment no longer drives revisit intention. In Jelajah, Satyarini et al. (2019) studied 230 tourists in East Lombok after the earthquake using SEM and reported positive and significant relationships among perceived risk, destination image, and revisit intention. Sianipar et al. (2021), also in Jelajah, showed among 100 respondents in Cibuntu Tourist Village that perceived health protocols were an important factor for satisfaction and revisit intention during the COVID-19 period, although satisfaction itself was not significant for revisit intention in their model. Hanugerah et al. (2023) used perceived travel risk as a mediator between destination quality and revisit intention among 305 domestic tourists in Bali and reported that all the hypothesized relationships were significant. Taken together, these studies treat risk or a sense of safety as a determinant, mediator, or modifier of relationships. Hanugerah et al. (2023) come closest to the setup used here, but they worked with overall destination quality, not with specific attributes such as access and price that a manager can adjust one at a time.

Accessibility is a measure used to determine how easily a person can reach a location, and many factors can influence it. Wantara et al. (2024) at Lon-Malang Beach found a significant effect on revisit intention but not on satisfaction, and suggested that visitors' dependence on private vehicles was the cause. At Rio By The Beach itself, access appears in the form of complaints, namely the word “jalan” (road) in negative reviews (Saputra et al., 2026) and the steep entrance road (Annisa, 2025), as well as the issue of the access road's status (Lensanewstv, 2026). These complaints carry a safety nuance, so they can plausibly be read as possible sources of physical concern, although this study does not measure physical risk separately.

Price perception is consumers' response, judgment, or awareness of the price of a product, whether high, low, fair, or commensurate with what they receive. At Rio By The Beach, it has not been tested empirically. The word “harga” (price) stands out in negative reviews (Saputra et al., 2026), some visitors consider food prices expensive (Annisa, 2025), while the IDR 40,000 entrance ticket already includes a number of basic facilities (Pariwisata Lampung Selatan, 2024). Patmarina and Annisa (2026) acknowledge that price was not included in their model and suggest it as a future variable.

From the above review, the relationships among the variables are set out as seven hypotheses, which are also shown in Figure 1. The expectation that access and price affect risk is the authors' inference from existing findings, not a result that has been directly tested in earlier studies, and this is where the contribution of this study lies.

Visitors who find the road safe, the signs clear, and the parking easy have less reason to worry about injury or trouble during the trip. In line with the control-factor reasoning above, better access should therefore be linked with lower perceived risk and, at the same time, make a return visit easier, which matches what was found at Lon Malang Beach (Wantara et al., 2024) and Ngrenehan Beach (Jati et al., 2026). Fair and predictable prices should ease the worry that the total cost will exceed the plan or not match the experience, and should make a return trip more attractive as well. Lower concern should in turn make visitors more willing to come back (Chew & Jahari, 2014; Quintal et al., 2010). If this chain holds, perceived risk should carry part of the effect of access and price on revisit intention. The hypotheses are as follows.

H1: Accessibility has a negative effect on perceived risk
H2: Price perception has a negative effect on perceived risk
H3: Accessibility has a positive effect on revisit intention
H4: Price perception has a positive effect on revisit intention
H5: Perceived risk has a negative effect on revisit intention

H6: Perceived risk mediates the effect of accessibility on revisit intention
H7: Perceived risk mediates the effect of price perception on revisit intention
Accessibility and price perception are visitors' own judgments, and all variables were measured at one point in time. The word "effect" in these hypotheses therefore refers to a statistical relationship, not to proven causation.

RESEARCH METHOD

The conceptual framework is prepared to map the relationships among the variables examined in this study systematically. According to Sugiyono (2026), a conceptual framework functions as a conceptualization that links theoretical foundations with the main variables that form the pillars of the research problem. To make the flow of relationships among these variables easier to understand, a visualization of the research framework is presented in Figure 1. H1 to H5 are the direct paths, and H6 and H7 are the indirect paths through perceived risk, as stated in the Literature Review.

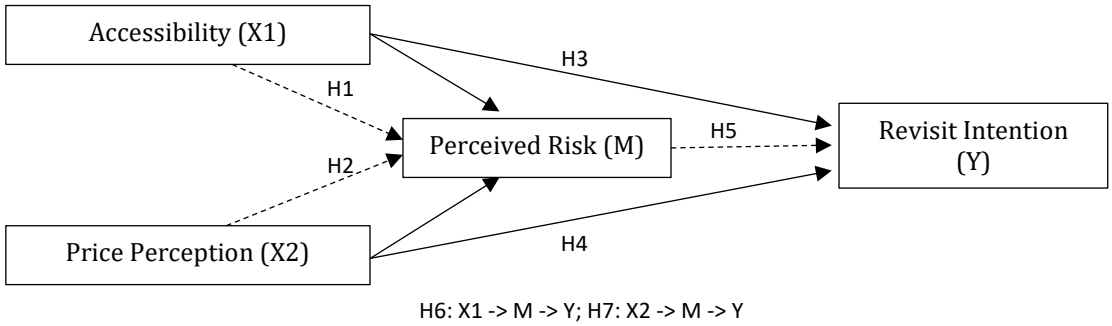


Figure 1. Research Framework

This is a quantitative explanatory study with a cross-sectional survey design. The target population was visitors who had completed a visit to Rio By The Beach at the time of data collection. No visitor list was available to serve as a sampling frame, so a probability sample such as simple random sampling could not be drawn. Respondents were instead recruited on site by accidental (convenience) sampling. The researchers approached visitors in the beach area, checked that they met the inclusion criteria, and invited them to fill in the questionnaire. The criteria were being at least 17 years old, having visited Rio By The Beach before (so that they could judge access, prices, and risk from their own experience), and being willing to take part. Data were collected between August and October 2026 using both offline and online questionnaires. A total of 120 questionnaires were distributed, of which 120 were returned. After checking for completeness, 100 responses were considered valid and all of them were analyzed, with no cases removed. Because respondents were not randomly selected, no sampling probabilities can be stated, and the results should not be used to make inferences about the whole visitor population.

On sample size, the number of respondents was checked with the inverse square root method of Kock and Hadaya (2018), in which the minimum sample is $n > (2.486 / |pmin|)^2$ for 80% power at the 5% significance level. With 100 respondents, the smallest path coefficient that can be detected is about 0.25 in absolute value. A power calculation for the F-test of the equation for revisit intention (three predictors, $\alpha = 0.05$, power = 0.80) points the same way: 100 respondents can detect an effect size (f^2) of about 0.115 or larger, which lies between a small (0.02) and a medium (0.15) effect. So the sample is adequate for paths of moderate size but not for small ones. Several paths in this study turned out to be small ($|\beta|$ of 0.134 and 0.180), and a non-significant result for them may reflect limited power and not the absence of a relationship. The results are read with that in mind. The sample also comes from one destination, mostly from nearby areas, and was drawn with a non-probability procedure. Generalization is therefore limited: the findings describe these respondents and may be informative for similar visitors to similar beach destinations, but they cannot be projected onto the whole visitor population without further testing.

To collect primary data, a Likert-scale questionnaire (1 = strongly disagree to 5 = strongly agree) was distributed to the respondents to assess their responses regarding accessibility, price perception, perceived risk, and revisit intention. The choice of a questionnaire is consistent with the view of Sugiyono (2026) that this method is very effective for reaching large populations with a wide geographic spread. Data were then analyzed using *Structural Equation Modeling–Partial Least Squares* (SEM-PLS). This approach was chosen for its reliability in exploring and predicting relationships among latent variables (Hair et al., 2022). The indicators in this study are detailed in the following table:

Table 3. Operationalization of Variables

Variable	Operational definition	Indicators
Accessibility (X1)	Visitors' assessment of the ease and safety of reaching and entering the beach area.	Q1: The road to the location is in good condition and comfortable to travel. Q2: The entrance road to the beach area is safe for vehicles and pedestrians. Q3: Directional signs to the location are easy to find. Q4: Travel time and distance from the place of origin are still reasonable. Q5: The parking area is easy to reach and well organized.
Price perception (X2)	Visitors' assessment that costs during the visit are fair and commensurate with what is received.	Q6: The entrance ticket price is commensurate with the facilities obtained. Q7: Food and beverage prices at the location are reasonable. Q8: Parking fees and additional service charges are reasonable. Q9: Total costs are comparable to those at other beaches in South Lampung. Q10: There are no unexpected charges beyond the announced prices.
Perceived risk (M)	The level of visitors' concern about physical, financial, and socio-psychological losses when visiting.	Q11: Worried about injury or accidents on the road to and into the beach. Q12: Worried about the safety of accompanying children or older adults. Q13: Worried about safety while doing activities at the beach. Q14: Worried that the total cost will exceed the plan. Q15: Worried that the cost is not commensurate with the experience. Q16: Worried that the actual experience does not match what is shown on social media.
Revisit intention (Y)	Visitors' inclination to come again to Rio By The Beach.	Q17: Intend to revisit within the next 12 months. Q18: Make Rio By The Beach the first choice when going to a beach in Lampung. Q19: Willing to revisit even though there are newer beaches. Q20: Plan to invite family or friends to visit again.

Source: Developed by the authors (2026)

The indicators were adapted from the literature and reworded for a beach visit. The perceived risk items follow the physical, financial, and socio-psychological dimensions used by Chew and Jahari (2014) and Quintal et al. (2010). The accessibility items (road condition, signage, travel time, and parking) draw on the access attributes studied by Wantara et al. (2024) and Jati et al. (2026). The revisit intention items follow the common conceptualization of revisit intention as the intention to return and to recommend (Wantara et al., 2024; Annisa, 2025). The price perception items were written by the authors from the price complaints reported for this destination (Annisa, 2025; Saputra et al., 2026) and from the ticket policy (Pariwisata Lampung Selatan, 2024). Q16, which asks about the gap between the visit and what is shown on social media, was written for the post-viral setting. No scale was adopted unchanged, so the validity of the items rests on the measurement results reported below.

Perceived risk was specified as a single reflective construct with six indicators. Q11 to Q13 cover physical risk, Q14 and Q15 cover financial risk, and Q16 covers the socio-psychological side, in the form of a mismatch between the actual visit and what is shown on social media. The three dimensions were combined for three reasons. First, perceived risk serves here as the mediating mechanism, and the research question concerns whether visitors' general level of concern carries part of the effect of access and price, not which type of risk does so. Second, a sample of 100 is too small to estimate a higher-order construct whose first-order dimensions have only two or three indicators each. Third, the items were written as expressions of one underlying worry, that something will go wrong or be lost on this visit, so they are treated as reflective, meaning that they are interchangeable manifestations of the construct and are expected to correlate (Hair et al., 2022). The loadings (0.701 to 0.749) and Cronbach's alpha of 0.816 are in line with this treatment, although the AVE of 0.520 is only just above the threshold. The cost of this choice is that dimension-specific paths cannot be separated. The idea that access works through physical concern and price through financial concern is therefore a conceptual expectation and not something the model tests. A hierarchical or formative specification with a larger sample could separate the dimensions, and this is noted as a limitation.

RESULTS AND DISCUSSION

Results

The object of this study is Rio By The Beach, a marine tourism destination in Bulok Village, Kalianda District, South Lampung Regency, which several news reports describe as located in the Merak Belantung area (Pariwisata Lampung Selatan, 2024; Tempo.co, 2024). The beach opened to the public on April 5, 2024, by photographer Rio Motret together with several investors, coinciding with the 1445 H Eid al-Fitr holiday (Annisa, 2025). According to Rio Motret, about 50 thousand visitors came in the first two weeks, with peaks on April 11 and 13 (Tempo.co, 2024). Since then Rio By The Beach has quickly become known as one of the new beaches much talked about in South Lampung. At the time of the study by Saputra et al. (2026), its Google Maps reviews alone had already reached 2,734.

Its main attraction is the expanse of fine sand, which according to Rio Motret is what visitors look for most, as well as a sea suitable for water play because the management promotes its natural authenticity (Tempo.co, 2024). With an entrance ticket of IDR 40,000 per person at the end of 2024, visitors receive general facilities in the form of toilets, rinse rooms, a prayer room (*musala*), gazebos, beach umbrellas, and bean bags, as well as a shuttle service for older adults and pregnant women. Available activities include food from various tenants, beach ball or volleyball, swimming, and weekly music performances (Pariwisata Lampung Selatan, 2024).

On the other hand, the object presents conditions that directly touch on the study variables. Access to and entry into the beach is described as steep and inadequate by some visitors (Annisa, 2025; Saputra et al., 2026), the words “harga” (price) and “jalan” (road) are among the most frequent in negative reviews (Saputra et al., 2026), and the status of the access road became a news issue in August 2026 (Lensanewstv, 2026). These conditions make Rio By The Beach a suitable setting for testing the role of perceived risk after the initial viral surge. The post-viral label describes the setting only and was not measured.

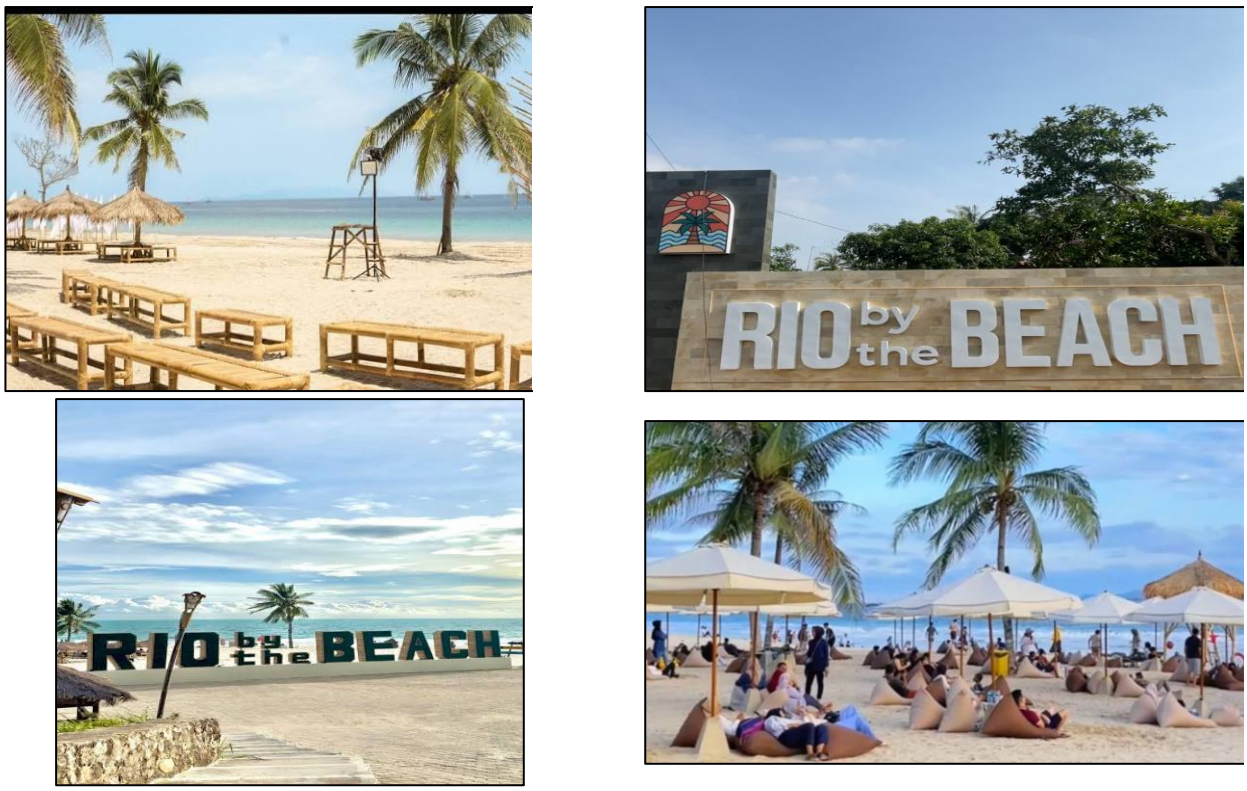


Figure 2. Rio By The Beach

As a destination open to the public, perceptions of the service quality and physical condition of Rio By The Beach can be observed through the track record of tourist reviews on various *online platforms*. These visitor evaluations and reviews give a real picture of the *destination image* and the level of satisfaction visitors experience during their visit.

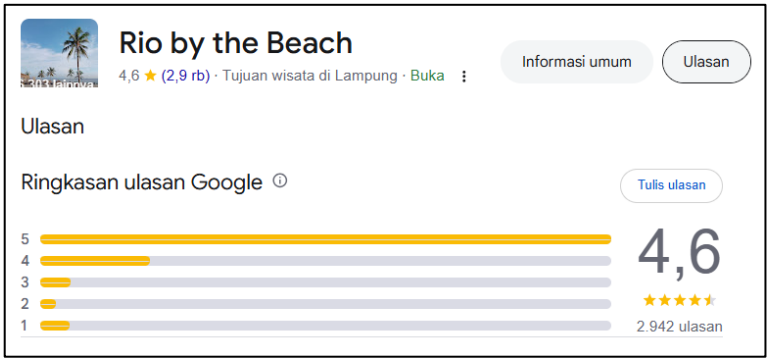


Figure 3. Google Review of Rio By The Beach

Source: www.google.com

Figure 3, a Google Maps page accessed on October 1, 2026, shows that Rio By The Beach, categorized as a "tourist destination in Lampung" ("Tujuan wisata di Lampung") and with open status, has an average score of 4.6 from 2,942 reviews (Google Maps, 2026). The rating distribution is dominated by five stars, followed by four stars, while three, two, and one star occupy only a small share. At first glance, this figure suggests a very good image, and it is tempting to read it as a sign that the beach's appeal has been maintained more than two years after its opening in April 2024. However, the score needs to be read with caution. A Google rating is a summary of voluntary ratings from unselected users, so it is not a validated measure and cannot be equated directly with revisit intention. A high score also does not mean that complaints have disappeared. Saputra et al. (2026), studying Google Maps reviews of the same destination, found that although 75.11% of reviews were positive, the words appearing in negative reviews centered on "harga" (price), "jalan" (road), and "parkir" (parking), namely issues of fares and access to the location. Thus, there is a gap between the high online image and some visitors' experience of price and accessibility. This gap is the reason this study tests whether these two factors, through perceived risk, actually affect revisit intention at a destination that has moved past its opening surge.

Data were analyzed in stages using SmartPLS 4. The first stage was a descriptive analysis to profile the visitors of Rio By The Beach and the tendency of their answers on each variable. The measurement model was then evaluated using *outer loading*, *average variance extracted* (AVE), Cronbach's alpha, and *composite reliability* values to ensure that each indicator represents its construct consistently. Discriminant validity was then examined using the *heterotrait-monotrait ratio* (HTMT) and the Fornell–Larcker criterion, so that accessibility, price perception, perceived risk, and revisit intention can be confirmed as separate concepts (Fornell & Larcker, 1981; Hair et al., 2019). At the structural model stage, collinearity was checked through VIF values, and the explanatory power of the model was then assessed through the coefficient of determination (R^2), and effect size (f^2). Predictive relevance (Q^2 predict) was not assessed in this study. Path coefficients were tested using a *bootstrapping* procedure with 5,000 subsamples to examine the direction, magnitude, and significance of the effects among the variables (two-tailed tests at the 5% significance level). The same procedure was used to determine whether perceived risk mediates the effects of accessibility and price perception on revisit intention. Indirect effects were judged from their bootstrapped t statistics and p values, together with approximate 95% intervals calculated as the estimate plus or minus 1.96 times the bootstrap standard error. This series of tests is expected to give a complete picture of how these two factors relate to tourists' intention to return to a beach that grew through viral exposure

Table 4. Descriptive Analysis of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	56	56%
	Female	44	44%
Age	< 20 Years	12	12%
	20-30 Years	38	38%
	31-40 Years	40	40%
	> 40 Years	10	10%
Occupation	Student	16	16%
	Private Employee	24	24%
	Entrepreneur	31	31%
	Civil Servant	14	14%
	Others	15	15%

Visitor Origin (Lampung Province)	Bandar Lampung	25	25%
	South Lampung	33	33%
	Pringsewu	12	12%
	North Lampung	10	10%
	Tanggamus	5	5%
	Others	15	15%
Total Respondents		100	100%

Source: Processed data (2026)

Table 4 above describes the profile of the tourists in the sample of this study, with a total of 100 respondents. By gender, respondents were dominated by men, 56 respondents (56%), while women numbered 44 respondents (44%). By age, the 31–40 age group made up the largest proportion with 40 respondents (40%), followed by ages 20–30 with 38 respondents (38%), the group under 20 with 12 respondents (12%), and respondents over 40 with 10 respondents (10%). This shows that most visitors belong to the productive adult age group, which has a high interest in marine tourism.

In terms of occupation, most respondents were entrepreneurs, 31 respondents (31%), followed by private employees, 24 respondents (24%), students and the other category, 16 and 15 respondents (16% and 15%), respectively, and civil servants, 14 respondents (14%). By visitors' origin within Lampung Province, most respondents came from South Lampung, 33 respondents (33%), followed by Bandar Lampung, 25 respondents (25%). This indicates that most visitors come from the nearest surrounding regencies and the provincial capital, which suggests that geographic proximity and accessibility play an important role in the level of tourist visits.

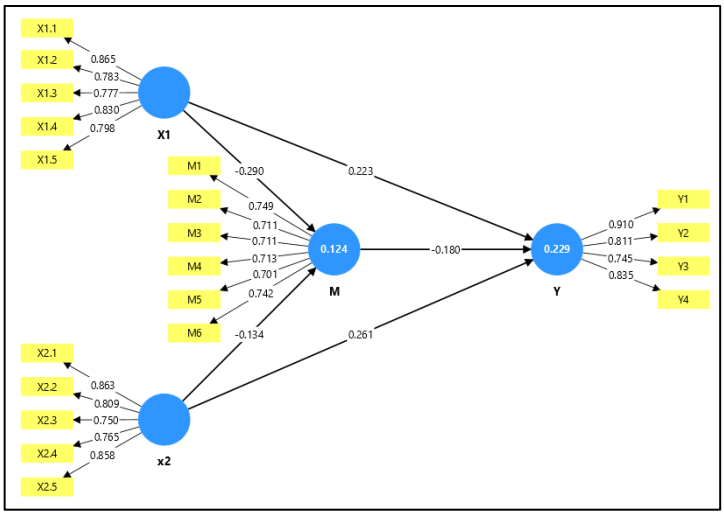


Figure 4. Results of Validity and Reliability Testing

Table 5. Validity and Reliability Test Results

Code	Outer loading	Cronbach's Alpha	Average Variance Extracted (AVE)	Composite Reliability	Description
X1.1	0.865	0.871	0.658	0.906	Valid and reliable
X1.2	0.783				Valid and reliable
X1.3	0.777				Valid and reliable
X1.4	0.830				Valid and reliable
X1.5	0.798				Valid and reliable
X2.1	0.863	0.869	0.657	0.906	Valid and reliable
X2.2	0.809				Valid and reliable
X2.3	0.750				Valid and reliable
X2.4	0.765				Valid and reliable
X2.5	0.868				Valid and reliable

M.1	0.749	0.816	0.520	0.867	Valid and reliable
M.2	0.711				Valid and reliable
M.3	0.711				Valid and reliable
M.4	0.713				Valid and reliable
M.5	0.701				Valid and reliable
M.6	0.742				Valid and reliable
Y.1	0.910	0.847	0.685	0.896	Valid and reliable
Y.2	0.811				Valid and reliable
Y.3	0.745				Valid and reliable
Y.4	0.835				Valid and reliable

Source: SmartPLS 4 output (2026)

The evaluation of the measurement model in Table 5 shows that all indicators meet the criteria for convergent validity. *Outer loading* values range from 0.701 to 0.910, all exceeding the minimum threshold of 0.70 (Hair et al., 2019). The indicator with the highest loading is Y.1 (0.910) on the revisit intention variable, while the lowest loading is found on M.5 (0.701), which measures perceived risk. The *average variance extracted* (AVE) values for the four constructs are also above 0.50, namely 0.658 for accessibility, 0.657 for price perception, 0.685 for revisit intention, and 0.520 for perceived risk. This means that each construct explains more than half of the variance of its indicators. In terms of reliability, *Cronbach's alpha* values range from 0.816 to 0.871, exceeding the 0.70 threshold, so the internal consistency of the questionnaire items can be considered good. Composite reliability, calculated from the outer loadings, is 0.906 for accessibility, 0.906 for price perception, 0.867 for perceived risk, and 0.896 for revisit intention, all above the 0.70 threshold. Nevertheless, perceived risk is the construct with the lowest values on both AVE and alpha, and all of its loadings are only slightly above the minimum. This deserves attention because the variable acts as a mediator in the model. Overall, the instrument is deemed fit to proceed to discriminant validity testing and the structural model.

Table 6. Heterotrait–Monotrait Ratio (HTMT)

Code	M	X1	X2	Y
M				
X1	0.374			
X2	0.253	0.312		
Y	0.357	0.385	0.403	

Source: SmartPLS 4 output (2026)

Discriminant validity testing using the *heterotrait-monotrait ratio* (HTMT) in Table 6 shows that all construct pairs have values below 0.85, ranging from 0.253 to 0.403. This is lower than the conservative threshold suggested by Hair et al. (2019), so accessibility, price perception, perceived risk, and revisit intention can be regarded as distinct constructs. The highest HTMT value is recorded for the relationship between price perception and revisit intention (0.403), while the lowest is for the relationship between perceived risk and price perception (0.253). No construct pair approaches the 0.90 threshold, so there is no indication of conceptual overlap among the variables. With convergent and discriminant validity met, the measurement model is deemed fit to proceed to the evaluation of the structural model.

Table 7. Fornell–Larcker Criterion

Code	M	X1	X2	Y
M	0.721	-	-	-
X1	-0.327	0.811	-	-
X2	-0.214	0.277	0.810	-
Y	-0.309	0.355	0.362	0.827

Source: SmartPLS 4 output (2026)

Discriminant validity testing using the Fornell–Larcker criterion (Fornell & Larcker, 1981) in Table 7 shows results consistent with the HTMT test. The square root of the AVE of each construct, namely 0.721 for perceived risk, 0.811 for accessibility, 0.810 for price perception, and 0.827 for revisit intention, is larger than the correlation of that construct with the other constructs. Correlations among constructs range from 0.214 to 0.362 in absolute value, so each construct shares more variance with its own indicators than with other constructs. Perceived risk correlates negatively with accessibility, price perception, and revisit intention, while accessibility and price perception correlate positively with revisit intention. This direction is consistent with the initial expectation of the study, although the magnitudes are relatively low. Thus, discriminant validity is

considered met under both criteria, and the analysis can proceed to the structural model.

Table 8. R-Square and Adjusted R-Square

Code	R-Square	Adjusted R-Square
M	0.124	0.106
Y	0.229	0.205

Source: SmartPLS 4 output (2026)

Based on the R-square (R^2) results in Table 8, coefficients of determination were obtained for the mediating variable and the dependent variable in the model. Perceived risk (M) has an R^2 of 0.124 (*adjusted* R^2 of 0.106), which means that accessibility and price perception explain 12.4% of the variance in perceived risk, while the remaining 87.6% is influenced by other factors outside the model. Revisit intention (Y) has an R^2 of 0.229 (*adjusted* R^2 of 0.205), so 22.9% of its variance can be explained by accessibility, price perception, and perceived risk. According to the criteria of Hair et al. (2019), the *predictive accuracy* of both constructs is weak, with revisit intention just below the 0.25 threshold. The small difference between R^2 and *adjusted* R^2 indicates that the model does not suffer from an excess of predictors. This limited explanatory power suggests that visitors' decision to return to a post-viral beach is also influenced by other factors, such as the quality of the tourism experience and facilities, which should be examined in future studies.

Table 9. Path Analysis and Mediation Test Results

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (|O/STDEV|)	P values
M->Y	-0.180	-0.192	0.102	1.763	0.078
X1->M	-0.290	-0.309	0.107	2.711	0.007
X1->Y	0.223	0.221	0.101	2.201	0.028
X2->M	-0.134	-0.141	0.115	1.161	0.246
X2->Y	0.262	0.268	0.093	2.806	0.005
X1->M->Y	0.052	0.060	0.041	1.290	0.197
X2->M->Y	0.024	0.027	0.028	0.867	0.386

Source: SmartPLS 4 output (2026)

The path analysis in Table 9 is based on the final bootstrapping output (5,000 subsamples, two-tailed tests at the 5% level). Accessibility has a negative and significant effect on perceived risk (β = −0.290; t = 2.711; p = 0.007), so H1 is supported. Price perception does not have a significant effect on perceived risk (β = −0.134; t = 1.161; p = 0.246), so H2 is not supported. For revisit intention, accessibility (β = 0.223; t = 2.201; p = 0.028) and price perception (β = 0.262; t = 2.806; p = 0.005) both have positive and significant effects, so H3 and H4 are supported. Perceived risk has a negative effect on revisit intention (β = −0.180; t = 1.763), but it is not significant at the 5% level (p = 0.078), so H5 is not supported. The indirect effects of accessibility (β = 0.052; t = 1.290; p = 0.197) and price perception (β = 0.024; t = 0.867; p = 0.386) on revisit intention through perceived risk are not significant either, so H6 and H7 are not supported. The approximate 95% intervals, calculated as the estimate plus or minus 1.96 times the bootstrap standard error, are −0.028 to 0.132 for H6 and −0.031 to 0.079 for H7, and both contain zero. Because the direct effects of both exogenous variables are significant while their indirect effects are not, the pattern falls into the *direct-only nonmediation* category (Hair et al., 2022). In other words, accessibility and price perception are linked to visitors' revisit intention directly, not through a reduction in perceived risk. These are statistical relationships in cross-sectional data and should not be read as proof of cause and effect.

Table 10 reports collinearity (VIF) and effect size (f^2) for the structural model. Both were calculated from the latent variable correlations in Table 7, so they may differ from the SmartPLS output in the third decimal.

Table 10. Collinearity (VIF) and Effect Size (f^2)

Path	VIF	f^2 (effect size)
X1->M	1.083	0.089
X2->M	1.083	0.019
X1->Y	1.179	0.055
X2->Y	1.103	0.080
M->Y	1.141	0.037

Source: SmartPLS 4 output (2026)

Collinearity is not a concern, since all inner VIF values lie between 1.083 and 1.179, well below the threshold of 3 (Hair et al., 2019). The effect sizes are small throughout: 0.089 for accessibility to perceived risk, 0.055 for accessibility to revisit intention, 0.080 for price perception to revisit intention, and 0.037 for perceived risk to revisit intention. The effect of price perception on perceived risk (0.019) is below the 0.02 level and is negligible. Small effect sizes fit the modest R^2 values reported in Table 8.

Discussion

Based on the results of data analysis using Structural Equation Modeling–Partial Least Squares (SEM-PLS), the findings of this study explain the relationships among accessibility, price perception, perceived risk, and revisit intention of visitors to Rio By The Beach. The discussion of each hypothesis-testing path is presented below. The empirical result for each path is stated first and kept apart from possible explanations, which are interpretations that this study did not test. The data come from a single cross-sectional survey, so the paths describe associations between visitors' perceptions and should not be read as causal effects.

First, accessibility has a negative and significant effect on perceived risk, with a path coefficient of −0.290 and a p-value of 0.007. In this sample, visitors who rated access to and into the beach as easier and safer reported less concern about the visit. This is consistent with the complaints that appear in online reviews, namely the words "jalan" (road) and "parkir" (parking) in negative reviews (Saputra et al., 2026) and the steep entrance road for small

children and older adults (Annisa, 2025). Such complaints carry a safety nuance and are close to physical risk as distinguished by Chew and Jahari (2014). Since perceived risk was measured as one construct, however, the data cannot show that it is specifically physical risk that falls, and that reading remains an interpretation. Earlier studies have not directly tested this relationship, so the finding adds to what is known about tourist behavior and needs to be checked in other destinations.

Second, price perception does not have a significant effect on perceived risk, with a coefficient of −0.134 and a p-value of 0.246. In other words, visitors' judgment that prices are fair was not significantly related to how worried they felt. The data do not say why. One possible explanation is that the IDR 40,000 entrance ticket already includes a number of basic facilities (Pariwisata Lampung Selatan, 2024), so the basic cost is known in advance and may not trigger much financial concern. The price complaints that do appear concern mostly food prices (Annisa, 2025), which look closer to judgments of value and satisfaction than to risk. The path is also small ($f^2 = 0.019$), and with 100 respondents a small effect can easily go undetected, so this result is inconclusive and is not proof that price and risk are unrelated.

Third, accessibility has a positive and significant direct effect on revisit intention, with a coefficient of 0.223 and a p-value of 0.028. This result is consistent with Wantara et al. (2024) at Lon Malang Beach and Jati et al. (2026) at Ngrenehan Beach, but differs from Heryono and Abidin (2025), who reported a positive but non-significant effect at a mangrove ecotourism site. Differences in destination characteristics may be part of the reason, although this was not tested here. The respondent profile in Table 4 shows that most visitors come from South Lampung and Bandar Lampung, relatively nearby areas. One possible reading is that ease of reaching the location matters most for people who can make the trip often and at low cost, but this study did not compare near and distant visitors.

Fourth, price perception has a positive and significant effect on revisit intention, with a coefficient of 0.262 and a p-value of 0.005. This is the largest coefficient among the direct paths to revisit intention. Visitors who judged prices to be fair reported a stronger intention to return, and this relationship appears without perceived risk in between. This finding complements Patmarina and Annisa (2026), who acknowledge that price was not included in their model. To the authors' knowledge, the relationship between price perception and revisit intention at Rio By The Beach is tested empirically here for the first time. A possible explanation, which was not tested, is that fair prices make a return trip feel worth the cost, a value judgment that the perceived risk construct does not capture.

Fifth, perceived risk has a negative effect on revisit intention, with a coefficient of −0.180, but it is not significant at the 5% level ($p = 0.078$). The direction is consistent with Chew and Jahari (2014), who found that physical risk directly affects revisit intention, and with Wei et al. (2024), who showed that at high risk the effect of place attachment on revisit intention weakens. It differs from Satyarini et al. (2019), who reported a positive relationship among tourists in East Lombok after the earthquake, a context with much heavier risk. The respondents of this study are also people who have already visited, so the risks they perceive may already be tolerable, and visitors who found the risk too high may not have come back or may not have been reached by the survey. Given the p-value and the limited power of the sample, this result is better read as a weak indication of direction, not as evidence of no effect.

Finally, the mediation tests show that perceived risk does not mediate the effect of accessibility (coefficient 0.052; $p = 0.197$) or price perception (coefficient 0.024; $p = 0.386$) on revisit intention, and the approximate 95% intervals for both indirect effects include zero. Because the direct effects of both variables are significant while the indirect effects are not, the pattern falls into the *direct-only nonmediation* category (Hair et al., 2022). In this sample, accessibility and price perception are linked to revisit intention directly and not through perceived risk. This is in line with earlier studies that more often place destination image or satisfaction as the intermediary (Ahmed, 2025; Chew & Jahari, 2014; Heryono & Abidin, 2025; Wantara et al., 2024). The limited explanatory power of the model (R^2 of 0.124 for perceived risk and 0.229 for revisit intention) shows that other factors outside the model are involved, possibly the quality of the experience and satisfaction, although these were not measured. The practical reading is a cautious one. Since the data are cross-sectional and the sample is not random, the results do not show that improving access or prices will raise revisit intention. They do suggest that road access, parking, and clear, fair prices, including food prices, are reasonable priorities for managers and local government, and that the case for them does not depend on lowering perceived risk.

CONCLUSION

This study examined how accessibility and price perception relate to revisit intention at Rio By The Beach, and whether perceived risk mediates those relationships. Among the 100 visitors surveyed, accessibility was associated with lower perceived risk and with stronger revisit intention. Price perception was associated with stronger revisit intention but not significantly with perceived risk. Perceived risk had a negative but non-significant relationship with revisit intention and did not mediate either relationship (H1, H3, and H4 supported; H2, H5, H6, and H7 not supported). The route through perceived risk that motivated the study was therefore not supported, and access and price appear to matter for returning visitors mostly in their own right.

For managers of a destination that grew quickly through social media, three points follow. First, road access and parking deserve priority, because accessibility was linked to both lower worry and stronger intention to return, and the road is also among the most frequent complaints in public reviews. Second, prices should be clear and predictable, including food and parking charges, since fair prices were linked to revisit intention even without a change in perceived risk. Third, because the risk channel was not confirmed, the results give no support for relying on reassurance or safety messaging alone. The local government and the Tourism Office can help through the status and upkeep of the access road. These are suggestions based on associations, not on proven effects.

The study has limits. It rests on one cross-sectional survey of 100 visitors to a single destination, recruited without random selection, so it cannot support causal claims or generalization to other destinations or to all visitors. Perceived risk was modeled as one construct with an AVE of 0.520, so its physical, financial, and socio-psychological dimensions could not be separated. The model explains only 22.9% of the variance in revisit intention, and predictive relevance (Q^2 predict) was not assessed. The term post-viral describes the setting only, and the study did not compare viral and non-viral phases. Future research could use a larger probability sample, model the risk dimensions separately, add satisfaction, perceived value, and destination image as parallel mediators, measure the TPB constructs directly, and follow visitors over time or compare destinations at different stages after a viral surge.

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