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To cite this article: Adi Prasetyo Tedjakusuma & Waiphot Kulachai (2026) Risk, satisfaction and revisit intention in coastal tourism: a structural equation modeling approach under S-O-R, Cogent Business & Management, 13:1, 2639644, DOI: [10.1080/23311975.2026.2639644](https://doi.org/10.1080/23311975.2026.2639644)

To link to this article: <https://doi.org/10.1080/23311975.2026.2639644>



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Published online: 07 Mar 2026.



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Risk, satisfaction and revisit intention in coastal tourism: a structural equation modeling approach under S–O–R

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ABSTRACT

Set within the high-density coastal tourism environment of Pattaya, Thailand, this study investigates the mechanisms driving repeat visitation in the face of perceived risks. The primary objective is to evaluate how perceived risk, tourist satisfaction and destination image interact to shape revisit attitudes and intentions using the stimulus–organism–response paradigm. Employing a quantitative approach, data were collected from a purposive sample of 397 visitors and analyzed via partial least squares structural equation modeling. The findings demonstrate that perceived risk significantly diminishes tourist satisfaction, while satisfaction acts as a robust driver of positive revisit attitudes, which in turn directly propel revisit intentions. Furthermore, destination image was found to significantly moderate the relationship between satisfaction and attitude, functioning as a contextual amplifier that strengthens loyalty under conditions of uncertainty. The study concludes that effective coastal tourism management should prioritize enhancing tourists’ experiential safety perceptions and strengthening destination image to convert immediate satisfaction into sustained behavioral commitment.

ARTICLE HISTORY

Received 3 December 2025
Revised 24 February 2026
Accepted 26 February 2026

KEYWORDS

Perceived risk; satisfaction; revisit attitude; revisit intention; destination image

SUBJECTS

Tourism; Business, Management and Accounting; Hospitality

1. Introduction

Tourism has remained Thailand economic’s key strength, as it attracted more than 35 million international arrivals in 2024 and produced roughly USD 42.7 billion for Thai’s National Income tourism receipts (Road Genius, 2025; Tourism Authority of Thailand, 2024). In the Thailand tourism landscape, the Pattaya Beach in Chonburi Province has emerged as one of the premier seaside resorts, receiving more than 28 million foreign tourists last year and second only to Bangkok in terms of international tourists (Pattaya Mail, 2025). However, this fast development has been accompanied by long-term environmental and infrastructural, among which are the loss of shoreline erosion, congestion and deterioration of the marine water quality along the Bay of Bangkok (Pattaya City Home, n.d.). This existence of both growth and social pressure makes Pattaya a perfect environment to study how tourist cognitively perceive and cope with perceived risk in the process of forming satisfaction, attitude and fidelity toward a well-established coastal resort.

Despite its strong tourism performance, Pattaya faces several structural conditions that may elevate tourists’ perceived risk. As a mature mass-tourism destination, the city has experienced environmental pressures including coastal erosion, declining marine water quality and seasonal overcrowding associated with intensive coastal development (Nitivattananon & Srinonil, 2019). Its dense visitor concentration and nightlife-oriented tourism economy have also contributed to recurring safety and security concerns that influence visitors’ psychological risk evaluations (Rittichainuwat, 2011). More recently, the COVID-19 pandemic heightened health-related risk awareness and reshaped expectations regarding hygiene and crowd management across Thailand’s coastal destinations (Zenker & Kock, 2020). In addition, periodic extreme

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weather events and marine pollution incidents in the Gulf of Thailand reinforce perceptions of environmental uncertainty. Collectively, these contextual factors function as perceptual risk cues, making Pattaya an appropriate setting for examining how perceived risk influences tourist satisfaction and revisit intention.

Modern coastal tourism attracts tourists to a wide range of concurrent stimuli that influence cognitive and affective place judgments. Such variables like crowding, safety and deterioration of the environment stand out as attributes which continuously define how tourists characterize value and security in their visits. Empirical studies have defined the perceived risk as a vital antecedent of satisfaction and behavioral intention, especially in the case where health, safety, or ecological quality is in question (Rather, 2021; Setiawan et al., 2024; Teng et al., 2023). In a beach setting, perceived danger may emerge from tangible cues, such as sea conditions, infrastructure trustworthiness, or hygiene levels, which collectively decrease satisfaction and discourage revisit intention.

A comprehensive theoretical framework to explain these behaviors processes is the stimulus-organism-response (SOR) model (Mehrabian & Russell, 1974). The model suggests that internal psychological states are triggered by outside stimuli, leading to the observable behavioral responses. The model has been extensively used in tourism studies to explain how environmental and experiential antecedents induce both emotional and cognitional responses that influence satisfaction, loyalty and revisit behavior (Han & Hyun, 2018; Stylos et al., 2016). In this context, the perceived risk and destination image act as external stimuli; while satisfaction and attitude toward revisit are internal organism process, which mediate environmental stimuli and behavioral responses like loyalty, return intention.

Contemporary tourism behavior is increasingly shaped by externally mediated information environments, including online reviews, social media narratives and electronic word-of-mouth (eWOM), which influence how destinations are interpreted prior to and during travel experiences. User-generated content and digitally shared travel experiences contribute to expectation formation and symbolic destination meanings, often shaping tourists' cognitive frames before direct on-site evaluation (Gretzel & Yoo, 2008; Marine-Roig & Ferrer-Rosell, 2018; Stylos et al., 2016). However, to maintain theoretical parsimony and empirical focus, the present study concentrates on directly experienced environmental cues – specifically perceived risk and destination image – as primary stimuli within the SOR framework. External social influences are therefore acknowledged as part of the broader informational ecosystem surrounding tourism decisions but are not empirically modeled, allowing clearer isolation of the internal psychological mechanisms linking experiential perception, satisfaction and revisit intention.

Under this theoretical lens, the current work explores how perceived risk determines tourist satisfaction, the role of satisfaction in attitude toward revisit and how the attitudes relate to behavioral loyalty in the Pattaya Beach setting. Additionally, the concept of destination image is further respected as a moderating variable that influences the satisfaction-attitude relationship by either operationalizing or diluting the emotional transformation of satisfaction into long-term commitment. Based on this, three interrelated gaps are filled through the study, including (1) limited theorization of perceived risk as an environmental stimulus in beach tourism, (2) lack of knowledge regarding satisfaction as an affective bridge of external cues and behavioral intention and (3) lack of empirical support of destination image as a contextual moderator of these internal psychological processes in densely populated coastal settings.

This study contributes threefold to the development of coastal tourism theory and practice. Firstly, it expands the SOR model, by theorizing perceived risk as a multidimensional environmental stimulus which elicits cognitive and affective appraisals, expanding the ability of the model to explain behavior under uncertainty. Secondly, it empirically proves the sequential organismic links between satisfaction and attitude as the ordering of environmental cognitive to revisit intention, thus shedding light on the emotional processes behind tourist loyalty. Thirdly, by introducing destination image as a moderating boundary condition, the study integrates symbolic and affective dimensions into SOR, highlighting how contextual imagery strengthens the satisfaction–attitude–intention pathway. Collectively, these contributions deepen theoretical knowledge of affective–cognitive adaptation in risk-sensitive settings and offer practical implications in formulating emotionally resilient and competitive beach destinations, such as Pattaya.

2. Literature review

2.1. Prior studies and gap identification

Existing tourism research has extensively examined revisit intention; however, the relationships among perceived risk, tourist satisfaction, destination image and post-visit behavioral formation remain theoretically fragmented. Prior studies tend to investigate these constructs in isolation or within different conceptual traditions, resulting in limited understanding of how tourists translate risk perceptions into revisit behavior through internal psychological processes.

First, studies focusing on attitudinal mediation emphasize the importance of evaluative responses but provide limited insight into contextual boundary conditions. Hasan et al. (2023) demonstrated that attitude toward visiting mediates the influence of destination image, perceived value and satisfaction on behavioral intention. Nevertheless, their model treats relationships as structurally stable and does not examine moderating mechanisms that may strengthen or weaken post-visit evaluations. Consequently, it remains unclear under what conditions satisfaction is more effectively converted into revisit-related attitudes.

Second, research examining risk perception and loyalty formation highlights the negative consequences of uncertainty but rarely integrates experiential image formation. Cong (2021) confirmed that perceived risk reduces satisfaction and loyalty intentions, while destination knowledge strengthens satisfaction–intention relationships. However, destination knowledge captures informational familiarity rather than evaluative image strength, leaving unanswered how broader symbolic and emotional representations of destinations shape behavioral outcomes.

Third, technology-oriented and hospitality studies provide additional but partial insights. Lim et al. (2024) showed that AR/VR attributes enhance satisfaction and weaken the deterrent role of perceived risk, yet destination image was excluded despite its recognized influence on experiential interpretation. Similarly, Rasoolimanesh et al. (2023) identified value-based satisfaction as a mediator of revisit intention in hotel settings but omitted perceived risk and destination image, limiting applicability to uncertainty-sensitive tourism environments such as beach destinations.

Fourth, theory-driven models such as the Theory of Planned Behavior have emphasized cognitive determinants of travel intention. L. H. Wang et al. (2022) found perceived behavioral control to be the strongest predictor of intention and identified moderating effects of age and perceived risk. However, affective and experiential variables – particularly tourist satisfaction and destination image – were not incorporated, leaving an incomplete explanation of post-consumption behavioral formation.

Taken together, prior research reveals three critical gaps. (1) Conceptual fragmentation: perceived risk, satisfaction and destination image are rarely examined within an integrated behavioral framework. (2) Process ambiguity: limited attention has been devoted to explaining how cognitive risk appraisal is internally processed into affective evaluations and subsequently translated into behavioral intention. (3) Contextual insufficiency: few studies investigate boundary conditions that explain when satisfaction effectively develops into revisit attitudes. Addressing these limitations, the present study integrates perceived risk, tourist satisfaction, attitude toward revisit and revisit intention within a unified stimulus–organism–response framework, positioning perceived risk as the stimulus, satisfaction and revisit attitude as organismic evaluations and revisit intention as the behavioral response. Destination image is introduced as a contextual moderator shaping the strength of the organismic evaluation process. Consequently, the study explains not only whether tourists intend to revisit but also how and under what conditions satisfaction evolves into behavioral commitment in beach tourism settings. Table 1 summarizes all prior studies and identified gaps.

2.2. Theoretical framework: the stimulus-organism-response (SOR)

The stimulus–organism–response (SOR) framework, originally developed by Mehrabian and Russell (1974), explains behavior as a sequential psychological process in which environmental stimuli influence individuals' internal evaluations, which subsequently generate behavioral responses. Unlike direct stimulus–behavior models, SOR emphasizes that human actions emerge through cognitive and affective processing occurring within the organism. This characteristic makes the framework particularly suitable for tourism

Table 1. Prior studies and gaps identification.

Author (s)	Context	Dimensions used	Moderating effect	Main findings	Study's contribution
Hasan et al. (2023)	Beach tourism	Perceived value, perceived risk, destination image, satisfaction, attitude to visiting behavior and behavioral intention	No	Tourist attitude to visiting behavior significantly mediated the relationship between destination image, perceived value, satisfaction and behavioral intention while it had no mediating effect between perceived risks and behavioral intention	Does not explore moderating effect
Cong (2021)	Beach tourism	Perceived risk, WOM intention, tourist satisfaction, destination knowledge and intention to revisit	Yes destination knowledge	Perceived risk on visitors' satisfaction and loyalty intentions are supported, perceived destination knowledge is positively related to satisfaction and both intention of WOM and revisit. Destination knowledge moderates the relationship between satisfaction and intention to revisit and to make WOM	No analysis about destination image
Lim et al. (2024)	The use of AR and VR in hotel industry	Perceived usefulness, ease of use, innovativeness, perceived risk, satisfaction, intention to stay and intention to return	Yes perceived risk	Perceived ease of use, innovativeness and usefulness of AR and VR positively influence satisfaction. Risks do not significantly deter repeat visits.	No analysis about destination image
L. H. Wang et al. (2022)	Tourism industry in general	Subjective norm, attitude, perceived behavioral control, perceived risk, age and travel intention	Yes perceived risk and age	Perceived behavioral control is the main contributor of travel intention for the traditional TPB. attitude mediates the relationship between subjective norm and travel intention. Age and perceived risk show significant moderating effect on subjective norm to travel intention relationship	No analysis about tourist satisfaction and destination image
Rasoolimanesh et al. (2023)	Hotel industry	Emotional value, functional value, social value, satisfaction and revisit intention	No	Emotional value and social value affect satisfaction, social value mediates satisfaction and revisit intention	No analysis about perceived risk and destination image. No moderating effect
This study	Beach tourism	Perceived risk, destination image, tourist satisfaction, attitude toward revisit and revisit intention	Yes, destination image	Perceived risk negatively affects satisfaction; satisfaction positively affects attitude toward revisit; attitude toward revisit positively affects revisit intention; destination image moderates the relationship between satisfaction and attitude	The study analyses Perceived risk, tourist satisfaction, attitude toward revisit and revisit intention, with destination image as the moderating effect

contexts, where experiences are subjective, emotionally charged and shaped by perception under uncertainty.

In tourism research, external environmental cues such as destination attributes, service environments and perceived risks function as stimuli (S) that trigger internal psychological reactions (Bigné et al., 2001; Prayag & Ryan, 2012). These reactions constitute the organism (O) component, representing tourists' cognitive and emotional evaluations, including satisfaction, affective attachment and attitudinal formation. The resulting responses (R) manifest as behavioral outcomes such as loyalty, recommendation, or revisit intention.

The present study applies SOR to explain revisit behavior formation in beach tourism. Perceived risk is conceptualized as a negative environmental stimulus because tourism decisions inherently involve uncertainty regarding safety, environmental conditions and travel outcomes (Fuchs & Reichel, 2011; Qi et al., 2009). Exposure to perceived risk influences tourists' internal evaluations, reducing satisfaction by generating psychological discomfort and uncertainty.

Within the organismic stage, the study distinguishes two sequential internal processes. Tourist satisfaction represents an evaluative cognitive–affective judgment derived from comparing travel experiences with expectations. This evaluation subsequently shapes attitude toward revisit, reflecting a more stable psychological predisposition toward future behavior. Conceptualizing satisfaction and attitude as consecutive organismic states aligns with SOR's assumption that behavioral responses arise through layered internal processing rather than single-step reactions.

The response (R) in this study is revisit intention, representing tourists' behavioral commitment following internal evaluation. Prior tourism research consistently demonstrates that favorable attitudes translate into stronger behavioral intentions (Han & Hyun, 2018; Prayag & Ryan, 2012), supporting the final stage of the SOR sequence.

Importantly, this study extends conventional SOR applications by introducing destination image as a contextual moderator. Rather than acting solely as another stimulus, destination image shapes how tourists interpret their experiences during the organismic stage. A positive image strengthens emotional evaluation and reinforces the translation of satisfaction into favorable attitudes, whereas weaker images reduce this conversion effect (Chen & Phou, 2013; Stylos et al., 2016). This positioning reflects SOR's environmental psychology roots, where contextual cues influence the intensity of internal responses.

Accordingly, the SOR framework provides the theoretical foundation explaining how external perceptions of risk are psychologically processed into satisfaction and attitudes, ultimately leading to revisit intention. The model therefore captures the cognitive–affective mechanism through which tourists transform experiential evaluation into behavioral loyalty.

Although SOR research frequently incorporates socially mediated stimuli, tourism experiences are also influenced by indirect informational sources operating prior to or alongside on-site evaluation. Ewom, travel blogs and social media content contribute to destination image formation by transmitting symbolic and affective cues that shape expectation structures and interpretive schemas (Baloglu & McCleary, 1999; Marine-Roig & Ferrer-Rosell, 2018; Xiang & Gretzel, 2010). Within the environmental psychology perspective underlying SOR, such socially transmitted information can be understood as broader contextual influences, framing tourists' perceptions before direct experiential interaction with the destination. However, because the present study focuses on the psychological processing of directly perceived environmental risk within an on-site coastal context, these external social information sources are treated as background conditions rather than focal explanatory variables. This boundary specification enables clearer identification of the proximal cognitive–affective mechanisms emphasized within the SOR framework.

2.3. Hypothesis development

2.3.1. Perceived risk on tourist satisfaction

Perceived risk refers to tourists' subjective evaluation of uncertainty and the potential for negative consequences associated with travel decisions (Bauer, 1967; Cunningham, 1967). In tourism contexts, perceived risk is multidimensional, encompassing physical, health, financial, social and performance risks that shape tourists' evaluations before and during travel experiences (Jacoby & Kaplan, 1972; Roehl & Fesenmaier, 1992). When tourists perceive higher levels of uncertainty regarding safety, service reliability, or destination stability, cognitive stress and emotional anxiety emerge, which weaken experiential evaluations and reduce satisfaction outcomes (Fuchs & Reichel, 2011; Quintal et al., 2010). Risk perceptions function as a psychological cost that interferes with enjoyment, leading tourists to interpret identical service performance less favorably compared with low-risk situations (Chew & Jahari, 2014; Kozak et al., 2007).

Prior tourism research further shows that perceived risk becomes particularly salient in destinations exposed to crises such as health outbreaks, natural disasters, or socio-political instability, where safety

concerns directly undermine tourists' emotional comfort and experiential fulfillment (Neuburger & Egger, 2021; Reisinger & Mavondo, 2005; Rittichainuwat & Chakraborty, 2009). Empirical evidence demonstrates that elevated perceived risk reduces tourists' confidence and increases avoidance tendencies, thereby lowering satisfaction even when objective service quality remains stable (Rather, 2021; Sparks & Pan, 2009). Recent studies conducted in the post-pandemic tourism context demonstrate that health-related risk perceptions continue to shape tourists' experiential evaluations by increasing feelings of uncertainty and psychological discomfort, which subsequently weaken satisfaction and overall travel assessment (Bae & Chang, 2021; J. Li et al., 2021; Zheng et al., 2021). These findings suggest that even after travel resumes, perceived vulnerability remains an important determinant influencing how tourists evaluate their experiences.

H1: Perceived risk negatively affects tourist satisfaction.

2.3.2. Tourist satisfaction on attitude toward revisit

Satisfaction is a broad gauging reaction toward a traveling encounter, which is based on comparisons between the expectations before traveling and the outcomes following consumption (Oliver, 2014). Meeting or exceeding expectations lead to positive judgment in the tourists resulting in positive attitudes toward further interaction with the destination (Bigné et al., 2001). This sense of fulfillment generates psychological respite and emotional identity as such providing a caring and trustful attitude to revisiting (Yoon & Uysal, 2005). Moreover, satisfied tourists will remember positive events, which increase their cognitive and affective judgments of the destination qualities (Prayag et al., 2013). Empirical research indicates that the decision-making antecedent is the sense of satisfaction which is positively associated with the attitudinal orientation, the more positively the tourism experience, the more willing the tourism is to return (Wang et al., 2023; Zeng & Yi Man Li, 2021). Basically, greater satisfaction builds a long term psychological and emotional congruence that defines a positive attitude to returning.

H2: Tourist satisfaction positively affects attitude toward revisit.

2.3.3. Destination image moderates the relationship between tourist satisfaction and attitude toward revisit

Destination image reflects tourists' integrated cognitive and affective impressions of a place, formed through accumulated experiences and informational stimuli (Baloglu & McCleary, 1999; Crompton, 1979). A favorable image acts as a stabilizing filter through which satisfaction translates into approach-oriented attitudes such as willingness to revisit (Afshardoost & Eshaghi, 2020; Chi & Qu, 2008). Prior studies have repeatedly demonstrated that while image directly predicts revisit behavior, it also moderates how satisfaction is converted into future attitudes – when the perceived image is strong and congruent, satisfaction becomes more predictive of positive attitudinal outcomes (Hallmann et al., 2015; Stylos et al., 2016). Conversely, when the image is weak or inconsistent with tourists' expectations, satisfaction loses part of its explanatory power. More recent evidence suggests that image congruence – how well a destination's projected image aligns with visitors' perceptions – magnifies the satisfaction–attitude linkage by validating emotional and cognitive evaluations (Y. Li et al., 2023). Thus, a positive, well-matched image enhances the effect of satisfaction on attitude formation, encouraging stronger revisit orientations.

H3: Destination image positively moderates the relationship between tourist satisfaction and attitude toward revisit.

2.3.4. Attitude toward revisit affects revisit intention

Attitude toward revisit reflects a whole evaluation – combining cognitive judgments, affective feelings and conative tendencies – about returning to a destination (Fishbein & Ajzen, 1975). A positive attitude makes tourists perceive worthwhile value in returning, which reinforces their behavioral commitment (Ajzen, 1991). Within tourism, such post-visit appraisal is a core psychological mechanism shaping subsequent behavioral inclinations (Lam & Hsu, 2004). Evidence across varied contexts shows that favorable

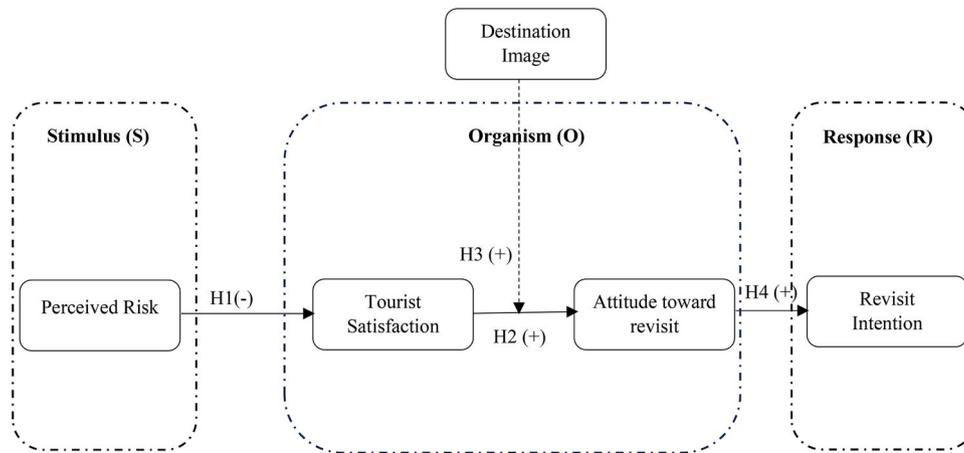


Figure 1. Research framework.

attitudes reliably forecast revisit intention because they fuse satisfaction-driven affect with belief-based evaluations into a single motivational driver (Chi & Qu, 2008; Foroudi et al., 2021; Halimi et al., 2022; Han & Kim, 2010; Stylos et al., 2016). Consequently, the stronger a tourist's revisit attitude, the more likely those favorable assessments are to translate into concrete intentions to return.

H4: Attitude toward revisit positively affects revisit intention.

Figure 1 exhibits all the hypotheses posited in this study.

3. Methodology

3.1. Measurement items

This study operationalizes the focal variables – perceived risk, satisfaction, revisit attitude, destination image and revisit intention – to support reliability and construct validity. Each latent construct is captured with multi-item indicators rated on a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree).

This study's measurements are as follows:

- Perceived risk: 4 items from Hasan et al. (2023)
- Destination image: 4 items from Kim et al. (2013) and Wang et al. (2023)
- Tourist satisfaction: 5 items from Hasan et al. (2019)
- Revisit attitude: 4 items from Hasan et al. (2023)
- Revisit intention: 4 items from Huang and Hsu (2009) and Song et al. (2012).

Complete measurement items of this study are exhibited in Table 2.

3.2. Sampling technique and data collection

The data were collected via a self-administered questionnaire, which was designed to collect the data directly from tourists in Pattaya Beach, Thailand. To ensure the relevance of responses, participants were required to have prior experience staying at a beach destination for at least one night. Respondents must be more than 21 years old of age to maintain ethical compliance and data reliability. The data were collected on February–April 2025 throughout the weekdays and weekends, to ensure a large number of visitors were included. On-site intercepts at some of the busiest points on the island, such as Beach Road, Walking street, Bali Hai pier and Central Pattaya Mall were carried out by field researchers at various times of the day so as to eliminate temporal bias. All the potential respondents were communicated about the study's objectives, the policy of confidentiality and then they were given voluntary consent. The respondents would then fill in the survey printed on-site and usually in the shaded or seating areas so that they would be comfortable and focused.

Table 2. Summary of measurement items.

Variable	Measurement items	Source
Perceived risk	<ol style="list-style-type: none"> 1. I am afraid of a terrorist attack during the trip 2. I am afraid of suffering any disease or infection 3. I am afraid of any kind of accident, snatch and robbery 4. I am afraid of any political or social violence 	(Hasan et al., 2023)
Destination image	<ol style="list-style-type: none"> 1. The beach as beautiful scenery and natural attractions 2. The beach has a predictable climate and weather 3. The beach as unpolluted and unspoiled environment 4. The beach is an exciting and interesting place to visit 	(Kim et al., 2013)
Tourist satisfaction	<ol style="list-style-type: none"> 1. I truly enjoyed visiting the beach 2. Visiting this beach has met my needs 3. This beach trip has exceeded my expectations 4. I am satisfied considering the money and time I spent here 5. Overall, I am fully satisfied with this tour 	(Hasan et al., 2019)
Attitude to revisit	<ol style="list-style-type: none"> 1. For me, visiting the beach would be extremely enjoyable 2. For me, visiting the beach would be extremely funny 3. For me, visiting the beach would be extremely pleasant 4. For me, visiting the beach would be extremely positive 	(Hasan et al., 2023)
Revisit intention	<ol style="list-style-type: none"> 1. I have an intention to revisit the beach 2. I am willing to revisit this beach 3. I will make an effort to revisit the beach 4. I am willing to spend time and money to revisit the beach. 	(Huang & Hsu, 2009; Song et al., 2012)

A purposive non-probability sampling technique was exercised to ensure that only individuals who visited Pattaya before were sampled, as the research addresses the revisit intention. The instrument consisted of three groups, (1) is to confirm eligibility, (2) is to gather demographic characteristics like age, gender, occupation, educational background and visit duration, and (3) is to assess perceived risk, satisfaction, attitude toward revisit and intention to revisit using seven-point Likert scale. Out of the 500 questionnaires disseminated, 397 valid questionnaires were studied after eliminating incomplete or invalid data-an effective 79% response rate, which shows the usual on-site tourism fieldwork results. The face-to-face administration resulted in increased understanding, reduced non-response bias and ensured that the participants based their assessment on fresh and first-hand experiences of the destination. While on-site data collection enhanced experiential accuracy, the concentration on a single destination context should be acknowledged as a methodological boundary that prioritizes internal validity over broad geographical generalization.

This study adhered to the Ethical Guidelines for Research on Human Subjects in Thailand (Forum for Ethical Review Committees in Thailand [FERCIT], 2007). In particular, sections 6.4.5–6.4.7 instruct ethics committees to establish expedited procedures for minimal-risk protocols, to determine types of protocols that may proceed with no ethical review submission and to specify conditions under which informed-consent discussions and/or signing a consent form can be waived (FERCIT, 2007). In line with these provisions and given the minimal-risk, anonymous design of the present survey involving non-vulnerable adults, separate ethics committee approval was not required. Completion and return of the questionnaire by tourists who had provided verbal consent were taken as evidence of informed consent. Verbal rather than written consent was used in accordance with the Ethical Guidelines for Research on Human Subjects in Thailand (FERCIT, 2007). Chapter 2, Section 2.2.1 states that respect for human dignity involves freely given informed consent and notes that, ‘in practice, consent may take the form of a conversation rather than a signed document’ (FERCIT, 2007). Chapter 3 on the informed-consent process further allows verbal consent when written consent cannot reasonably be obtained, provided that the procedure is clearly specified (FERCIT, 2007). Because our study involved anonymous, minimal-risk questions administered to non-vulnerable adult tourists in busy public settings, requesting signatures would have unnecessarily linked identities to responses and likely discouraged participation; therefore, trained field researchers used a standardized script to obtain verbal consent before handing out the questionnaire.

3.3. Analysis technique

We analyzed the model with structural equation modeling (SEM) in SmartPLS 4.1.1.2, estimating both measurement and structural paths. SEM was selected for its capacity to handle complex relations among latent variables in exploratory settings (J. Hair et al., 2017). Prior to hypothesis testing, we assessed

common method variance to limit self-report bias. Measurement quality followed a multi-step protocol. Convergent validity required item loadings ≥ 0.70 and AVE ≥ 0.50 (Baumgartner & Weijters, 2021). Internal consistency was supported by Cronbach's alpha and composite reliability, both ≥ 0.70 (J. Hair et al., 2017). Discriminant validity was examined via the Fornell–Larcker criterion – square roots of AVEs exceeding inter-construct correlations – and by confirming higher indicator loadings on their intended constructs (Henseler et al., 2015). Finally, overall explanatory power and fit were gauged with R^2 and the Goodness-of-Fit index, ensuring methodological rigor and robustness of the analytical framework.

4. Results

4.1. Sample demographics

This study collected data from 397 respondents who had stayed before in a Thai beach. The respondents were dominated by males (66.50%) males signifying the propensity of males to engage more on leisure and outdoor tourism, especially in beach setups. In terms of age, 51.39% of the participants were within the 21–30 years of age, with another 36.78% falling in the 31–45 years of age. This age trend indicates that Thailand beach destinations are popular among younger adults who are mostly high-mobility and experientially oriented travelers. Regarding education level, 38.04% of the participants had a bachelor level and 32.24% had a high school or equivalent. This profile implicates that Thailand beach tourism attracts tourists who belong to a highly educated segment of the population. In terms of occupation, respondents were dominated by private sector employees (22.92%) and entrepreneurs (20.91%). The fact that the number of the professionals and entrepreneurs are concentrated in the private sector suggests that beach tourism is of particular popularity among people with stable income and flexible working hours. Lastly, the averages of length of stay showed 45.59% stayed 5–7 days, then 38.04% stayed 2–4 days, reflecting the short-to mid-duration holidays are still to be the rule of thumb among beach tourists that Thailand is an easily reachable, but a refreshing seaside destination.

Table 3 provides the detailed demographic breakdown of the respondents.

4.2. Validity and reliability assessment

This study's measurement model was tested using SEM in SmartPLS 4.1.1.2 to evaluate validity and reliability prior to hypothesis testing. Initial assessment of indicator loadings showed that two perceived risk indicators related to terrorism risk and political/social instability did not meet the recommended threshold (< 0.70) and were therefore removed due to their insufficient contribution to construct reliability. The retained indicators primarily capture tourists' personal safety and health-related risk perceptions, suggesting that perceived risk in this study reflects immediate experiential safety concerns rather than macro-level

Table 3. Sample demographics.

Measure	Category	Frequency	Percentage
Gender	Female	133	33.50%
	Male	264	66.50%
Age group	21–30 years old	204	51.39%
	31–45 years old	146	36.78%
	≥ 45 years old	47	11.84%
Educational background	High school and equivalent	128	32.24%
	Bachelor's degree	151	38.04%
	Master's degree	97	24.43%
	Doctoral degree	21	5.29%
Occupation	Student	86	21.66%
	Doctor	16	4.03%
	Entrepreneur	83	20.91%
	Private sector	91	22.92%
	Civil servant	64	16.12%
	Others	57	14.36%
Number of staying days	1–2	52	13.10%
	2–4	151	38.04%
	5–7	181	45.59%
	≥ 8	13	3.27%

Table 4. Convergent validity and reliability.

Constructs	Items	FL	CA	CR	AVE
Perceived risk	PR2	0.921			
	PR3	0.860	0.744	0.885	0.794
	TS1	0.840			
	TS2	0.885			
Tourist satisfaction	TS3	0.812			
	TS4	0.835	0.906	0.930	0.726
	TS5	0.886			
Destination image	DI1	0.764			
	DI2	0.780			
	DI3	0.767	0.731	0.814	0.593
Attitude toward revisit	AR1	0.919			
	AR2	0.912			
	AR3	0.894	0.923	0.946	0.813
Intention to revisit	AR4	0.880			
	IR1	0.917			
	IR2	0.885			
	IR3	0.876	0.902	0.932	0.773
	IR4	0.838			

Note: FL: factor loading ≥ 0.7 ; CA: Cronbach alpha ≥ 0.7 ; CR: composite reliability ≥ 0.7 ; AVE: average variance extracted ≥ 0.5 .

Table 5. Fornell-Larcker criterion.

	PR	TS	DI	AR	IR
Perceived risk	0.891				
Tourist satisfaction	-0.222	0.852			
Destination image	0.059	0.202	0.770		
Attitude toward revisit	-0.244	0.692	0.122	0.902	
Intention to revisit	-0.200	0.544	0.243	0.635	0.879

Notes: The diagonal and bold values are the square roots of AVE.

destination instability. After item selection, all remaining indicator loadings exceeded the 0.70 benchmark, confirming good indicator reliability (J. Hair et al., 2017), as shown in Table 4.

This was followed by a test of convergent validity by employing the Average Variance Extracted (AVE). All constructs captured AVE values that exceeded the 0.50 threshold, which implies that a significant percentage of variance in the indicators was obtained due to their respective constructs (J. Hair et al., 2017). Cronbach's alpha and Composite Reliability (CR) were also undertaken to check the reliability tests whereby both the measures exceeded the recommended cut off of 0.70. Altogether, these measures validated that the constructs perceived risk, tourist satisfaction, destination image, attitude and intention to revisit internally consistent and psychometrically strong.

Three supplementary tests of discriminant validity were conducted in order to ascertain that each construct was empirically distinct. Basing on the Fornell-Larcker criterion, the square root of each of the construct's AVE was higher than its inter-construct correlations (Table 5). The cross-loading analysis showed that the loading in all the indicators on the given construct were higher compared to the other constructs (Table 6). Besides, the heterotrait-monotrait (HTMT) ratios were < 0.85 , complying with Henseler et al. (2015) guideline (Table 7). Collectively, these results will yield strong support of the discriminant validity of the model, that these constructs are empirically different to test further structurally.

4.3. Model robustness testing

The structural model was evaluated with a starting point of describing the R^2 coefficients of all endogenous constructs, which describes how much each predictor accurately predicts a dependent variable. Falk and Miller (1992) state that a value of R^2 value greater than 0.10 implies satisfactory explanatory relevance. The R^2 value values of 0.407, 0.503 and 0.401 characteristic of the obtained results of tourist satisfaction, attitude toward revisit and intention to revisit, respectively, prove that the suggested framework has a high-prediction power and theoretical validity.

The model fit was then determined through several global fit indices. According to the Hu and Bentler's (1999) criterion, Standardized Root Mean Square Residual (SRMR) value should be less than 0.08 and Normed Fit Index (NFI) preferably should value closer to 0.95, the structural model presented which

Table 6. Cross-loadings matrix.

Indicators	PR	TS	DI	AR	RI
PR2	0.921	-0.221	0.044	-0.203	-0.172
PR3	0.860	-0.169	0.065	-0.237	-0.188
TS1	-0.049	0.840	0.211	0.544	0.442
TS2	-0.212	0.885	0.151	0.598	0.476
TS3	-0.183	0.812	0.150	0.517	0.373
TS4	-0.254	0.835	0.185	0.576	0.505
TS5	-0.221	0.886	0.171	0.688	0.505
DI1	0.075	0.152	0.764	0.085	0.152
DI2	0.058	0.201	0.780	0.115	0.214
DI3	-0.008	0.091	0.767	0.073	0.187
AR1	-0.226	0.598	0.101	0.919	0.584
AR2	-0.240	0.607	0.036	0.912	0.597
AR3	-0.217	0.560	0.112	0.894	0.530
AR4	-0.196	0.715	0.185	0.880	0.573
IR1	-0.174	0.496	0.184	0.595	0.917
IR2	-0.188	0.527	0.116	0.611	0.885
IR3	-0.148	0.429	0.281	0.492	0.876
IR4	-0.192	0.450	0.299	0.519	0.838

Note: PR: perceived risk; TS: tourist satisfaction; DI: destination image; AR: attitude toward revisit; IR: intention to revisit. Boldface values indicate the highest loading of each indicator on its corresponding construct in the cross-loading matrix.

Table 7. Heterotrait-monotrait ratio (HTMT) - matrix.

	PR	TS	DI	AR	RI
Perceived risk	–				
Tourist satisfaction	0.258	–			
Destination image	0.101	0.247	–		
Attitude toward revisit	0.298	0.746	0.148	–	
Intention to revisit	0.246	0.594	0.315	0.689	–

Notes: The values in the parenthesis represents HTMT value with < 0.85 is strong, < 0.90 moderate and < 0.95 weak.

demonstrated a satisfactory fit with an SRMR of 0.065. This value confirms the consistency of the model and its general adequacy. The model structure was also appropriate as indicated by the complementary indicators, $d_{ULS} = 0.723$, $dG = 0.394$ and $NFI = 0.804$, which confirm the empirical validity and thorough compatibility to the observed pattern of data as well.

The Goodness-of-Fit (GoF) statistic was also calculated in order to give a comprehensive assessment of the performance of a model according to Tenenhaus et al. (2005) and Wetzels et al. (2009). GoF was determined using the square root of the product of the average AVE and the average R^2 and was as:

$$GoF = \sqrt{AVE} \times \sqrt{R^2} = \sqrt{0.740 \times 0.437} = 0.568 \quad (1)$$

A GoF value of 0.568 shows that the global model fits very well exceeding the threshold with values < 0.10 = poor-fit, 0.10–0.25 small-fit, 0.25–0.36 moderate-fit and above 0.36 strong-fit. Taken together, these findings prove that the suggested model has high explanatory accuracy, as well as theoretical consistency, to portray the causal relationship of the proposed variables, ie perceived risk, satisfaction, attitude and revisit intention into Pattaya tourism setting.

4.4. Hypothesis testing results

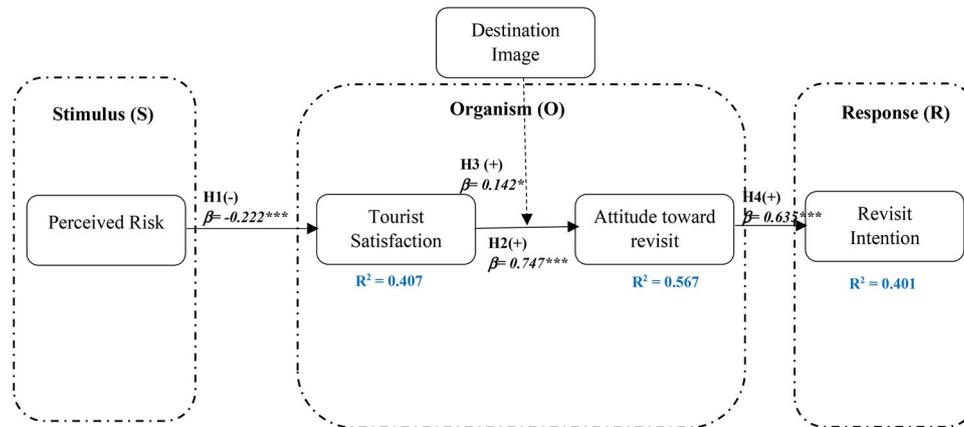
Table 8 shows all hypothesis testing results of this study. H1 analysis confirmed a significant negative relationship between perceived risk and tourist satisfaction ($\beta = -0.222$, $T = 4.374$). This result indicates that tourists who perceive higher risks, primarily related to personal safety and health concerns, tend to report lower satisfaction levels. H2 exposed that tourist satisfaction affects attitude toward revisit ($\beta = 0.747$, $T = 17.813$), implying that visitors whose prior experiences in Pattaya are positive in terms of service, recreational appeal, and emotional satisfaction have higher chances to become interested in returning to this location and forming a positive and long-term attitude toward it.

H3 finding posited the moderating effect of destination image to the relationship between satisfaction and revisit attitude ($\beta = 0.142$, $T = 2.018$). This implies that a good Pattaya image enhances the

Table 8. Summary of hypothesis testing.

Hypothesis	β	T-value	Bootstrapping CI 97.5% (N=5000)		Decision
			Min	Max	
H1 Perceived risk → tourist satisfaction (-)	-0.222***	4.204	-0.326	-0.119	Supported
H2 Tourist satisfaction → attitude to revisit (+)	0.747***	15.609	0.651	0.839	Supported
H3 Tourist satisfaction → destination image → attitude to revisit (+)	0.142*	2.207	-0.060	0.216	Supported
H4 Attitude to revisit → intention to revisit (+)	0.635***	11.954	0.517	0.725	Supported

Note: β = standardized path coefficient; CI = confidence interval; N = number of bootstrap samples. * $p < .05$, *** $p < .001$.

**Figure 2.** Hypothesis summary.

conversion of satisfaction to positive revisit attitude. Lastly, H4 revealed that attitude toward revisit is a strong predictor of revisit intention ($\beta=0.635$, $T=12.731$), which means that the positive attitude leads to the actual behavioral reliability of returning to and recommending the destination. Overall, all findings confirm the idea that perceived risk undermines satisfaction, satisfaction can foster revisit attitude and attitude can be a decisive factor of revisit intentions, whereas destination image moderates and reinforces the satisfaction-attitude relationship. All these are consistent with the empirical sufficiency and the theoretical environment of the model as shown in Figure 2 and hence defines a rigorous foundation of construing revisit behavior within the Pattaya tourism setting

5. Discussion

The paper empirically supports the role of perceived risk, tourist satisfaction, destination image as the moderating variable and attitude of next visit on revisit intention in beach tourism. The statistical significance of all the proposed relationships supported the proposed conceptual model and reflected the mechanisms of influence on repeat visitation behavior of tourists visiting a coastal destination. H1 shows that perceived risk negatively affects tourist satisfaction. Tourists who felt exposed to risks, including personal safety and health concerns, were more likely to get dissatisfaction. This is in line with Quintal et al. (2010) who postulated that an increase in risk perception reduces satisfaction and travel intentions. In line with Bae and Chang (2021), this paper proves further that risk sensitivity in the coastal areas undermines emotional assessment among the visitors. All these findings are converging points that support clear safety management, green environment and sound risk communication are always necessary in upholding customer satisfaction and destination image.

Expanding upon these individual perceptions, it is crucial to consider the external social factors that shape these risk assessments. Beyond personal safety, the 'social climate' of the destination – comprising the behavior of other tourists, the hospitality of the local community and prevailing social norms – acts as a secondary layer of environmental stimuli. For instance, in a crowded coastal hub like Pattaya, perceived social density (crowding) and the presence of visible social order (or lack thereof) can amplify or

mitigate individual risk perceptions. When tourists observe a socially cohesive environment where locals and authorities demonstrate high standards of care, their internal 'risk-filter' is lowered, thereby preserving satisfaction levels even in high-traffic areas.

While the present findings emphasize internally processed experiential mechanisms, tourist behavior in contemporary destinations does not occur independently from broader social information environments. External social influences such as electronic word-of-mouth, social media discourse and peer-generated travel content contribute to collectively shared perceptions that shape how destinations are interpreted before visitation. Rather than functioning as direct predictors within the current model, these influences may be understood as broader contextual influences that frame expectations and reinforce destination image formation prior to experiential evaluation (Marine-Roig & Ferrer-Rosell, 2018; Stylos et al., 2016; Xiang & Gretzel, 2010). Consequently, the moderating role of destination image observed in this study may partially reflect socially constructed meanings accumulated through broader communication networks. Future research may therefore extend the present framework by empirically integrating eWOM or social influence variables to examine how socially transmitted perceptions interact with experiential risk evaluations in shaping revisit behavior across different tourism contexts.

Moreover, H2 shows that tourist satisfaction affects attitude to revisit. As long as tourists' expectations are met, they would be more likely to form positive evaluative position to revisit the destination. This result is echoed by the previous research by Prayag et al. (2013), who found that tourists' affective commitment has been influenced by satisfaction and by Alegre and Cladera (2009) who reported that positive attitudes and loyalty could be achieved through affective attachment with behavioral commitment. Therefore, satisfaction does not only serve as a post consumption evaluation but it also acts as a psychological stimulus that triggers positive attitudinal orientations.

Additionally, the moderating effect of destination image on the relationship between tourist satisfaction and attitude toward revisit (H3) is supported. The analysis shows that destination image is a contextual amplifier of the extent to which the satisfaction leads to positive attitudes. Emotional and evaluative consequences of satisfaction are much stronger when tourists consider the beach to be perceptually attractive, as well as environmentally and socially friendly.

This moderating role of destination image is inextricably linked to external social cues such as 'social proof' and interpersonal influences. In the digital age, the external social factor of 'e-word-of-mouth' (eWOM) and the observed experiences of others on social media platforms create a social benchmark for satisfaction. If the destination is socially perceived as a 'trendy' or 'responsible' location, the individual tourist is more likely to internalize their satisfaction as a long-term positive attitude. Conversely, negative social externalities – such as reports of tourist-local conflicts or environmental degradation witnessed by the collective social body – can weaken the link between individual satisfaction and the desire to return, regardless of how 'satisfied' a tourist was with their specific hotel or immediate surroundings.

In other cases, the psychological connection between satisfaction and attitude becomes weak when the image of the destination is vague and poor. This relationship suggests that destination image is not a predictive indicative factor, but it determines the extent and orientation of the post-visit affective responses. This interpretation is in line with Stylos et al. (2016) and Nazir et al. (2021) who reasoned that a positive image maximizes attachment to emotions and cognitive consistency and C. Y. Wang and Hsu (2010) who realized that consistent and coherent image amplifies the attitudinal impacts of satisfaction. Accordingly, the image, when managed well, is the motivational factor that alters the satisfaction into the long-term affective commitment and readiness to revisit.

Lastly, attitude toward revisit positively affects revisit intention (H4), underlining that attitude is the most immediate intrinsic to the behavioral intention. This is in line with the TPB by Ajzen (1991) that puts forward the idea that positive attitudes directly translate to planned actions. The outcome also justifies Chen and Phou (2013) and Zhang et al.'s (2022) findings, who concluded that positive attitudes leads to repeat visitation via affective behavior and destination trust. Within the beach tourism, it seems very essential to guarantee the presentation of consistently pleasing experiences and maintain authenticity of the destination in order to turn the positive attitudes to actual revisiting behavior.

While the findings provide strong empirical support for the SOR framework in coastal tourism, they should be interpreted within the contextual characteristics of Pattaya as a mature, high-density beach destination. The psychological mechanisms observed – particularly the translation of satisfaction into

revisit attitudes under the moderating influence of destination image – may operate differently in destinations characterized by lower visitor density, stronger ecological orientation, or differing governance and cultural norms. In emerging or nature-based coastal settings, for instance, perceived risk may be associated more with environmental uncertainty than social or safety concerns, potentially altering the strength and sequencing of SOR relationships. Therefore, the present results should be viewed as contextually bounded rather than universally generalizable, highlighting the importance of destination development stage and socio-cultural environment in shaping tourist behavioral responses.

6. Implications

6.1. Implications for theory

The study extends the SOR model by placing it into perspective of the coastal tourism industry where perceived risk is a critical factor to visitor decision-making. Based on the model, tourists make such interpretations utilizing combined affective/cognitive processes eventually affecting behavioral response (Robert & John, 1982). Within this expanded framework, perceived risk is a negative environmental cue that triggers internal psychological evaluations, which are, in turn, satisfaction and attitude toward revisit, to direct behavioral intentions. The findings confirm the theoretical robustness of SOR model in the explanation of emotional and evaluative responses in uncertain travel situations (Kim et al., 2023; Tuerlan et al., 2021).

First, the authors reconstruct the stimulus dimension of the SOR model by viewing perceived risk as a complex contextual parameter instead of one cognitive limitation. Previous research was full of underestimating risk to a logical assessment of the possible loss (Fuchs & Reichel, 2011). In contrast, the current study shows that in beach destinations, perceived risk represents to be constitution of both emotional discomposure and cognitive tension—a combination of affective anxiety and rational evaluation. This observation is congruent with prior research which focuses on the sensual and emotional nature of the environmental stimuli (Hosany et al., 2020; Quan et al., 2023), thereby expanding the explanatory strength of SOR to incorporate the complexity of interacting with the environmental uncertainty by tourists.

Second, the study enriches the study on the organismic process by defining the forthcoming factor of emotional adjustment as being satisfaction. The close connection between satisfaction and attitude toward revisit means that internal affective appraisal is an affective regulatory system that converts external stressors to either approach or avoidance orientation. This observation conforms to the preceding arguments that satisfaction is a stable affective state by which tourists receive environmental stimuli (Prayag et al., 2017). Accordingly, the current paper builds on the SOR model in the short-term context of transient emotional reactions to a long-term emotional regulatory model explaining long-term behavioral disposition within tourism settings.

Third, the moderating role of destination image extends the SOR framework by incorporating symbolic and affective congruency into the stimulus–organism process. The findings indicate that when tourists perceive a destination as attractive, comfortable and reassuring in terms of personal travel experience, the transformation of satisfaction into positive revisit attitudes becomes stronger. This result supports the emotional-fit perspective proposed by Stylos et al. (2016) and aligns with recent evidence showing that a consistent and favorable destination image reinforces affective spillover effects on revisit intentions (Wang & Hsu, 2010; Woosnam et al., 2020). Thus, destination image operates as a contextual boundary condition that strengthens how experiential evaluations evolve into behavioral responses, enriching the SOR model through a more experience-centered interpretation of tourism behavior.

Lastly, when the extended SOR framework is empirically validated in a beach destination where there is instability of the environment and perceived risk, this study broadens the model to other areas of use besides retail and hospitality (Robert & John, 1982). The fact seems to indicate that when facing uncertain situations, the behavioral steadiness is motivated more by emotional stability and affective control than by a strictly cognitive approach. Therefore, the research re-figures the SOR model as an adaptive affective-cognitive system that explains how tourists maintain a state of behavioral consistency and psychological stability in the risk-based traveling settings.

6.2. Implications for practical

The paper provides applicable insights for destination administrators, tourism policymakers and hospitality practitioners who seek to enhance visitor satisfaction, development of positive attitudes and creation of repeated visitations. The results present satisfaction as the key psychological means by which perceived risk and circumstantial stimuli are converted into behavioral loyalty. As such, any strategy that minimizes the level of uncertainty and at the same time increases the level of emotional involvement is critical toward creating lasting competitiveness and revisit intention to the coastal resorts like Pattaya.

First, the negative relationship between perceived risk and satisfaction highlights the importance of managing tourists' experiential safety perceptions at the destination level. Destination managers should prioritize visible measures that enhance tourists' sense of personal comfort and situational safety, such as clear informational signage, real-time travel information (eg weather, crowd density and marine conditions), well-maintained public facilities and accessible assistance services. Coordinated communication emphasizing hygiene standards, service reliability and visitor support can reduce uncertainty during the travel experience. By strengthening tourists' perceptions of care and preparedness, destinations can alleviate experiential anxiety and consequently improve satisfaction and revisit loyalty.

Second, a powerful impact of satisfaction on revisit attitude outlines the significance of the experience design as an engine of emotional amplification. It is not purely functional cleanliness or convenience that gives pleasure and attachment to the visitors but the multisensory experiences they can have. The sense of belonging and newness can be achieved with shaded promenades, esthetical lighting and the use of ergonomic seating space and local art displays, night market and cultural performances. Some very basic but symbolic gestures, like personalized warm-welcomes, or quick service compensations, can generate moments of delight, which transform the short-term satisfaction into feelings that are long-lasting regarding the destination.

Third, destination image plays the moderating role that requires the seamless emotionally moving branding strategy. The perception of Pattaya as a destination that involves leisure and entertainment needs to change to a brand story that is founded on safety, the cultural authenticity and environmental protection. Through digital campaigns based on storytelling, the destination marketers can use the idea of rehabilitation of the coasts, community empowerment and the pure Thai hospitality. By motivating the tourists to write and share their positive stories through social media networks, travel vlogs or digital postcards, one can create organic, peer-to-peer marketing that will support the emotional image and influence of the destination.

Finally, visitor loyalty can only be maintained when there is continuous communication even after leaving. Continuous emotional experiences can also be enhanced by personalized interactions after the visit, eg with the help of gratitude messages, customized travel suggestions, or exclusive-return offers. By creating an inter-cashed 'Return to Pattaya' loyalty system that connects hotels, restaurants and tour operators, recurring guests will be given incentives to work together across sectors and encourage industry cooperation. With its stable quality of services and continuous emotional appeal and its focus on the community-generated identity, Pattaya can not only turn the temporary satisfaction into a long-term behavior loyalty but also ensure long-term resilience and competitiveness in the regional coastal tourism market.

7. Conclusions

Under the SOR framework, the study shows that perceived risk (H1) reduces satisfaction, indicating that concerns about personal safety and health depress overall evaluations of Pattaya Beach. In contrast, satisfaction strongly elevates attitude toward revisiting (H2), and this attitude significantly heightens revisit intention (H4). Moreover, destination image (H3) moderates the satisfaction-attitude link: when the destination is viewed as safe, pleasant and hospitable, satisfaction more readily converts into favorable attitudes and intentions to return.

7.1. Limitations and future research

Although focusing on Pattaya Beach enabled an in-depth examination of tourist behavior within a prominent coastal tourism hub, the single-destination design constrains the external validity of the

findings. Pattaya represents a mature, highly commercialized urban beach characterized by dense visitor flows, advanced tourism infrastructure and strong international visibility. These contextual attributes may intensify social exposure, perceived crowding and safety-related evaluations, thereby shaping how perceived risk translates into satisfaction and loyalty outcomes. Consequently, the structural relationships identified in this study should be interpreted as context-dependent manifestations of the SOR process rather than universally applicable patterns across all coastal destinations. Future research should adopt comparative cross-cultural and multi-destination designs to examine whether the observed SOR mechanisms remain stable across diverse tourism systems, including emerging coastal destinations, ecotourism-oriented beaches and culturally distinct visitor markets. Longitudinal approaches are particularly encouraged to capture how risk perception and destination image evolve over time, especially in response to environmental change, crisis events, or shifts in tourism governance.

Second, the current study primarily foregrounds the tourist's internal cognitive-affective processes. While we have integrated a discussion on external social factors, our empirical model did not explicitly measure variables such as operational service efficiency, peer influence (e-WOM), or real-time social interactions. As tourist behavior is increasingly mediated by digital social proof and community-driven safety perceptions, incorporating these external 'managerial cues' and 'social dynamics' into the structural model would provide a more holistic view of the post-visit decision-making process.

Furthermore, while the present study adhered to the sequential SOR paradigm to uncover the psychological mechanisms of risk processing, future research could explicitly model the direct relationship between perceived risk and revisit intentions. Comparing models with and without this direct path could provide further insights into the extent to which satisfaction and attitude serve as conduits for risk-related behavioral outcomes across different tourism contexts. Finally, future studies could benefit from exploring multi-group analysis (MGA) based on demographic variables such as nationality or prior visitation experience, as these factors likely moderate how risk is perceived and processed within the coastal tourism landscape.

Author contributions

CRediT: **Adi Prasetyo Tedjakusuma**: Conceptualization, Formal analysis, Methodology, Validation, Writing – original draft, Writing – review & editing; **Waiphot Kulachai**: Data curation, Investigation, Project administration, Resources, Software, Supervision, Visualization, Writing – original draft.

Disclosure statement

No potential conflict of interest was reported by the author(s).

Funding

This research did not receive any specific grant from funding agencies in the public, commercial, or not-for-profit sectors.

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Data availability statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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