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Examining The Role of Industry Compliance Towards Local Tourists' Risk Perception and Their Travel Intention During COVID-19 Crisis in Malaysia

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ABSTRACT

Industry Compliance has become one of the criteria in preventing the spread of the COVID-19 pandemic. As evident from the recent pandemic, the government and other related stakeholders have been greatly affected from every aspect, and the tourism industry is no exception. Therefore, safety measures such as social distancing policies and travel movement bans had also been imposed during the national crisis. Previous studies on compliance found that industry compliance would be beneficial in mitigating the crisis impact. Therefore, this study examines the role of industry compliance towards local tourists' risk perception and travel intention during the COVID-19 crisis in Malaysia. Besides, the variable of risk perception and travel intention is included in this study, giving a significant gap for the tourism field, and providing the relationship between variables. The sub-dimension of cognitive and affective risk perception is identified and proposed under the dimension of risk perception to create more exploration associated with tourists' behaviour. For this study, regression analysis was conducted to examine the impacts of tourists' risk perception towards travel intention in Malaysia, while moderation analysis includes the industry compliance variable as the moderator between risk perception and travel intention. The data shows that risk perception significantly affects travel intention, and the variable of cognitive and risk perception and industry compliance is investigated as the moderator between risk perception and travel intention. Hence, the findings of this study are predicted to improve the tourists' safety and their travel intention on tourists' destinations and inject industry compliance as the guidelines for the tourism industry. This study is also expected to give contribution for tourism studies contribute to tourism studies that can be utilised, especially during the COVID-19 crisis.

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1. Introduction

The crisis negatively impacted national progress, and tourism is no exception (Paradis et al., 2020). As evident in the recent Covid-19 pandemic, the travel industry has been greatly affected due to the ban on travel movement and social distancing policies imposed to prevent the spread of the virus and for people's

safety (Shamshiripour et al., 2020; Neuburger & Egger, 2020). Besides, the current pandemic had a different structure in managing the crisis since there was a significant change in business practices and management, bringing massive stakeholder challenges (Liu & Froese, 2020; Volkov, 2020). This also shows how the COVID-19 crisis brought greater risk towards tourists, and the importance of industry compliance is highly encouraged to avoid undesirable crisis impacts on health and safety (Ding et al., 2020). Regarding industry compliance, it has been shown that the introduction of Standard Operating Procedures (SOP) for the COVID-19 crisis during the MCO period has remained influential, whereby most of the public is complying with the guidelines given by the Malaysian government (Abdullah, 2020). According to National Security Council (NSC) data, approximately 90 percent of the public adhered to the SOPs throughout the MCO period (Amran, 2020). According to National Security Council (NSC) data, approximately 90 percent of the public adhered to the SOPs throughout the MCO period (Amran, 2020). The Malaysian government has imposed swift punishments for noncompliance with the SOP, including compound and arrest warrants (Bernama, 2020).

1.1 Problem Statement

COVID-19 has become a significant crisis influencing tourists' risk perception and travel intentions. Furthermore, the COVID-19 crisis had a significant impact on the tourism business, halting tourists' intentions to travel to safe areas (Foo et al., 2020), and it explained the new norm that was introduced for travelling purposes for the COVID-19 crisis due to their travel risk perception (Marianna, 2020). Previous works of literature argued how other crises explain the massive impact on tourism in Malaysia, especially the Lahad Datu intrusion and Malaysian Airlines crises (Ayob & Masron, 2014). This Lahad Datu intrusion was part of a military conflict between the Philippines and Malaysia on the unresolved claim for the area's territory and impacted the people's safety (Ladjana, 2018).

As for Malaysian Airlines, both MH370 and MH17 airlines were among the airline crashes that affected passenger loss and brought negative economic impact to Malaysia (Fan et al., 2019). However, the impact of the COVID-19 crisis differs from other crises in Malaysia as it has brought the shutdown of multiple sectors of businesses in Malaysia with substantial financial constraints (International Labour Organization, 2020). In addition to industry compliance, there should be an extensive travelling procedure for tourists' safety (Rodríguez-Morales et al., 2020). The study on the travelling procedure can be viewed from different perspectives, which include the public administration perspectives that highlighted closing the travel border, self-isolation, partial travel restrictions, entry and exit screening practices and partial travel bans (Burns et al., 2020).

By referring to the COVID-19 crisis, travel intention has been further explored in relation to tourist behaviour, risk perception, and attitude (Wachyuni & Kusumaningrum, 2020; Luo & Lam, 2020). However, there is less focus on exploring travel intention on the role of industry compliance since it is most directly related to risk perception and the COVID-19 effect (Xie et al., 2020; Perić et al., 2020). In addition, the study of the COVID-19 crisis highlighted the importance of the role of industry compliance for tourists' risk perception and travel intention, as the previous studies showed significant flaws in providing the analysis for this relationship. Although more studies have been done about industry compliance, risk perception and travel intention, few studies have been performed in determining these relationships since most studies are measuring the risk perception and industry compliance without the intervention of variables of travel intention (Hu et al., 2021; Wong & Jensen, 2020; Dalecká et al., 2021).

1.2 Research Objectives

This study is mainly targeted to achieve the following objectives:

i. To examine the impacts of tourists' risk perception towards travel intention in Malaysia.
ii. To investigate the moderating role of industry compliance on the COVID-19 crisis in response to tourists' risk perception and travel intention in Malaysia.

1.3 Hypothesis

In this research, several hypotheses have been identified to assess the role of industry compliance towards tourists' risk perception and travel intention during the COVID-19 crisis in Malaysia which are:

H1: Risk perception significantly influences the travel intention.

H1a: Cognitive risk perception significantly influences travel intention.

H1b: Affective risk perception significantly influences travel intention.

H2: Industry compliance moderates the relationship between risk perception and travel intention.

2. Literature Review

2.1 Industry Compliance

Compliance can be derived from various definitions, either normative or scientific literature. Generally, it can be known as following the organisation's obligations and compliance to sustain the people's behaviour and attitude associated with its culture (International Organization for Standardization [ISO],2014). In the industrial context, compliance terms can be defined from different perspectives, including the healthcare and legal industry (McMenemy, 2019). As for healthcare, compliance can be referred to as a person's attitude towards health advice, and compliance in the legal industry can be related to the organisation's process of complying with the given regulations or policies (McMenemy, 2019; Jin et al., 2008). For travelling procedures, compliance was discussed as an act of following the standard operating procedure (SOP) for travel which authorities have imposed; meanwhile, safety compliance could be referred to people's safety protection from COVID-19 infections (Rodríguez-Morales et al., 2020; Marianna, 2020; Hu et al., 2020).

2.2 Risk Perception

Various literature has used risk perception, and its definition can be derived from different perspectives. In general, the definition of risk perception is commonly known as subjective beliefs or value judgments regarding the unpredictable circumstances that arise from a particular risk (Bae & Chang, 2020). Besides, Luo and Lam (2020) mentioned that risk perception could also be illustrated as a complex perception formed by individuals on the impact of adverse environmental consequences. Perić et al. (2021) also mentioned that the risk perception could be varied, especially on the tourists' s characteristics and their type of risk. Besides, it is exceptionally subjective since it depends on everyone's mental health. Additionally, the tourists' risk perception may change according to media reports and social network information besides acknowledging the impact of infection possibility during the pandemic (Yu et al., 2020; Perić et al., 2021).

2.2.1 Cognitive Risk Perception

The term 'cognitive' can refer to the individual's thoughts and beliefs on a particular object (Vishal, 2014), and it also acts as storage in organising the information (Fishbein & Ajzen, 1975; Vishal, 2014). In tourism, several studies also explained that individual' conflict could affect their mental well-being if tourists' thought is not effectively organised (Bae & Chang, 2020; Pierce et al., 2020; Chua et al., 2021). In addition, previous studies also showed the importance of cognition about safety concerns in tourism (Liu et al., 2016).

2.2.2 Affective Risk Perception

The term 'affective' can be associated with the response to the emotion towards the object's attitude, and affective components have been made the main concern of their concern (Vishal, 2014). For risk perception, affective was related to the worries or anxiety of individuals on the risk exposure (Sjöberg, 1998; Bae & Chang, 2020). Besides, individuals' level of anxiety towards risk can be subjected to their irrational judgment of the risk (Ding et al., 2020). In tourism, the anxiety level of tourists' well-being is essential for travelling since it involves their emotions, which can influence their safety concerns (Chua et al., 2021; Bae & Chang, 2020).

2.3 Travel Intention

Travel intention is a critical field in interdisciplinary research, and more studies have been done on travel intention. Generally, the term "travel intention" can be described as the individuals' desire to travel and can be based on personal information sources and risk (Luo & Lam, 2020). From the tourists' perspective, the travel intention can be known as the future travel behaviour towards tourists' travel arrangements (Luo & Lam, 2020). The travel intention can also be associated with the behavioural intention and visit intention (Bayih & Singh, 2020; Nunkoo & Ramkissoon, 2010), and it can be defined as the perceived likelihood of tourists visiting a particular area within the period given (Bayih & Singh, 2020; Ahn et al., 2013) since it involves their emotions, which can influence their safety concern (Chua et al., 2021; Bae & Chang, 2020).

3. Method

This section elaborates on the methodologies used in the research, which were based on substantial references. The chapter explains the research design and continues with the study population, sample size, sampling technique and data collection.

3.1 Research Design

The research design used quantitative research, involving figures and numbers as the statistical data (Bryman, 2016). In addition, this research focuses on descriptive research that is heavily involved with measurement and observation instruments (Borg & Gall,1989; Neeru, 2012). On the other hand, this research measured the

causal relationship since each variable can influence another variable (Bachman & Schutt, 2019). In addition, this research concentrates on the cross-sectional design, whereby information can also be extracted within the specified time in the study area (Maninder, 2016).

3.2 Study Population

The population used for this study is local tourists who have travelled within destinations in Malaysia throughout the last one to two years of travelling. For this study, the data for this population was based on the trips of domestic tourists within tourist destinations (Department of Statistics Malaysia, 2021). On the other hand, this statistic supported the study on the role of industry compliance on tourists' risk perception and travel intention during the COVID-19 crisis in Malaysia.

3.3 Sample Size

For the sample size, Lavrakas (2008) describes the sample size in research should be drawn from a large population, in which the selected sample is used as the sampling frame. Following the nature of the population, it is recommended to consider the rule of thumb by Roscoe (1975) that the sample size accumulated around 30 samples to 500 samples, which is relevant for the research.

3.4 Data Collection

The questionnaire was used for this research and was distributed through the online platform due to travel restrictions and social distancing measures enforced by the government. In summary, the data was collected over three weeks, from 11 June 2021 until 5 July 2021, through the online survey. From the survey, 269 questionnaires were collected. However, only 243 usable questionnaires can be used for further data analysis. The questionnaire was distributed randomly through social media such as LinkedIn, Instagram, and WhatsApp.

4. Results and Discussion

4.1 Demographic Profile

In this study, an equal distribution of samples was desired, and as shown in Table 1, the gender distribution is nearly fair, with female respondents (56.8%) slightly outnumbering male respondents (43.2%). However, looking at the nature of the response, female respondents are more receptive to participating in the online survey. On the other hand, many respondents work in private institutions (38.3%) compared to other occupations. Regarding the tourist destinations that local tourists in Malaysia visited, it can be shown that most of the tourists prefer to travel for Leisure (47.7%), followed by Visiting Friends and Relatives (23.5%), Business (17.3%), and Others (11.5%). For travel purposes, it can be shown that 11.5 percent representing "others" participated in the arts and cultural events, sporting events, food tourism, and education.

Table 1. Demographic Profile of Respondents

Demographic		Frequency	Percentage (%)
Gender	Male	105	43.2
	Female	138	56.8
Age	18-24	42	17.3
	25-29	77	31.7
	30-34	46	18.9
	35-39	35	14.4
	40-44	17	7.0
	45 and above	26	10.7
Marital Status	Married	112	46.1
	Single	131	53.9
Education	High school	8	3.3
	Diploma	71	29.2
	Bachelor's Degree	140	57.6
	Masters' Degree	22	9.1
	PhD	2	.8
Occupation	Students	45	18.5

	Government Institution	50	20.6
	Private Institution	93	38.3
	Self- Employed	36	14.8
	Unemployed	17	7.0
	Retiree	2	.8
Purpose of Travel	Leisure	116	47.7
	Visiting Friends and Relatives	57	23.5
	Business	42	17.3
	Others	28	11.5

4.2 Descriptive Statistics

Twenty-two items have been tabulated under risk perception, industry compliance and travel intention. From the result, it can be shown that most respondents agree with the level of risk perception during the COVID-19 crisis in Malaysia, the role of industry compliance and the statement on travel intention.

Table 2. Descriptive Statistics

Items	Mean	Std. Deviation
Cognitive Risk Perception		
1. I believe travelling poses a high probability of contracting COVID-19.	6.34	.778
2. I believe those who travel will have a higher chance of contracting COVID-19 than those who do not.	6.30	.815
3. I believe travelling will increase the likelihood of dying due to COVID-19.	5.95	1.213
4. I believe those who pay less attention to health guidelines when travelling during COVID-19 have a negative attitude.	6.49	.700
5. I believe travelling can influence people's confidence in coping with COVID-19.	6.09	1.083
Affective Risk Perception		
1. I feel worried about travelling because it poses a high probability of contracting COVID-19.	6.33	.880
2. I am concerned about travelling because of the high risk of infecting my family members with COVID-19.	6.40	.710
3. I feel hesitant to travel due to the current situation of the COVID-19 crisis within Malaysia.	6.36	.834
4. I feel uneasy about travelling due to the high number of COVID-19 cases within Malaysia.	6.38	6.38
5. I feel worried to travel because of the continual negative reports about COVID-19.	6.42	.884
Industry Compliance		
1. I believe the tourism players are practicing hand hygiene during COVID-19 new normal.	6.23	.901
2. I believe the social distancing measure is in place in the tourism players' establishments.	6.07	1.046
3. I believe the tourism players raise awareness on the harmful habit of touching the eyes, nose and mouth during COVID-19 new normal.	6.16	.978
4. I believe the tourism players are practicing the	6.42	.677

	new standard of wearing a face mask during COVID-19 new normal.		
5.	I believe most of the tourism players use the My Sejahtera application.	6.51	.606
6.	I believe the tourism players conduct body temperature checks at their establishments.	6.42	.640
7.	I believe the tourism players are operating in half capacity at their establishment.	6.27	.908
Travel Intention			
1.	I intend to travel within Malaysia in the near future despite the COVID-19 pandemic.	5.61	1.219
2.	I will make time to travel throughout Malaysia in the near future despite the COVID-19 pandemic.	5.76	1.111
3.	I will explore domestic tour packages in the near future despite the COVID-19 pandemic.	5.77	1.003
4.	I will allocate the fund to travel within Malaysia despite the COVID-19 pandemic.	5.88	1.130
5.	I will share positive views on domestic tourism during the COVID-19 pandemic with friends and family.	5.96	0.978

4.3 Result

4.3.1 Result for Hypothesis 1

In this study, H_1 stated that risk perception has significantly influenced travel intention. This hypothesis can be interpreted whereby the higher level of risk perception may significantly affect travel intention during the COVID-19 crisis in Malaysia. The data is usually distributed for both variables, whereby no outliers occur. Besides, Table 3 shows that the R-squared value is 0.133, which means that the risk perception explained 13.3 % of the variation for the travel intention. The remaining 86.7 % may be explained by other predictor variables that are not available to the dataset and can be based on various factors.

Regarding the ANOVA statistics, the overall statistics in Table 4 show that the p-value is <.0.5, which shows that the model is fit, and the variable can be used to explain the travel intention during the COVID-19 crisis. On the other hand, the beta coefficient (β) values are also important in indicating the significance of entered variables. By referring to Table 5, the predictor showed a positive influence on the dependent variable, whereby the level of risk perception may result in the level of travel intention.

Table 3. Model Summary for Risk Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.364[a]	.133	.129	4.207	1.949

Note: a. Predictors: (Constant), Risk Perception; Dependent Variable: Travel Intention

Table 4. Regression ANOVA Table for Risk Perception

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	652.899	1	652.899	36.893	.000[b]
	Residual	4264.952	241	17.697		
	Total	4917.852	242			

Note: a. Predictors: (Constant), Risk Perception; Dependent Variable: Travel Intention

Table 5. Coefficient Table for Risk Perception Dimension

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.263	3.257		2.844	.005
	Risk Perception	.313	.051	.364	6.074	.000

Note: a. Dependent Variable: Travel Intention

4.3.2 Result for Hypothesis 1a

The study can also focus on H1a, which discusses how cognitive risk perception significantly influences travel intention. From the hypothesis, it can be generally assumed that the data is usually distributed for both variables, with no outliers. Besides, Table 6 shows that the R-squared value is 0.186, which means that the cognitive risk perception explained 18.6 % of the variation for the travel intention. The remaining 81.4 % may be explained by other predictor variables that are not available to the dataset and can be based on various factors.

The ANOVA statistics have been used to test whether the regression model can be fitted according to the data set. The overall statistics in Table 7 show that the p-value is <.0.5, which concludes that the model is fit, and the variable can be used to explain the cognitive travel intention during the COVID-19 crisis. On the other hand, the beta coefficient (β) values are also important in indicating the significance of entered variables. By referring to Table 8, the predictor showed a positive influence on the dependent variable, whereby the level of cognitive risk perception may result in the level of travel intention.

Table 6. Model Summary for Cognitive Risk Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.431[a]	.186	.182	4.076	1.914

Note: a. Predictors: (Constant), Cognitive Risk Perception; Dependent Variable: Travel Intention

Table 7. Regression ANOVA Table for Cognitive Risk Perception

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	913.580	1	913.580	54.984	.000[b]
	Residual	4004.272	241	16.615		
	Total	4917.852	242			

Note: a. Predictors: (Constant), Cognitive Risk Perception; b. Dependent Variable: Travel Intention

Table 8. Coefficient Table for Cognitive Risk Perception

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	9.459	2.645		3.576	.000
	Cognitive Risk Perception	.626	.084	.431	7.415	.000

Note: a. Dependent Variable: Travel Intention

4.3.3 Result for Hypothesis 1b

The study also illustrated Hypothesis 1b, whereby affective risk perception significantly influences travel intention. Moreover, this hypothesis can be specified for a thorough understanding of where the affective risk perception can significantly affect travel intention. Besides, Table 9 shows that the R-squared value is 0.037, which means that the affective risk perception explained 3.7 % of the variation for the travel intention. The remaining 96.3 % may be explained by other predictor variables that are not available to the dataset and can be based on various factors.

The ANOVA statistics have been used to test whether the regression model can be fitted according to the data set. The overall statistics in Table 10 show that the p-value is <.0.5, which concludes that the model is fit, and the variable can be used to explain the affective travel intention during the COVID-19 crisis. On the other hand, the beta coefficient (β) values are also important in indicating the significance of entered variables. By referring to Table 11, the predictor showed a positive influence on the dependent variable, whereby the level of affective risk perception may result in the level of travel intention.

Table 9. Model Summary for Affective Risk Perception

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson

1	.192[a]	.037	.033	4.433	1.900

Note: a. Predictors: (Constant), Affective Risk Perception; Dependent Variable: Travel Intention

Table 10. Regression ANOVA Table for Affective Risk Perception

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	181.856	1	181.856	9.254	.003[b]
	Residual	4735.996	241	19.651		
	Total	4917.852	242			

Note: a. Predictors: (Constant), Affective Risk Perception; Dependent Variable: Travel Intention

Table 11. Coefficient Table for Affective Risk Perception

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	19.762	3.042		6.497	.000
	Affective Risk Perception	.289	.095	.192	3.042	.003

a. Dependent Variable: Travel Intention

4.3.4 Result for Hypothesis 2

Hypothesis 2 indicates that the study on industry compliance significantly influences the relationship between risk perception and travel intention. From Table 12, the first step has been computed whereby the variable of risk perception explained the 13.3 percent (R2 = 0.133, F-change = 36.893, p<.001) of the variation in the travel intention. The value of β =.364, p < .001 demonstrated that risk perception significantly affects the travel intention among local tourists visiting during COVID-19 in Malaysia.

For the second step of the analysis, industry compliance as the moderator variable was computed to analyse the relationship between risk perception and travel intention. From Table 12, the variable of industry compliance explained 16.3 percent (R2 = 0.163, F-change = 12.460, p >.001). In addition, the beta values (β = -3.26, p > .05) do not significantly moderate the relationship between risk perception and travel intention (β = .364, p < .001).

From the moderation analysis, the p-value is more significant than the significance level, and the null hypothesis is accepted. This also indicated that the result could have been more statistically significant. Therefore, it cannot be claimed that industry compliance moderates the relationship between risk perception and travel intention.

Table 12. Result of Moderation Analysis of Industry Compliance on Risk Perception and Travel Intention

Predictors	Model 1: Std. β	Model 2: Std. β	Sig.
Step 1: Model Variables of Risk Perception	β =.364		.000
Step 2: Moderating Variable of Industry Compliance		β = -.326	.545
R^2	.133	.163	
F	36.893	12.460	

4.4 Hypothesis Testing Summary

Hypothesis	Hypothesis Statement	Remarks
H1:	Risk perception significantly influences travel intention	Supported
H1a:	Cognitive risk perception significantly influences travel intention	Supported

H1b:	Affective risk perception significantly influences travel intention	Supported
H2:	The role of industry compliance moderates the relationship between risk perception and travel intention	Not supported

5. Conclusion

5.1 Discussion

From this research, the discussion covers the variables of risk perception, travel intention and industry compliance. In this research, the following research objectives were discussed:

i. Examining the impacts of tourists' risk perception towards travel intention in Malaysia.
ii. Investigating the moderating role of industry compliance on the COVID-19 crisis in response to tourists' risk perception and travel intention in Malaysia.

5.1.1 Relationship between Risk Perception and Travel Intention

The findings have analysed the relationship between risk perception and travel intention. In this study, these variables can be related to hypothesis 1, whereby risk perception significantly influences travel intention. This study can also be proven by Bae & Chang (2020), who were able to explain the effect of the association of risk perception and travel intention when using Korean citizens as their respondents, while Huang et al. (2020) were able to illustrate the perceived risk on the tourists' travel intention about further clinical examination of the COVID-19 diseases. Besides, several studies discovered that different regions might affect travelers' travel intentions (Wolff & Larsen, 2016; Wolff et al., 2019; Matiza, 2020). Travellers are also believed to consider domestic tourism since the COVID-19 crisis poses a different level in every region (Matiza, 2020). Besides, domestic tourism was a great measure in resetting the tourism industry and generating national income (Wolff et al., 2019; Matiza, 2020). This also supports the current study on domestic tourism in Malaysia during the COVID-19 crisis. Based on this research, it can be proven that travel intention significantly affects risk perception.

5.1.2 Relationship between Cognitive Risk Perception and Travel Intention

On the other hand, the findings have also investigated the relationship between cognitive risk perception and travel intention. In this study, these variables can be related to Hypothesis 1a, whereby cognitive risk perception significantly influences travel intention. The research by Bae and Chang (2020) was able to explain the effect of Korean citizens' cognitive risk perception on their intention for travel, whereas Agyeiwaah et al. (2021) further explained the negative emotions of Macau students and workers on the times of pandemic. By referring to the COVID-19 crisis, several studies showed significant support for the influence of cognitive risk perception on travel intention (Chua et al., 2021; Aziz & Long., 2021; Bae & Chang., 2020). This also showed that the tourists' thoughts impacted their future travel decisions, given the unpredictable nature of the COVID-19 crisis (Chua et al., 2021; Aziz & Long., 2021). The article in New Straits Times (2020) shows that the Malaysian government urged re-opening the travel bubble between green bubble zones with the restricted travel policy, allowing the traveller to organise their thoughts in travelling to the destinations. Bae & Chang (2020) also supported this and explained the importance of stakeholders in bringing an effective travel policy within domestic tourism.

From the research analysis result, it can be shown that local tourists show their negative thoughts on the COVID-19 crisis and their positive expectations to travel within domestic tourism in Malaysia despite the COVID-19 crisis. Thus, the present research can report the cognitive risk perception variable and their travel intention.

5.1.3 Relationship between Affective Risk Perception and Travel Intention

Besides, the findings have also evaluated the relationship between affective risk perception and travel intention. In this study, these variables can be related to hypothesis 1b, whereby the affective risk perception significantly influences the travel intention. The research made by Aziz & Long (2021) explained the effect of affective risk on Malaysian' tourists towards their travel intentions, while Bae and Chang (2020) explained the affective emotions of Korean' citizens during the COVID-19 crisis. In addition, various studies also showed crucial support for the influence of affective risk perception on travel intention (Chua et al., 2021; Aziz & Long., 2021; Bae & Chang., 2020). It can also be proven that tourists' feelings of anxiety or fear impact their travel intention due to the unprecedented nature of the crisis (Chua et al., 2021; Aziz & Long., 2021). Furthermore, previous studies also addressed the importance of anxiety, which can significantly affect future travel plans (Brati´c et al., 2021; Bae & Chang, 2020). Apart from that, this study also focuses on local

tourists and their domestic tourism, which aligns with the research made by Brati´c et al. (2021) that emphasises small-scale tourism to generate a positive effect on tourists' emotions.

Before the crisis, the Malaysian government had effectively curbed the disease by updating its travel policies from time to time (New Straits Times, 2020). In addition, travellers experience anxiety changes with risk prevention measures such as travel borders, vaccine implementation, and the introduction of a green travel bubble (Hasnan, 2021; Daud, 2020; UNWTO, 2020). Consequently, a report by Suhaimi (2020) also showed that local tourists show favourable agreement in travelling to domestic tourism due to the effective policies. Several studies also further explained the importance of travel policies in influencing the travellers' intention to visit the tourists' destination (Bae & Chang, 2020; Chua et al., 2021; Brati´c et al., 2021). Therefore, it is essential to know that the affective risk perceived by travellers can have a significant effect with the consistent efforts by the stakeholders, which can improve their anxiety about the negative consequences (Brati´c et al., 2021; Bae & Chang, 2020; Chua et al., 2021).

In supporting the hypothesis, previous studies significantly impact affective risk perception towards travel intention. The study by Brati´c et al. (2021) also explained that the changes in anxiety levels might be affected by the pandemic. However, government and tourism stakeholders may be critical in motivating tourists to travel to specified destinations. Other studies by Chua et al. (2021) and Bae and Chang (2020) also further explained that safe travelling shows positive emotions for travellers as evidence of efforts by the tourism stakeholders. From the current result analysis of this study, it can be shown that local tourists do show negative feelings about the COVID-19 crisis and positive expectations to travel within domestic tourism in Malaysia despite the COVID-19 crisis. Thus, the present research can report the variable of affective risk perception and travel intention.

5.1.4 Role of Industry Compliance as Moderator Between the Relationship of Risk Perception and Travel Intention

The findings examined the role of industry compliance as a moderator in the relationship between risk perception and travel intention. In this study, both predictor and moderator variables can be based on Hypothesis 2, which explains the industry compliance that moderates the relationship between risk perception and travel intention. Regarding the variable of industry compliance, few studies have used compliance as part of the moderator variable in the study. Previous studies by Horan et al. (2019) also explained that safety compliance impacted the relationship between employee withdrawals and work hazards, whereas Mashi et al. (2018) studied how safety consideration impacted nurse behaviour, communication, and management commitment. However, little study has been done on industry compliance as the moderator of the relationship between risk perception and travel intention. About the COVID-19 crisis, industry compliance has significantly impacted travel intention and risk perception. UNWTO's (2020) research also explained the importance of preventive measures, which can positively influence travellers' decision-making and risk awareness. Besides, practical guidelines by stakeholders will play a significant role in influencing the travellers' decision-making (Bae & Chang, 2020; Chua et al., 2021).

Besides, the study also showed that industry compliance does not moderate the relationship between risk perception and travel intention. This also further explains that the risk perception among Malaysian tourists is higher, directly influencing travel intention. In general, the COVID-19 crisis has badly impacted the economy globally, and several countries have encountered mismanagement of the COVID-19 pandemic, leading to higher death tolls and cases (Guharoy & Krenzelok, 2021). The study by Guharoy and Krenzelok (2021) also discussed that the mismanagement of the COVID-19 pandemic by public health organisations in the United States was due to political, financial, and compliance issues. Consequently, the political influence significantly influences the unprecedented COVID-19 crisis in the United States. A similar result can also be seen in Malaysia's case, whereby the previous prime minister, Muhyiddin Yassin, resigned from the job due to the failure of leading the organisation (Idris, 2021; Parzi, 2021). Other additional issues involve the SOP violation for the event of Aspirasi Keluarga Malaysia, whereby the organisers did not follow the provided procedure while several political leaders did not comply with the guidelines (Khalid, 2021; Zolkepli, 2021). Despite the effectiveness of COVID-19 policies, the report by Muzamir and Aziz (2020) further illustrates the lack of awareness among Malaysian citizens in complying with the rules. Therefore, it can be claimed that risk perception can directly influence travel intention. Based on the current result analysis of this study, it can be shown that industry compliance practices may not be suitable as moderator variables between risk perception and travel intention. Hence, the present study could not report the variable of industry compliance as the moderating effect between risk perception and travel intention.

5.2 Implications of Study

As for study implications, practical and theoretical implications are discussed for the travel industry, tourism stakeholders and government bodies. Besides, this study's implications further illustrate the travelling impact

associated with the COVID-19 crisis. From the theoretical implications, this study was conducted to fill the research gaps by other studies whereby industry compliance as the new dimension has been injected for this study. By broadening the scope of industry compliance, the researcher can acknowledge the different dimensions of tourism and crisis besides relating to the previous studies. Apart from that, industry compliance was not further explored as part of the dimension from the previous study in the travel and tourism industry. Thus, it will be critical for the researcher to take a further approach in combining literature from every study area, such as the hotel, healthcare, and legal industries. Even though previous studies were able to establish the link between industry compliance and other fields of study, none of the previous studies could establish the link in the tourism industry. Previous studies showed that several studies could explain the importance of compliance as part of the moderator variable in other study areas. Therefore, it will be critical for the researcher to inject industry compliance. Even though the current study cannot prove that industry compliance is a moderator variable, various literature does support the use of industry compliance during the COVID-19 crisis. Thus, this dimension will be helpful in the travel and tourism industry to enhance the academic discipline of travelling during the COVID-19 crisis, and it is hoped to improve the body of knowledge further.

From the practical implications, this study must focus on safety and security, especially for travellers. The study result also shows that risk perception can directly influence travel intention. Thus, tourism providers should acknowledge the importance of risk perception via cognitive and affective, whereby they can provide adequate information on the exposure of the COVID-19 crisis through different mediums, such as newspapers or social media. By acknowledging the risk exposure, travellers can make their own decisions when travelling to their specified destination. The study also shows that industry compliance cannot moderate the relationship between risk perception and travel intention. This also can be proven by many issues that circulated the mismanagement of COVID-19 in Malaysia. Political issues and lack of compliance awareness have become critical in supporting the relationship between risk perception and travel intention. Therefore, related stakeholders should take adequate measures to improve further the importance of industry compliance on the association between risk perception and travel intention. Measures such as providing critical awareness for the public on the COVID-19 crisis and improving the leadership in COVID-19 management will be essential for further study. In addition, research on reopening the border to promote tourism will also be another future study that needs to be undertaken, especially with the updated guidelines. This approach can be practical for researchers in dealing with the effectiveness of tourism compliance. Thus, tourism stakeholders must understand the locals with effective regulative measures that can act as a tool in influencing their travel intention and assessing their risk. This can also be applied to every tourist's destination since it can critically impact the industry.

5.3 Limitation of Study

From the practical perspective, this study should collect more respondents to prove the accuracy of the study results. Besides, the time frame limitation during the data collection would also be another crucial viewpoint whereby the study is based on a cross-sectional study. Besides, the lack of previous literature on industry compliance in the field travel industry has had a significant impact on the researcher, which further explained the result of the research that there is no moderating effect between the relationship of the independent variable and dependent variable.

5.4 Recommendation for Future Research

Several recommendations can be applied to future research. Firstly, future studies should apply longitudinal data about the study area since industry compliance is an ongoing study that is still new, especially during the COVID-19 crisis. By applying the longitudinal data, the researchers can prove the effectiveness of industry compliance for the travel industry during the COVID-19 crisis. Besides, the time for data collection is in the early phase of 2021. Since several adjustments have been made to industry compliance, many items were not included, such as vaccine implementation and health-related documents for travellers travelling during the COVID-19 crisis. Thus, the researcher must reconsider longitudinal data due to the constant changes in Malaysia's Standard Operating Procedure (SOP).

On the other hand, future studies can also explore the mediating effect of industry compliance towards the relationship between risk perception and travel intention. By applying the other approach, the study can further prove whether industry compliance would be critical for researching travellers' safety and security and their intention to travel. From the study result, most respondents agree on the importance of industry compliance, especially during the COVID-19 crisis. Thus, this result would significantly impact industry compliance, which is essential for future study exploration through predictor or dependent variables.

In conclusion, the study can conclude that industry compliance does not moderate the relationship between risk perception and travel intention. This can be supported by the need for more efforts by the Malaysian government to generate awareness of the importance of the COVID-19 crisis through marketing channels, which also leads to negative emotions in tourists. The level of tourists' trust towards the stakeholders may change due to constant efforts to minimise the related constraints, which could elevate the intention of travel by local tourists. Besides, the present study can conclude that risk perception can directly influence travel intention via cognitive and affective. This can be shown through the level of risk awareness of local tourists, significantly impacting their intention to travel. The dimension of risk perception comprises cognitive and affective factors, which can explain its importance for the travel intention.

Thus, the current study can accept the importance of risk perception towards travel intention. However, industry compliance must be discussed in this study. Finally, the current study would be essential for future researchers in evaluating the impact of the COVID-19 crisis, which could be established through different approaches in study analysis.

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