
Should I Stay or Should I Go? Perceived Risk Impact on PTSD and Revisit Intention During Post-pandemic Covid-19 Era

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Abstract

Protection motivation theory is applied in this study to examine the perceived risk of tourists' toward Covid-19. This study aims to investigate social media's effect on customer engagement toward the brand and the impact on revisit intention. This study examines the perceived risk of tourists related to Covid-19, Post-Traumatic Stress Disorder (PTSD), and revisit intention tourist destination to develop a theoretical framework and define tourist behavior related to Covid-19, to contribute to related literature. The structural equation approach or PLS-SEM (partial least squares – structural equation modeling) is adopted to verify collected data from shopping destinations in Daerah Istimewa Yogyakarta. The finding shows that positive and significant social media affect customer brand engagement, affecting revisit intention in the post-pandemic era. Thereupon, the finding shows the positive effect of customer brand engagement on revisit intention. Afterward, the finding indicates the indirect effect of social media on revisit intention mediated by customer brand engagement. In consequence, the social media effect on revisit intention is more prominent with the enhancement of customer brand engagement during the post-pandemic era. Furthermore, this study discovers that perceived risk related to Covid-19 has positive effects on PTSD. Further finding shows that post-traumatic stress disorder has negative effects on the revisit intention of the tourist destination. It is caused by the destination being visited by a group of people from different nationalities, ages, and cultures, rapidly spreading viruses such as Covid-19.

Keywords: post-traumatic stress disorder (PTSD), protection motivation theory (PMT), perceived risk, revisit intention, covid-19

1. Introduction

1.1 Introduce the Problem

The number of domestic and foreign tourists decreased in several regions of Indonesia. Daerah Istimewa Yogyakarta is one of the regions that decreased the number of tourists to 40, 03 points compared to the previous year before the pandemic outbreak (Kemenparekraf, 2021). The

decrement in visitors is caused by the Covid-19 outbreak, even it affects a significant number of deaths. The side effect of Covid-19 happens for months ahead even though the virus is no longer detected in the body. The side effects include unhealed cough, shortness of breath, and being physically drained. Visitors' decrement strongly affects regional original avenue which can increase national economic growth. Moreover, visitor decrement is mostly perceived by several entrepreneurs or marketers that focus on the field of shopping destinations, the decrement in customer demand significantly causes several marketers to temporarily close their stores to reduce operational costs such as electricity and additional costs to support their operation of the store.

The Covid-19 pandemic potentially changes perceptions and tourist behavior. This interesting topic encourages Yu et al. (2021) to conduct research focused on crises related to health or pandemics and report that affects the hospitality industry. Perceived risk of Covid-19 appears in each individual due to the possibility of the virus spreading rapidly. Furthermore, perceived risk is considered a manifestation of post-traumatic stress disorder (PTSD). Perceived risk of Covid-19 particularly includes physical risks of cases infected by Covid-19 and psychological risks due to stress caused by being possibly infected by Covid-19. In addition, risks that occur can cause psychological stress which leads to mental disorders such as post-traumatic stress disorder (PTSD). As a result, shopping destinations cannot maintain their visitors or encourage the revisit intention.

Based on the explanation above, this study is intended to investigate by focusing on examining the Covid-19 effect on shopping destinations to comprehend the severity and negative effects of Covid-19 on tourists. Moreover, this study develops a strategy to overcome the obstacle. Meanwhile, the previous research focused on investigating revisit intention with the perceived risk variable as the moderator (Rather, 2021). In addition, Rather (2021) does not investigate the perceived risk by tourists dealing with Covid-19 and the effects on PTSD development and tourists' behavioral intentions. Certain research only focused on the negative impact of Covid-19 and the previous pandemics (for example, SARS) on the hospitality and tourism industry from the perceived risk perspective of the customer and buying behavior (Shin & Kang, 2020; Yu et al., 2021; Rather, 2021).

Wang et al. (2019) state that PMT applications mainly in tourist risk studies caused revisit intention as a dependent variable. Therefore, every tourist industry demands tourists revisit. Revisit reflects tourist satisfaction with the service provided. Yu et al. (2021) argue that revisit has an important role in company profit since the competitive business environment nowadays makes the manager responsible for maintaining the customer or creating the revisit intention rather than looking for a new customer. There are plenty of benefits from customer revisit such as minimizing marketing costs because attracting new customers is suspected to cost more than creating the revisit intention. Moreover, revisiting reflects satisfaction in the customer's mind so that customers frequently spread positive information voluntarily from mouth to mouth or recommend it to their relatives.

These days, social media has become the digital communication platform widely used by various age groups to avoid physical contact with humans to lead them to virtual activity. It is intended to prevent Covid-19 spread. Therefore, social media is considered an important role when there

is a health crisis or pandemic a while ago (Rather, 2021). Social media platform is so into their role as a media of information aimed to provide information. In tourism, positive feedback from the previously given information through social media can be shown by the tourist revisit intention, because the information scattered in social media can build a destination image that influences tourist perception (Rather, 2021). In marketing, social media has a role as an instrument to build a good and firm between a company or brand with customers, called customer brand engagement (Alvarez et al., 2020).

Based on the explanation above, this study is intended to develop protection motivation theory as the framework for examining tourists' behavior due to the risk related to health/pandemic, shown by the moderation role from regulation ability between perceived risk and PTSD, social media and customer brand engagement which influences tourists' revisit intention. In addition, Wang et al. (2019) state that PMT usage partially in tourism risk studies makes tourists' travel intentions the dependent variable. This study presents several contributions, as follows: (1) no research that explores the relation between a problem related to health/pandemic (emotion regulation ability, perceived risk, social media, post-traumatic stress disorder (PTSD), customer brand engagement, and revisit intention during the explored time in this study. This study is based on one of the cognitive and affective frameworks that are comprehensive in analyzing pandemics or behavior related to health, attitude, or travel intention namely protection motivation theory. (2) to make a research gap due to the lack of previous research that focused on customer brand engagement with social media in the context related to crisis or pandemic. This study examines the effect of social media on customer brand engagement that the turn to influence tourists' travel intention in the post-pandemic era to revitalize tourism, especially the shopping industry. (3) this study will investigate mediation's role in customer brand engagement to highlight the important role of customer brand engagement in managing tourism brands during the post-pandemic of Covid-19. (4) to verify the moderation role in the ability of emotion regulation toward the correlation between perceived risk and PTSD, to identify the relation between perceived risk of Covid-19 and PTSD, and the impact toward the revisit intention of the destination. In the end, the new framework about the impact of Covid-19 on the tourism sector is developed, and empirical findings will contribute to planning the most efficient strategy or action in developing safe steps for tourism services and revitalizing tourism during post-pandemic.

1.2 Review of Related Literature and Hypotheses Development

1) Protection Motivation Theory (PMT)

Protection Motivation Theory was introduced in 1975 as an affective and cognitive behavior model that is considered a predictor or mediator of health-related behavior (Rather, 2021). In tourism, the information perspective of this theory is adopted to examine tourists' behavior since tourists are influenced by perceived risk and destination safety as well (Rather, 2021). PMT is a threat assessment process and assessment process of the response that stimulated the intention of someone to carry out adaptive/motivation responses or adaptive mal/put someone at risk (Hernikawati, 2016). Therefore, PMT is considered a behavioral change theory. According to Wang et al. (2019), the previous study focused on tourism that involves protection motivation theory is focused on only one element (for example; perceived severity level or perceived susceptibility). Meanwhile, the study conducted by Rather (2021) shows that by involving

protection motivation theory, the focus of the study is on the perceived risk and the fear of predicting. In line with Rather (2021), this study assumes that if tourists perceive a high threat (for example; the Covid-19 pandemic) during the tour, then visitors' intention to protect themselves from the threat or avoidance can increase. Thereupon, this study considers the threat assessment and countermeasure from PMT to find out the relation with revisit intention (for example; perceived risk and post-traumatic stress disorder or PTSD).

In tourism, the information perspective of protection motivation theory is used to verify tourists' behavior influenced by perceived risk and the destination's safety (Wang et al., 2019). Rather (2021) investigates the risks related to the health and pandemic as perceived risk moderation role and fear of Covid-19. It means that the study did not explore the perceived risk of dealing with the pandemic and its effect on PTSD. Meanwhile, this study is focused on examining the relation between perceived risk related to health/pandemic and PTSD, and the relation between PTSD and revisit intention as well. Thereafter, this study explores customer brand engagement in the mediating correlation between social media and revisit intention. Moreover, this study verifies the moderation role of emotion regulation ability on the correlation between perceived risk and PTSD, so it widens the framework of protection motivation theory, as proposed in the conceptual model (Figure 1).

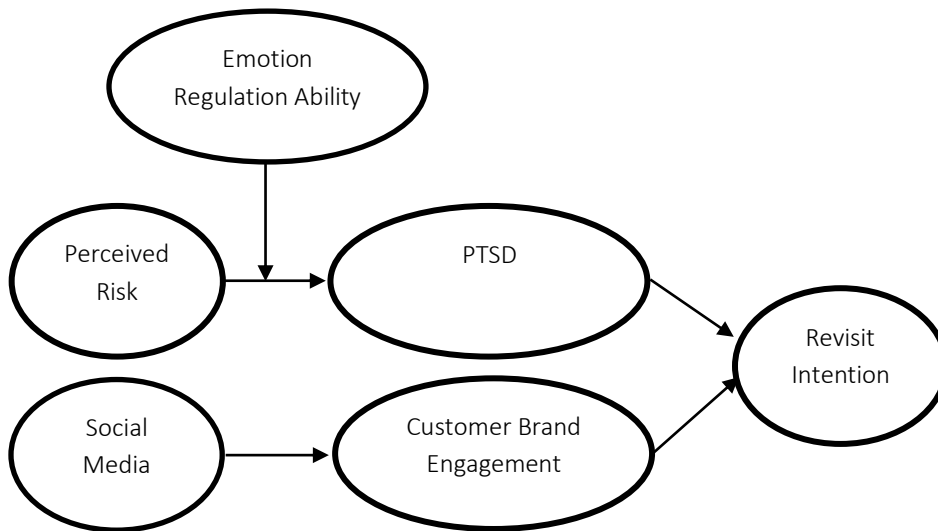


Figure 1. Conceptual Model

2) Social media effect on customer brand engagement

Social media (Instagram, Facebook, and TikTok) offers their users interactive facilities to get involved with companies/brands (for example; like, share, and comment features) that can attract other users to contribute (Rather, 2021). It also refers to customer brand engagement social media is a highly interactive process based on learning, sharing, and socializing. Hollebeek et al. (2019) agree with the definition of customer brand engagement as a bidirectional concept, interactive, is defined that customer brand engagement as an investment driven by motivation and customer will from focal operant resources (that are; cognitive, emotional behavior, social knowledge/ability), and operand resources such as tools) that used on brand interaction.

Therefore, there is a suitability with the information perspective of PMT. In tourism, a more profound and valuable relationship can be achieved by focusing on developing active interaction between tourists and destination brands (Harrigan et al., 2017). Thereupon, the interaction potentially increases the emotional engagement or affective of the visitors and strengthens customer engagement with the shopping destination (Rather, 2021). Based on the arguments above, the first hypothesis that can be concluded is:

H₁: Social media positively affects customer brand engagement.

3) Customer brand engagement effects on revisit intention

Revisit intention is the reflection of repurchase intention and become one of the post-purchase behavior (Mat Som et al., 2012). In other words, intention emergence of revisit intention reflects the satisfaction of the customer that excites the intention to revisit the same destination. Customer brand engagement is taking an important role in strengthening brand intention (Harrigan et al., 2017), meanwhile, there are only a small number of related empirical studies, especially in the tourist destination brand context (Alvarez et al., 2020). In destination brand social media, customer brand engagement contributes to increasing affective bonds with customers and revisit intention (Harrigan et al., 2017; Rather, 2021). Thereupon, this study proposes that tourists' revisit intention can be strengthened by involving tourists in the interaction in social media related to the destination brands (Rather, 2021). Furthermore, the hypothesis that can be concluded is:

H₂: Customer brand engagement positively affects revisit intention.

4) Mediation role of customer brand engagement

According to the protection motivation theory, the tourism industry uses social media and/or marketing communication to influence intention and travel behavior (Rather, 2021). Based on the information perspective of protection motivation theory, social media can improve customer brand engagement where when it comes to its turn, it will affect customer behavior, recommendation, and behavior intention. Afterward, this study widens the protection motivation theory approach to be focused on Covid-19 to identify the mediation role of customer brand engagement in affecting tourist travel intention. Therefore, the hypothesis that can be proposed is:

H₃: Customer brand engagement mediates the correlation between social media and revisit intention.

5) Perceived risk effect on PTSD

Perceived risk is considered a crucial factor that influences decision-making and customer behavior (Yu et al., 2021). Perceived risk refers to the uncertainty they face when not knowing what consequences they will get with the decision they make (Chew & Jahari, 2014). It means that perceived risk becomes one of the factors that can affect decision-making. If risk or threat is considered greater so the advantage that will be received then the customer will not take the risky decision on the threat. Protection motivation theory (PMT) is adopted to examine tourist behavior influenced by perceived risk. Risk related to health exists due to the possibility of Covid-19 transmission to tourists during the tour. If observed closely, Covid-19 risk potentially causes severe side effects on each person (such as anxiety, depression, and stress) when the

person purchases a product or service. Lau et al. (2006) state that Hongkongers who pass through the SARS-Cov era experience high stress since their family and themselves can be infected by the virus, and then show PTSD symptoms afterward. Therefore, this study proposes a hypothesis as follows:

H₄: *Perceived risk has positive effects on PTSD.*

6) Impact of PTSD (Post Traumatic Stress Disorder)

American Psychiatric Association (2013) argues that PTSD is a mental disorder that can affect someone who recently experienced or watched traumatic incidents (such as natural disasters, serious accidents, or sexual abuse). Aligning with Yu et al. (2021), PTSD can affect someone's mentality directly or indirectly after going through a terrible event in their life, as well as the pandemic, so it potentially can cause a mental disorder in someone. Post-traumatic stress disorder can affect someone's psychology, such as behavior disorder with the emergence of anxiety, sleep disorder, squeamishness, and so on (American Psychiatric Association, 2013). In Yu et al. (2021) PTSD symptoms can be categorized into three clusters including intrusive thoughts, avoidance, and hyperarousal. Yu et al. (2021) also explain that PTSD refers to intention formation to avoid traumatic events in the past that are suspected of causing mental disorder that leads to rejection of the experience, so that person tends to avoid the place and person related to their traumatic event.

Alaqeel et al. (2019) confirm that PTSD causes the emergence of negative emotions such as guilt and shame when the person directly or indirectly experiences traumatic events. The negative emotion manifests as regret for their experience leads to small possibility of getting the same experience. This study shows that PTSD has strong tendency to avoid incidents and traumatic events. Therefore, the Covid-19 outbreak is significantly dropping the revisit intention. According to the explanation above, the hypothesis that can be concluded from this study is:

H₅: *PTSD negatively affects revisit intention.*

7) Moderation role of Emotion Regulation Ability

Emotion regulation ability has an important role in every social situation to strengthen adaptive behavior in a person. Carina & Supriyadi (2016) in their research state that adaptive behavior is a condition where a person is given a chance to behave along with the standard of personal freedom in responding as expected in a certain group (cultural group, in a range of certain age). An individual has adaptive behavior if they behave as the prevailing norm or standard in their environment. Therefore, emotion regulation ability is required to manage emotion within themselves or someone else. Yu et al. (2021) define that higher emotion regulation ability can relieve negative emotions even though there is a psychological disorder such as depression within a person. Thereupon, emotion regulation ability takes an important role in preventing psychological disorders. Based on the argument above, the hypothesis that can be concluded is:

H₆: *Emotion regulation ability moderates relation between perceived risk and PTSD.*

2. Method

This empirical study is based on the primary data obtained by survey. The survey instrument is measured on a five-point Likert scale, starting from 1 (totally disagree) to 5 (strongly agree).

Specifically, perceived risk is measured according to Tavitiyaman & Qu (2013) in the amount of three items. Social media is measured by adopting four items (Rather, 2021). Moreover, customer brand engagement is measured by adopting 10 items of questions (Rather, 2021). Furthermore, emotion regulation ability is measured by using five items of questions adopted by Goleman & Cherniss (2001). Finally, revisit intention is measured by adopting Zhang et al. (2018) in the amount of three items. In addition, this study observes the literature to measure PTSD. Yu et al. (2021) state that PTSD stage can be measured in various scales that have been developed in the past 20 years i.e. Impact of Event Scale-Revised (IES-R) with 22 questions. This scale is arranged by the main symptoms of PTSD mentioned in the DSM-V book (American Psychiatric Association, 2013). To measure PTSD intensity, the survivor has the right to choose one of the answers that reflects themselves, with the provided answers on the scale of 0=never, 1=rarely, 2=sometimes, 3=often, 4=always.

This study uses questionnaire shared online to measure the construction found in the model. To begin with, the selected respondent is people who once visited the shopping destination in Daerah Istimewa Yogyakarta (specifically; the Malioboro Street area). Furthermore, the respondent has been using social media to find information related to shopping destinations in Daerah Istimewa Yogyakarta (Malioboro Street area). It is caused by social media (Instagram, Facebook, and TikTok) being popular social media in Indonesia (Eli, 2022). The survey period lasted 3 since February 2022 and there are 276 responses received. Descriptive analysis shows that 46,7% of the respondent is male. Respondent status is dominated by unmarried category in the percentage of 78,6%. Moreover, 98,6% are in the range of 18-28 years old and 1,4% are 29-39 years old. According to the previous destination visit, 6,9% of respondents visited once, 49,3% visited twice, and 43,8% of respondents have visited more than twice in the period during the Covid-19 outbreak. From 276 respondents, 50% of the respondents are active users of Instagram, 45% are TikTok users, and 5% are Facebook users. Table 1 displays data on demography and respondent travel characteristics.

Table 1. Characteristic of respondent demography/journey

Variables	Category	Respondent Proportion	Respondent
Sex	Male	46,7%	129
	Female	53,3%	147
Status	Married	21,4%	59
	Unmarried	78,6%	217
Age	18-28 years old	98,6%	272
	29-39 years old	1,4%	4
Total visit	1x visit	6,9%	19
	2x visit	49,3%	136
	>2x visit	43,8%	121
Social Media User	Instagram	50%	138
	TikTok	45%	124
	Facebook	5%	14

Source: Processed primary data, 2022

This study is examined by PLS-SEM (partial least square-structural equation modeling) using SmartPLS to analyze the data since PLS-SEM is considered better to work with the complex model even with smaller samples (Hair et al., 2017).

3. Results

Table 2 displays the evaluation result of the measurement model to reveal the construct reliability and validity used in the research model. All significant construct statistically is performed by observing outer loadings results that disclosed the value above the measurement parameter, i.e. 0,70 (Hair et al., 2017). All question item is claimed as valid since loading the outer value from each item > 0,70. The criteria fit the parameter from Hair et al., (2017) that the data is valid if the value is more than 0,70. Meanwhile, the AVE value or variant average is extracted more than the cutoff value i.e. 0,50. Therefore, it shows that the construct has convergent validity that can be accepted (Hair et al., 2017). The reliability of the measured instrument composite shows that the value is higher than 0,7, i.e., in the range of 0.839 to 0.977 meanwhile Cronbach Alfa value is higher than 0,70, showed by the result is in the range of 0.720 to 0.975 so it shows high-scale reliability.

Table 2. Outer Model

Construction	Item	AVE	CR	<i>α</i>	Factor loadings
Perceived Risk (PR)	PR1	0.674	0.861	0.757	0.859
	PR2				0.775
	PR3				0.827
Social Media (SM)	SM1	0.710	0.907	0.865	0.871
	SM2				0.802
	SM3				0.854
	SM4				0.841
Customer Brand Engagement (CBE)	CBE1	0.657	0.950	0.942	0.791
	CBE2				0.759
	CBE3				0.828
	CBE4				0.806
	CBE5				0.859
	CBE6				0.885
	CBE7				0.854
	CBE8				0.726
	CBE9				0.832
	CBE10				0.746
PTSD	PTSD1	0.660	0.977	0.975	0.836
	PTSD2				0.884

		PTSD3				0.776
		PTSD4				0.861
		PTSD5				0.859
		PTSD6				0.781
		PTSD7				0.793
		PTSD8				0.762
		PTSD9				0.805
		PTSD10				0.734
		PTSD11				0.731
		PTSD12				0.864
		PTSD13				0.849
		PTSD14				0.803
		PTSD15				0.880
		PTSD16				0.832
		PTSD17				0.803
		PTSD18				0.720
		PTSD19				0.796
		PTSD20				0.738
		PTSD21				0.830
		PTSD22				0.897
Revisit	Intention		0.636	0.839	0.720	
(RVI)						
		RV11				0.746
		RV12				0.780
		RV13				0.862
Emotion	Regulation		0.715	0.926	0.902	
Ability	(ERA)					
		ER1				0.775
		ER2				0.863
		ER3				0.818
		ER4				0.858
		ER5				0.907

Note: α = Cronbach Alpha, AVE = Average Variance Extracted, CR = Composite Reliability

Source: Processed primary data, 2022.

Furthermore, the discriminant validity test result is undertaken by observing the HTMT value or Heterotrait-Monotrait Ratio (Table 3). All HTMT value is below the threshold i.e., 0,90, so it shows that a construct is completely different from the other construct (Hair et al., 2017).

Table 3. Discriminant Validity Test Results of Heterotrait-Monotrait Ratio

	CBE	SM	RVI	PR	PTSD	ERA	HTMT confidence interval does not include 1 (bootstrap N=5000)
CBE							
SM	0.564						Accepted
RVI	0.311	0.148					Accepted
PR	0.687	0.619	0.493				Accepted
PTSD	0.808	0.743	0.469	0.727			Accepted
ERA	0.413	0.441	0.417	0.461	0.466		Accepted

Note: CBE = Customer Brand Engagement, SM = Social Media, RVI = Revisit Intention, PR = Perceived Risk, PTSD = Post Traumatic Stress Disorder, ERA = Emotion Regulation Ability
 Source: Processed primary data, 2022.

Table 4 displays the evaluation result of the structural model or inner model that was performed to find out the relation between variables. Data interpretation is undertaken by observing p-values, t statistic, and the original sample on path coefficient performed by using the bootstrapping technique. As proposed in H1, social media positively affects customer brand engagement ($\beta=0,542$, $p < 0,05$), so H1 is supported. Moreover, H2 proposed that customer brand engagement has positive relation to revisit intention, and structural model analysis result shows that ($\beta=0,260$ $p < 0,05$), so it supported H2. Furthermore, as proposed in H4, perceived risk has positive relation to PTSD, and the result shows that ($\beta=0,542$, $p < 0,05$), so H4 is accepted. Afterward, H5 states that PTSD has negative relation and significant to revisit intention ($\beta= -0,581$ $p < 0,05$), so hypothesis 5 is accepted.

Table 4. Inner Model

Hypotheses	Paths	β	SD	T Statistics	P Values	Remarks
H ₁	SM → CBE	0.542	0.039	13.821	0.000	Supported
H ₂	CBE → RVI	0.260	0.047	5.591	0.000	Supported
H ₄	PR → PTSD	0.542	0.036	15.169	0.000	Supported
H ₅	PTSD → RVI	-0.581	0.084	6.905	0.000	Supported

Note: CBE = Customer Brand Engagement, SM = Social Media, RVI = Revisit Intention, PR = Perceived Risk, PTSD = Post Traumatic Stress Disorder, ERA = Emotion Regulation Ability

Source: Processed primary data, 2022.

Table 5 is the indirect effect result that is undertaken to find out the potential effect between variables in the model structure. The indirect effect result discloses that there are significant

indirect effects to revisit intention through the customer brand engagement variable. The significance is determined by the p-value 0,001 (<0,05).

Table 5. Indirect Effect

Paths	β	Indirect Effect		Conclusion
		P Values	T Statistics	
SM → CBE → RVI	0.151	0.000	4.455	Supported

Note: CBE = Customer Brand Engagement, SM = Social Media, RVI = Revisit Intention Source: Processed primary data, 2022.

This study also performs path coefficient test on the structural equation model to verify the effect of emotion regulation ability on the relation between the perceived risk of Covid-19 and PTSD. To analyze the moderation effect, H6 is tested by dividing 276 respondents into two groups: high emotion regulation ability (93 people) and low emotion regulation ability (183 people). This study verified the moderation effect of emotion regulation ability on the relation between the perceived risk of Covid-19 and PTSD. As displayed in Table 6, the result of high emotional regulation ability is 0,622 meanwhile low emotion regulation ability is 0,728. It means that post-traumatic stress disorder (PTSD) in low emotion regulation ability respondents is considered more influenced by perceived risk than high emotion regulation ability respondents. Therefore, emotion regulation ability is considered to moderate the relation between perceived risk and PTSD. Accordingly, H6 is accepted. This result indicates that the proposed relation relates to emotion regulation ability.

Table 6. Moderation Effect

Paths	High ERA (n=93)			Low ERA (n=183)			Conclusion
	Original Sample	P Value	T Statistics	Original Samples	P Value	T Statistics	
PR→ PTSD	0.622	0.000	23.929	0.728	0.000	21.771	Supported

Note: PR = Perceived Risk, PTSD = Post Traumatic Stress Disorder Source: Processed primary data, 2022.

4. Discussion

By applying the protection motivation theory approach, this study becomes an empirical study that investigates how perceived risk, PTSD, and social media change involved customers with the brand/company and how involved customers became loyal to the brand/company during the post-pandemic era of Covid-19. Moreover, the quantitative method used in this study based on

survey data collected and measurement items have matched reliability and validity. This study provides insight into tourism actors or management during the post-pandemic era. First, this study identifies social media's role in the tourism base in improving customer brand engagement. The result confirms that investment brands based on social media can provide important benefits. Therefore, tourism management is suggested to develop different marketing strategies that highlight customer brand engagement role in social media during the post-pandemic era.

Secondly, this study reveals customer brand engagement's role in increasing revisit intention, so it emphasizes the strategic significance of customer brand engagement in developing customer brand engagement relations during the post-pandemic era (Rather, 2021). For example, to serve potential tourists during post-pandemic, the service provider is suggested to maintain and develop various interactive service platforms (Alvarez et al., 2020; Rather, 2021), including mobile applications, website, or brand community in supporting customer engagement (Hollebeek et al., 2019). This study has suggested the management to identify the tourists that started to adopt related brand platforms during the pandemic and re-adopt in post-pandemic, managers are also suggested to target their content about the related brand through several platforms. The result will provide new insight for the company about customer brand engagement strategy and revisit intention of the destination brand during post-pandemic (Rather & Hollebeek, 2019). Thirdly, the finding confirms the mediation role of customer brand engagement on the correlation between social media and revisit intention that was proposed during the post-pandemic. Therefore, the destination manager must consider the importance of the customer brand engagement role (Rather & Hollebeek, 2019). For example, destination managers can use social networking (such as communication strategy, and brand community) to engage tourists and facilitate them to join so it builds a strong relationship with the brand to increase the revisit intention of tourists during the post-pandemic.

Furthermore, the conceptual model displayed in this study satisfyingly explains the perceived risk of Covid-19 on developing PTSD in tourist and their revisit intention. Moreover, this study confirms the partial moderation effect on emotion regulation ability in relation to the perceived risk of Covid-19 and PTSD. Lau et al. (2006) emphasize SARS-Cov characteristics and risks caused by Coronavirus as Covid-19. However, the study is focused on health-related risks. Therefore, Yu et al. (2021) are bridging the gap in the literature and performing research about the Covid-19 effect on customers, especially the behavior intention of hotel guests. Based on the reason above, there is the urge to conduct research about the Covid-19 effect on the customers of tourism, i.e., tourists. This study found that the perceived risk of Covid-19 is PTSD and revisit intention predictor. The finding shows that tourists are susceptible to Covid-19 risk. The risks are infected Covid-19 risk or other viruses that cause diseases besides Covid-19, considering the provided facility for shopping destination activity is used by many people of different ranges of ages, nationalities, and cultures. In addition, the Covid-19 pandemic can lead to psychological pressure and stress considering the possibility of virus infection caused by Covid-19 or other diseases. Finally, visiting shopping destinations during the post-pandemic can cause active service since there is government appeal regarding the ethical code of disease (for example, mask usage indoors). It means that the finding confirms the positive effect of the perceived risk of Covid-19 on PTSD.

Empirical finding presents important implication for researcher and practitioner in tourism. Tourists' revisit is an important thing to tourism sustainability. The shopping destination is visited by a group of people from various backgrounds such as nationality, age, and culture. Thereupon, shopping destination is confirmed to spread virus such as Covid-19 rapidly, considering it is indoors. Hence, shopping destination management should identify Covid-19 or other disease risks, PTSD development potential, social media effect and customer brand engagement, and negative phenomenon effect on tourist behavior intention so that the management can create a proper strategy. Specifically, to increase the chance of revisiting, destination management should be familiar with what tourists believe as the riskiest aspect of facing Covid-19 or other dangerous viruses and minimize the risk. This study shows that tourists experience several risks that affect PTSD and revisit intention as well. Therefore, the management should disinfect all facilities at the destination using chemical material that kills viruses and germs. The management of the destination also must consider how important involving professional cleaning agents that use chemical materials and specific disinfection techniques. The management should strictly keep staff and offered products hygienic. In particular, the staff must wear masks while serving customers or tourists. The management should consider the importance of good air circulation especially indoors that have low fresh air, and provide a sink and antibacterial hand soap for washing hands at the entrance or provide hand sanitizer in each crucial spot of the shopping destination and refill it before it is out of stock. Moreover, the management must ensure that the tourists are educated about the situation caused by the Covid-19 pandemic last year and offer various promotions on social media widely used in Indonesia (such as discounts). It is done to maintain the number of tourists revisit during the hard time of Covid-19. It means that the result confirms that PTSD negatively affects revisit intention.

This study has a limitation that can be used as the benchmark to conduct further research. To begin with, this research is cross-sectional which means that the collected data reflects a certain time. Moreover, this study is undertaken in a region, Daerah Istimewa Yogyakarta. Thereupon, further research is suggested to analyze other countries with different cultural contexts (Rather, 2021). Furthermore, the advanced study is suggested to explore the mediation role of different factors, such as brand commitment. Finally, further research can investigate other antecedents of customer brand engagement including satisfaction, perceived value, brand image, and tourist emotion (Hollebeek et al., 2019).

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