Antecedents of Behavioral Intention Indonesian Cruise Passengers to Travel on Cruise Ship

Lianna Wijaya
Management Department
Faculty of Binus Online Learning
Bina Nusantara University
Jakarta, Indonesia
lianna.wijaya@binus.ac.id

Bahtiar Usman, Sarfilianty Anggiani, and Hermanto Yaputra
Service Management
Faculty of Economy and Business
Trisakti University
Jakarta, Indonesia
bactiar.usman@trisakti.ac.id, sarfilianty@trisakti.ac.id,
and hermanto.yaputra@trisakti.ac.id

Abstract

The COVID-19 pandemic that has hit the world has had an impact on almost all sectors. All countries are trying to implement health protocols by shutting the border, seaports, and airports in order to reduce the transmission rate of the virus in their country. One of the industries that have had an impact is the cruise ship industry where on early February 2020 when the virus began to spread, the first transmission occurred abroad on the Diamond Princess cruise ship. Since then, the cruise ship has been suspended globally. After almost a year of trying to discuss with the authorities and epidemiologists, a health protocol panel was put in place in order to resume operation during the pandemic. This study aims to analyze the effect of perceived value, perceived trust, and perceived service quality on behavioral intention and mediated by word-of-mouth for Indonesian cruise passengers. Data was collected using a questionnaire method via a google form. The respondents in the research are Indonesian tourists who have traveled by cruise ship at least once before the pandemic. The total sample of the study was 253 respondents. The data collected were analyzed and tested for hypotheses using SPSS and SEM LISREL. The results of the research with direct effect show that perceived value, perceived trust, and perceived service quality have positive and significant relationships between word-of-mouth and behavioral intention. For indirect effect show that word-of-mouth has a mediating relationship between perceived value, perceived trust, and perceived service quality on behavioral intention. The results of this research are beneficial for cruise ship operators, travel agents, academicians, and related parties in forming behavioral intentions to travel on cruise ships.

Keywords
behavioral intention, perceived service quality, perceived trust, perceived value, word of mouth

1. Introduction
Influence of globalization has an impact on all developments of businesses including the tourism sector (Dwyer 2015). The tourism industry continues to grow and become one of the largest industries in the world as well as the fastest-growing economy. In the 21st century, the role of the tourism industry is to enhance international relations (Kan et al. 2021). Tourism activities have become a part of human life with a strategic activity for economic and socio-cultural development because tourism activities contribute in creates jobs, increasing people's income in tourist areas, and the general economy in a country (Ivanov and Webster 2007). Based on data from the World Travel and Tourism Council on the impact of the tourism sector on the economy and employment from 185 countries and 25 geographical areas in the world, in 2018 the tourism service industry generated 10.4% of the global GDP (total US\$ 9.2 trillion) and contributed for 1 in 4 of all new jobs created worldwide 10.6% of all jobs (334 million) while international tourist

spending was US$ 1.7 trillion in 2019 and amounted to 6.8% of total exports, 27.4% of global services exports (World Travel and Tourism 2021). In the tourism industry, there are four main sub-sectors, namely airlines, hotels, cruise ships, and ground transportation sectors (Sharma and Nicolau 2020). This research will focus on the cruise ship sector. The cruise ship sector is one of the important sectors in the tourism industry that have faced an unprecedented crisis due to the pandemic of COVID-19.

The cruise sector already faced many crises before the COVID-19 such as the Spanish flu, the Hong Kong flu, the terrorist attacks of 9/11, the SARS Epidemic, the global financial crisis, and the H1N1 influenza pandemic. The cruise sector is resilient and able to recover during these crises. COVID-19 caused a lethal impact on the cruise sector (Silva 2021). First case of outbreak was onboard the Diamond Princess cruise ship with more than 700 people infected, and the ship was quarantined for almost a month at port of Yokohama on February 4, 2020. Many cruise ship destinations closed the borders and blocked the international cruise ships from docking due to the pandemic to prevent and control the transmission of the virus. The United States Centers for Disease Control and Prevention or CDC issued a No Sail Order effective March 13, 2020, which suspended all cruise ship passenger operations.

From 2009 to 2019, global cruise ships sector continues to increase gradually to gain until 29.7 million passengers in 2019 and created 1.1 million jobs as well as contributed US$154 billion to the global economy. Cruise ship growth generate positive economic progress in societies around the world. In 2020, pandemic year, the number of global cruise ship passengers reached around 5.8 million passengers and is the highest drop in history cruise ship industry that decreased nearly 30 million passengers by comparison in 2019. Suspension of ship operations cruises from March to September 2020 resulted more economic losses of US$77 billion and the loss of 518,000 jobs (CLIA 2020).

The COVID-19 pandemic has been a major disaster for the cruise ship industry, with the cessation of fleet operations for all cruise ship operators has been negatively impact the cruise ship industry around the world such as Carnival Corporation which has announced plans to sell 13 fleets of ships 2020 in the midst of the COVID-19 pandemic (Cruise Industry News 2020). If the cruise ship operations suspension continues, it will have an even greater impact on global economy. The cruise ship industry plays an important role and contribute to various communities and stakeholders around the world (Silva 2021). In September 2020, after a 4-month effort from cruise operators collaborated with group of healthcare, infectious disease, epidemiology, hospitality and maritime operations specialists to create healthy sail panels procedures that contain operational guidelines that try make the shipping industry healthier and more comfortable covering areas including onboard pre-test, health checks, refusal of boarding, tracking and monitoring, use of personal protective equipment, capacity restrictions, distance guideline, terminal, sanitation, ventilation, filtration control, medical personnel, clinical operations on board ships, isolation and quarantine, debarkation scenarios, prevention, training the crew to resume the cruise ship operation during pandemic.

CDC authorities continue to monitor cruise ship operations during the pandemic. The global conditions are getting better until April 2022, regulation to use masks are optional but cruise ship operators recommend passengers still wear masks for personal health and safety (Matt Hochberg 2022). In July 2022, the CDC authorities lifted the pandemic-era restrictions for cruise ships sailing from ports in United States of America (Susan J. Young 2022). In September 2022, cruise ship operators allow unvaccinated passengers for traveling by cruise ship by showing a negative COVID-19 test and for passengers who have been vaccinated 2x do not require a COVID-19 test before embarking on the cruise (Rachel Chang 2022).

For cruise resumption, it is important for the cruise ship operators to understand the tourists' behavior. The outbreaks onboard the cruise ship significantly affected the perception of tourists and tourists are fear to travel with cruise ship. The pandemic may influence the tourist's post-pandemic behavioral intention (Pan, T., et al. 2021). To regain the trust and confidence of the tourists, the cruise ship operators need to collaborate with the travel agents and the representative to provide market recovery strategies. To fill the knowledge gap in post-pandemic behavioral intention and provide further information, this research aims to analyze the effect of perceived value, perceived trust, and perceived service quality on behavioral intention and mediated by word-of-mouth for Indonesian cruise passengers.

2. Literature Review
2.1 Theory Planned Behavior
Theory Planned Behavior (TPB) is one of the theories used in sociopsychology to analyze behavior related to intention. TPB is extended of Theory Reason Action by (Ajzen 1991). There 3 main determinants factors of behavioral intention according to TPB theory are attitude, subjective norms. perceived behavior control (Ajzen 1991). Attitude is the

feeling of an individual related to perform a behavior. This is the result of a strong belief and evaluation of consequences (Ajzen and Cote 2008). An individual will form a positive or negative attitude towards this behavior (Bianchi et al. 2017). Attitude refers to individual behavior, good or bad, positive or negative, beneficial or detrimental (Li and Jaharuddin 2021).

Subjective norms refer to social pressures felt by individuals to do or not to do a behavior and a tendency to adapt to these pressures. Norm interpretation as a function of one's perception of how referring and motivating others to behave (Ajzen 1985).

2.2 Perceived Value

There are five elements of consumption values that influence the customer's behavior such as functional value, social value, emotional value, epistemic value, and conditional value (Sheth et al. 1991). Perceived value is one of the determinant factors to understand the perception for the benefit of specific products or services that able to meet the expectation (Kopp 2020). The dimensions that used as operational variables in this study are economic, functional, and emotional value (Petrick 2002; Sweeney, J. C., and Soutar 2001; Zeithaml 1988). Perceived value defines as the assessment from consumer related to the utility of products or services based on consumer's perception of what is experienced and what is offered (Zeithaml 1988). From the previous research shown that consumer's perceived value effect the repurchase intention and word of mouth (Giantari et al. 2021; Konuk 2018; Mahadin and Akroush 2019; Mukerjee 2018; Wu et al. 2014). Thus, the hypotheses for this variable are constructed as below:

H1: Perceived Value effect on Behavioral Intention
H5: Perceived Value effect on Word of Mouth

2.3 Perceived Trust

Trust plays important role as determinant factor on WOM and repurchase intention (Dos Santos and Basso, 2012; Mohd Isa et al. 2019) as well as in sustaining the customer and provider relationships (Mohd Isa et al. 2019). There are 2 dimensions for the perceived trust such as cognitive trust and affective trust. Cognitive trust defined as the belief or willingness of consumers to rely on the competence and reliability of the providers (Moorman, C., et al 1992). Affective trust is also driven by the consumer's knowledge. Meanwhile for affective trust is belief that given by someone to another one based on feeling that arise because of care and concerned (Johnson, D., and Grayson, 2005; Rempel et al. 1985). Based on previous research, perceived trust effected on word of mouth (Anfas et al. 2021; Radiah et al. 2021)and behavioral intention (Ahn and Kwon 2020; Wong and Mo 2019). Thus, we developed the hypotheses for this variable as following below:

H2: Perceived Trust effect on Behavioral Intention
H6: Perceived Trust effect on Word of Mouth

2.4 Perceived Service Quality

Perceived Service Quality is a consumer's subjective assessment of the product or service (Zeithaml 1988). Perceived Service Quality is perspectives from technical and functional aspects of service delivered (Gronroos 1984). Consumers will have different evaluation based on their expectations and perception of service quality (Parasuraman et al. 1988). Many researchers used perceived service quality to study on behavior intention. There is a positive effect of perceived service quality on behavioral intention (I. K. W. Lai et al. 2021; Pan et al. 2021) and word of mouth (Mahadin and Akroush, 2019). Thus, the hypotheses constructed as following:

H3: Perceived Service Quality effect on Behavioral Intention
H7: Perceived Service Quality effect on Word of Mouth

2.5 Word of Mouth

Satisfaction is the most dominant factors in forming word of mouth (WOM) (Soelasih and Sumani 2021). Word of mouth can be formed pre and post purchased and also perceived as positive and negative by the consumers (Buttle 1998). Word of mouth influenced by perceived value, quality, trust, commitment, satisfaction, and loyalty (de Matos and Rossi 2008). Word of mouth has a positive effect on behavioral intention (Gholipour Soleimani and Einolahzadeh, 2018; Mohd Isa et al. 2019). Thus, the hypotheses constructed as following:

H4: Word of mouth effect on Behavioral Intention
H8: Word of mouth has mediated effect between Perceived Value on Behavioral Intention
H9: Word of mouth has mediated effect between Perceived Trust on Behavioral Intention
H10: Word of mouth has mediated effect between Perceived Service Quality on Behavioral Intention

2.6 Behavior Intention

Behavior Intention is determined by the subjective of particular behavior adopted by individuals and reflect to the individual's willingness to do the adopted behavior (Ajzen 1985). Behavior Intention is the most determinant factor that determines if someone will adopt a particular behavior or not (Figure 1).
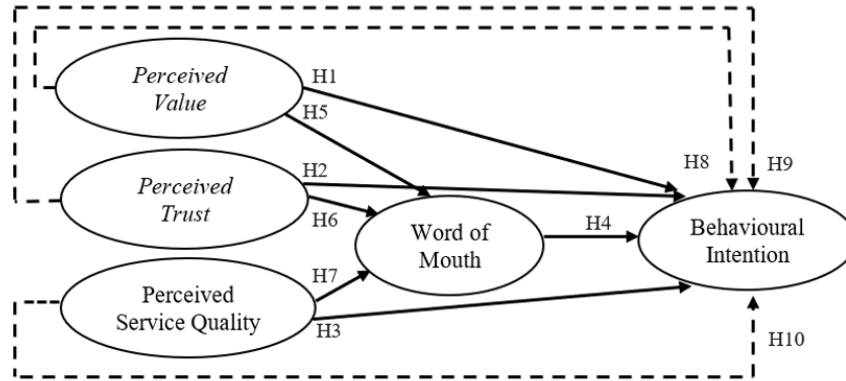

Figure 1. Conceptual Model

3. Methods

In this study to measure the effect of perceived value, perceived trust, and perceived service quality on behavioral intention mediated by word of mouth of Indonesian's cruise passengers to take cruise holiday during the pandemic. The questionnaires were distributed to Indonesian's cruise passengers who ever sailed onboard the cruise before pandemic through the purposive sampling method. From the period of May to August 2022. A total of 280 respondents have been filled up the questionnaires but only 253 respondents are valid to be analyzed, with the valid questionnaire response rate of 90.36%. All constructs were assessed using five-point scales labeled as strongly disagree, disagree, neither agree nor disagree, agree, and strongly agree. Data were measured with Structural Equation Modeling method and LISREL 8.80 to be used to evaluate the measurement and structural model.

4. Results and Discussion

4.1. Demographic Respondents

In total, there are 253 valid respondents to be further evaluated. Table 1 shown the demographic of respondents.

Table 1. Demographic Respondents

Characteristics	Frequency (person)	Percentage (%)
Gender		
Male	134	52.96%
Female	119	47.04%
Age		
<20 years old	**7**	2.77%
> 20-30 years old	32	12.65%
> 30 – 40 years old	46	18.17%
> 40 – 50 years old	56	22.13%
> 50 – 60 years old	45	17.79%
> 60 – 70 years old	39	15.41%
> 70 years old	28	11.07%
Employment	8	3.16%
Students	101	39.92%

Private Employee	20	7.91%	
Civil Servants	89	35.18%	
Entrepreneurs	35	13.83%	
Housewife			
Income per monthly			
5-10 million Rupiah	42	16.60%	
10-15 million Rupiah	65	25.69%	
15-20 million Rupiah	35	13.83%	
20-25 million Rupiah	25	9.88%	
> 25 million Rupiah	86	34%	
Planning to cruise			
in 2022	42	16.60%	
in 2023	89	35.18%	
in 2024	28	11.07%	
Do not have plan yet	94	37.15%	

4.2. Validity and Reliability

First step to do is to evaluate the validity and reliability of the indicators and constructs used in this study. There are several components that must be evaluated in order to determine that the research use valid and consistent indicators. For the validity evaluation, the measurement based on the standard loading factors or lambda (λ) value must be greater than ≥ 0.30 for the Confirmatory Factors Analysis (CFA) meaning the indicator is valid. While for reliability evaluation, it is measured based on Cronbach Alpha (CA) value must be exceed > 0.70, Composite Reliability must be greater than >0.70, and the Variance Extracted (VE) greater than >0.50 (Jöreskog, K. G., et al 2016). All indicators and constructs in this research are valid and reliable shown in Table 2 and Figure 2.

Table 2. Validity and Reliability Results

Indicators	λ	$\lambda2$	e	CR	VE	Results
PV1	0,59	0,35	0,29			
PV2	0,59	0,35	0,29			
PV3	0,74	0,55	0,45	0,873	0,583	Reliable
PV4	0,78	0,61	0,39			
PV5	0,80	0,64	0,36			
PT1	0,74	0,55	0,46			
PT2	0,76	0,58	0,43			
PT3	0,80	0,64	0,37	0,874	0,581	Reliable
PT4	0,79	0,62	0,38			
PT5	0,73	0,53	0,47			
PSQ1	0,72	0,52	0,49			
PSQ2	0,80	0,64	0,37			
PSQ3	0,80	0,64	0,36	0,882	0,599	Reliable
PSQ4	0,84	0,71	0,29			
PSQ5	0,71	0,50	0,50			
WOM1	0,72	0,52	0,48			
WOM2	0,63	0,40	0,60	0,884	0,607	Reliable
WOM3	0,81	0,66	0,35			
WOM4	0,86	0,74	0,26			

WOM5	0,85	0,72	0,27			
BI1	0,72	0,52	0,16			
BI2	0,76	0,58	0,16			
BI3	0,59	0,35	0,65	0,869	0,572	Reliable
BI4	0,69	0,48	0,52			
BI5	0,78	0,61	0,40			

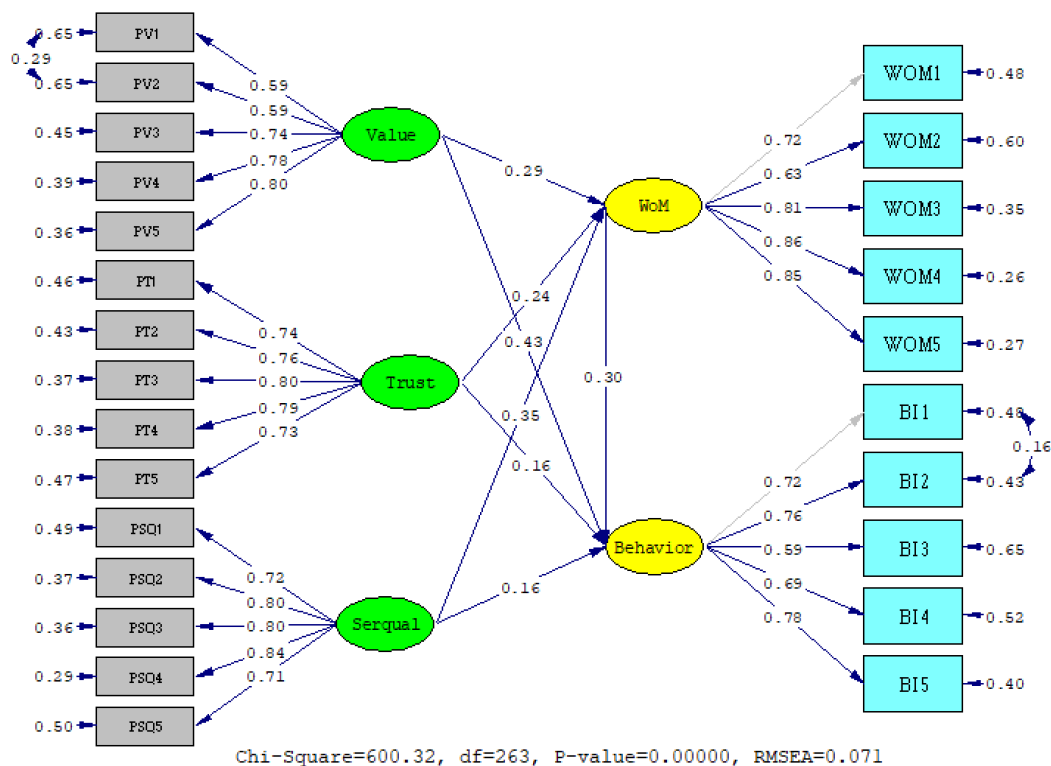Chi-Square=600.32, df=263, P-value=0.00000, RMSEA=0.071

Figure 2. LISREL Output

4.3. Goodness-of-fit Test

Based on Table 3, RMSEA value of 0.072 (good fit), RMR value of 0.026 (good fit) and GFI value of 0.84 (marginal fit), then the overall fit model test meets the requirements of absolute fit model which means the structural equation model in this study has a conformity with data. NFI value of 0.96 (good fit) and CFI value of 0.98 (good fit), the overall suitability test model meets the incremental fit model requirements, which means the structural equation model in this study has a comparative suitability with the baseline model.

Table 3. Goodness of Fit Results

No.	Goodness-of-Fit	Parameter	Result	Remark
1	RMSEA	RMSEA ≤ 0.08 p-value ≥ 0.05	0.072 p=0.00	Good Fit
2	Normed Fit Index	NFI > 0.90	0.96	Good Fit
3	Comparative Fit Index	CFI > 0.90	0.98	Good Fit
4	Goodness Fit Index	GFI > 0.90	0.84	Marginal fit

5	Room Mean Square Residual	Standardized RMR ≤ 0.05	0.026	Good Fit
6	Chi-Square χ2	smaller value p-value > 0.05	586.97 p=0.00	Marginal fit
7	NNFI	NNFI > 0.90	0.98	Good Fit
8	IFI	IFI > 0.90	0.98	Good Fit
9	RFI	CFI > 0.90	0.96	Good Fit
10	CN	CN > 200	138.07	Marginal fit
11	AGFI	AGFI > 0.90	0.80	Marginal fit

4.4. Hypotheses Testing

For the next step is hypotheses testing of this study. The hypothesis is accepted if the t-value greater than t-table >1.96 (Jöreskog, K. G., et al 2016) (Table 4).

Table 4. Hypotheses testing

Hypotheses	Estimate LISREL	t-value (> 1,96)	Results
H1: Perceived Value effect on Behavioral Intention	0.43	4.64	H1 accepted
H2: Perceived Trust effect on Behavioral Intention	0.16	2.02	H2 accepted
H3: Perceived Service Quality effect on Behavioral Intention	0.16	1.99	H3 accepted
H4: Word of mouth effect on Behavioral Intention	0.30	3.75	H4 accepted
H5: Perceived Value effect on Word of Mouth	0.29	3.00	H5 accepted
H6: Perceived Trust effect on Word of Mouth	0.24	2.78	H6 accepted
H7: Perceived Service Quality effect on Word of Mouth	0.35	3.94	H7 accepted
H8: Word of mouth has mediated effect between Perceived Value on Behavioral Intention	0.09	2.55	H8 accepted
H9: Word of mouth has mediated effect between Perceived Trust on Behavioral Intention	0.08	2.22	H9 accepted
H10: Word of mouth has mediated effect between Perceived Service Quality on Behavioral Intention	0.11	2.72	H10 accepted

H1: Perceived Value effect on Behavioral Intention
Perceived Value has positive effect on Behavioral Intention with estimate LISREL value 0.43 and t-value > t-table (4.64 > 1.96) meaning that the cruise passengers who experienced value during the cruise will increase the intention to cruise. This result is supported by previous research (Konuk 2018; Shah et al. 2021).

H2: Perceived Trust effect on Behavioral Intention
Perceived Trust has positive effect on Behavioral Intention with estimate LISREL value 0.16 and t-value > t-table (2.02 > 1.96) meaning that the cruise passengers has trust on the cruise operator then will increase the intention to cruise. This result is supported by previous research (Ahn and Kwon 2019; Wong and Mo 2019).

H3: Perceived Service Quality effect on Behavioral Intention
Perceived Service Quality has positive effect on Behavioral Intention with estimate LISREL value 0.16 and t-value > t-table (1.99 > 1.96) meaning that the cruise passengers who experienced good service quality then will intent to cruise. This result is supported by previous research (K. P. Lai et al. 2020; Pan, T., et al 2021).

H4: Word of mouth effect on Behavioral Intention
Word of mouth has positive effect on Behavioral Intention with estimate LISREL value 0.30 and t-value > t-table (3.75 > 1.96) meaning that the cruise passengers who experience on cruise and recommend their family and friend to take cruise then will increase the intention to cruise. This result is supported by previous research (Gholipour Soleimani and Einolahzadeh 2018; Tsai and Bui 2021).

H5: Perceived Value effect on Word of Mouth
Perceived Value has positive effect on Word of mouth with estimate LISREL value 0.29 and t-value > t-table (3.00 > 1.96) meaning that the cruise passengers who experienced good value during the cruise will a positive word of mouth. This result is supported by previous research (Giantari et al. 2021; Mahadin and Akroush 2019).

H6: Perceived Trust effect on Word of Mouth
Perceived Trust has positive effect on Word of mouth with estimate LISREL value 0.24 and t-value > t-table (2.78 > 1.96) meaning that the cruise passengers who has trust the cruise operators will create word of mouth. This result is supported by previous research (Radiah et al. 2021; Zalloum et al. 2019).

H7: Perceived Service Quality effect on Word of Mouth
Perceived Service Quality has positive effect on Word of mouth with estimate LISREL value 0.35 and t-value > t-table (3.94 > 1.96) meaning that the cruise passengers who experienced good service quality then will create word of mouth. This result is supported by previous research (Mahadin and Akroush 2019).

H8: Word of mouth has mediated effect between Perceived Value on Behavioral Intention
Word of mouth has positive mediated effect between Perceived Value on Behavioral Intention with estimate LISREL value 0.09 and t-value > t-table (2.55 > 1.96) meaning that the word of mouth has partial mediated effect in relationship Perceived Value on Behavioral Intention. When the cruise passengers feel good value about cruise, they will inform the others and create behavioral intention. This result is supported by previous research (Hasan et al. 2021).

H9: Word of mouth has mediated effect between Perceived Trust on Behavioral Intention
Word of mouth has positive mediated effect between Perceived Trust on Behavioral Intention with estimate LISREL value 0.08 and t-value > t-table (2.22 > 1.96) meaning that the word of mouth has partial mediated effect in relationship Perceived Trust on Behavioral Intention. When the cruise passengers feel trust about cruise, they will inform the others and create behavioral intention. This result is supported by previous research (Guerreiro and Pacheco 2021).

H10: Word of mouth has mediated effect between Perceived Service Quality and Behavioral Intention
Word of mouth has positive mediated effect between Perceived Service Quality on Behavioral Intention with estimate LISREL value 0.11 and t-value > t-table (2.72 > 1.96) meaning that the word of mouth has partial mediated effect in relationship Perceived Service quality on Behavioral Intention. When the cruise passengers feel good service quality onboard the cruise, they will inform the others and create behavioral intention. This result is supported by previous research (Gholipour Soleimani and Einolahzadeh 2018).

5. Conclusion
All hypotheses constructed in this research are accepted and supported with previous research. Theoretically, this research has implication for insight related cruise passengers' intention after pandemic COVID-19. This research was carried out to analyze the behavior intention of Indonesian's cruise passengers influenced by the psychological factors that have been experienced before pandemic.

The most important antecedent to create intention to cruise is the value. Due to the global inflation and supply disruptions recently, Indonesian's cruise passengers have not plan to take cruise yet. The cruise operator needs to prepare cruise package with adding value that may attract the cruise passengers to take cruise for example a bundle package of cruise with special air fare and travel insurance.

The limitation of this research is perception respondents from Indonesian's cruise passengers who ever cruise before pandemic and the variables used in the study only covered the perceived trust, perceived value, perceived service quality, word of mouth, and behavior intention. Future study, may boarder the respondents from overseas and add another variable such as promotion and satisfaction.

References
Ahn, J., and Kwon, J. Current Issues in Tourism Green hotel brands in Malaysia : perceived value , cost , anticipated emotion , and revisit intention. Current Issues in Tourism, 0(0), 1–16. 2019.

Ahn, J., and Kwon, J. CSR perception and revisit intention: the roles of trust and commitment. Journal of Hospitality and Tourism Insights, 3(5), 607–623. 2020

Ajzen, I. From intentions to actions: A theory of planned behavior. Action Control, 11–39. 1985.

Ajzen, I. The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50(2), 179–211. 1991.

Ajzen, I., and Cote, N. G. Attitudes and The Prediction of Behavior. In Attitudes and Attitude Change (Issue 13). 2008.

Anfas, A., Hidayanti, I., Umasugi, M., and Yusuf, I. S. H. The Application of Word of Mouth in Building Community Trust and University Brand Image on Selection Decision for UPBJJ-UT Ternate. Society, 9(1), 356–379. 2021.

Bianchi, C., Milberg, S., and Cúneo, A. Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. Tourism Management, 59, 312–324. 2017.

Buttle, F. A. Word of mouth: Understanding and managing referral marketing. Journal of Strategic Marketing, 6(3), 241–254, 1998.

CLIA. State of the Cruise Industry Outlook. Cruise Line International Association, 1–25. https://cruising.org/news-and-research/research/2019/december/state-of-the-cruise-industry-outlook-2020. 2020.

Cruise Industry News. Here Are the Cruise Ships Carnival Is Selling - Cruise Industry News | Cruise News. https://www.cruiseindustrynews.com/cruise-news/23517-here-are-the-cruise-ships-carnival-is-selling.html. 2020.

de Matos, C. A., and Rossi, C. A. V. Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators. Journal of the Academy of Marketing Science, 36(4), 578–596. 2008.

Dos Santos, C. P., and Basso, K. Do ongoing relationships buffer the effects of service recovery on customers' trust and loyalty? International Journal of Bank Marketing, 30(3), 168–192. 2012.

Dwyer, L. Globalization of tourism: Drivers and outcomes. Tourism Recreation Research, 40(3), 326–339. 2015.

Gholipour Soleimani, A., and Einolahzadeh, H. The influence of service quality on revisit intention: The mediating role of WOM and satisfaction (Case study: Guilan travel agencies). Cogent Social Sciences, 4(1), 1–14. ,2018.

Giantari, I., Yasa, N. N. K., Sukawati, T. G. R., and Setini, M. Student Satisfaction and Perceived Value on Word of Mouth (WOM) During the COVID-19 Pandemic: An Empirical Study in Indonesia. The Journal of Asian Finance, Economics and Business, 8(6), 1047–1056. 2021.

Gronroos, C. A Service Quality Model and its Marketing Implications. European Journal of Marketing, 18(4), 36–44. 1984.

Guerreiro, J., and Pacheco, M. How green trust, consumer brand engagement and green word-of-mouth mediate purchasing intentions. Sustainability (Switzerland), 13(14), 1–13. 2021.

Hasan, M. K., Ray, R., and Neela, N. M. Tourists' Behavioural Intention in Coastal Tourism Settings: Examining the Mediating Role of Attitude to Behaviour. Tourism Planning and Development, 0(0), 1–18. 2021.

Ivanov, S., and Webster, C. Measuring the impact of tourism on economic growth. Tourism Economics, 13(3), 379–388. 2007.

Johnson, D., and Grayson, K. Cognitive and affective trust in service relationships. Journal of Business Research, 58(4), 500–507. 2005.

Jöreskog, K. G., Olsson, U. H., and Wallentin, F. Y. Multivariate analysis with LISREL. In Springer. Springer. 2016.

Kan, D. S., Vasylchuk, V. M., Chuprii, L. V., Datskiv, I. B., and Kravets, K. P. Globalisation processes and tourism industry development in North-East Asia (Korea, China, Japan). Linguistics and Culture Review, 5(S4), 927–941. 2021.

Konuk, F. A. The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. Journal of Retailing and Consumer Services, 43(April), 304–310. 2018.

Kopp, C. M. Perceived Value Definition. https://www.investopedia.com/terms/p/perceived-value.asp. 2020.

Lai, I. K. W., Liu, Y., and Lu, D. The effects of tourists' destination culinary experience on electronic word-of-mouth generation intention: The experience economy theory. Asia Pacific Journal of Tourism Research. 2021.

Lai, K. P., Yee Yen, Y., and Siong Choy, C. The effects of service quality and perceived price on revisit intention of patients: the Malaysian context. International Journal of Quality and Service Sciences. 2020.

Li, S., and Jaharuddin, N. S. Influences of background factors on consumers' purchase intention in China's organic food market: Assessing moderating role of word-of-mouth (WOM). In Cogent Business and Management (Vol. 8, Issue 1). 2021.

Mahadin, B. K., and Akroush, M. N. A study of factors affecting word of mouth (WOM) towards Islamic banking (IB) in Jordan. International Journal of Emerging Markets, 14(4), 639–667. 2019.

Matt Hochberg. Royal Caribbean confirms masks are optional in cruise terminals | Royal Caribbean Blog. Https://Www.Royalcaribbeanblog.Com/.https://www.royalcaribbeanblog.com/2022/04/23/royal-caribbean-confirms-masks-are-optional-cruise-terminals. 2022.

Mohd Isa, S., Lim, G. S. S., and Chin, P. N. Patients' intent to revisit with trust as the mediating role: lessons from Penang Malaysia. International Journal of Pharmaceutical and Healthcare Marketing, 13(2), 140–159. 2019.

Moorman, C., Zaltman, G., and Deshpande, R. Relationships between Providers and Users of Market Research : The Dynamics of Trust within and between Organizations. Journal of Marketing Research, 29(3), 314–328. 1992.

Mukerjee, K. The impact of brand experience, service quality and perceived value on word of mouth of retail bank customers: Investigating the mediating effect of loyalty. Journal of Financial Services Marketing, 23(1), 12–24. 2018.

Pan, T., Shu, F., Kitterlin-Lynch, M., and Beckman, E. Perceptions of cruise travel during the COVID-19 pandemic: Market recovery strategies for cruise businesses in North America. Tourism Management, 85(October 2020), 104275. 2021.

Parasuraman, A., Zeithaml, V. A., and Berry, L. L. SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12–40. 1988.

Petrick, J. F. Development of a multi-dimensional scale for measuring the perceived value of a service. Journal of Leisure Research, 34(2), 119–134., 2002.

Rachel Chang. These Cruise Lines Are Ending Vaccine Requirements—And Easing Other COVID Protocols | Condé Nast Traveler. Https://Www.Cntraveler.Com/. https://www.cntraveler.com/story/cruise-lines-dropping-vaccine-requirements-2022. 2022.

Radiah, E., Utami, S., and Chan, S. The effect of service quality and company image on word of mouth with satisfaction and trust as mediating variables on Lion Air airlines in Indonesia. International Journal of Multidisciplinary Research and Growth Evaluation, 2(August 2021), 634–643. 2021

Rempel, J. K., Holmes, J. G., and Zanna, M. P. Trust in Close Relationships. Journal of Personality and Social Psychology, 49(1), 95–112, 1985.

Shah, A. M., Yan, X., Shah, S. A. A., and Ali, M. Customers' perceived value and dining choice through mobile apps in Indonesia. Asia Pacific Journal of Marketing and Logistics, 33(1), 1–28. , 2021.

Sharma, A., and Nicolau, J. L. An open market valuation of the effects of COVID-19 on the travel and tourism industry. In Annals of Tourism Research (Vol. 83)., 2020.

Sheth, J. N., Newman, B. I., and Gross, B. L. Why we buy what we buy: A theory of consumption values. Journal of Business Research, 22(2), 159–170., 1991.

Silva, A. L. R. da. An overview of the impact of COVID-19 on the cruise industry with considerations for Florida. Transportation Research Interdisciplinary Perspectives, 10(May), 100391, 2021.

Soelasih, Y., and Sumani, S. The Effect of Word-of-Mouth on Purchase Intention: A Case Study of Low-Cost Carriers in Indonesia. Journal of Asian Finance, Economics and Business, 8(4), 433–440., 2021.

Susan J. Young. CDC Ends Pandemic-Era Program for Cruise Ship Operations | Travel Agent Central. Https://Www.Travelagentcentral.Com/. https://www.travelagentcentral.com/cruises/cdc-ends-pandemic-era-regulations-restrictions-cruise-ship-operations. 2022.

Sweeney, J. C., and Soutar, G. N. Customer perceived value: The development of a multiple item scale in hospitals. Journal of Retailing, 77(2), 203–220., 2001.

Tsai, F. M., and Bui, T. D. Impact of word of mouth via social media on consumer intention to purchase cruise travel products. Maritime Policy and Management, 48(2), 167–183, 2021.

Wong, W. H., and Mo, W. Y. A Study of Consumer Intention of Mobile Payment in Hong Kong, Based on Perceived Risk, Perceived Trust, Perceived Security and Technological Acceptance Model. Journal of Advanced Management Science, 7(2), 33–38, 2019.

World Travel and Tourism. Travel and Tourism Economic Impact | World Travel and Tourism Council (WTTC). https://wttc.org/Research/Economic-Impact. 2021.

Wu, L. Y., Chen, K. Y., Chen, P. Y., and Cheng, S. L. Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. Journal of Business Research, 67(1), 2768–2776. , 2014.

Zalloum, L., Alghadeer, H., and Nusairat, N. The Effect of Using Mobile Banking Services Applications on Electronic Word of Mouth: The Mediating Role of Perceived Trust. International Business Research, 12(9), 62. , 2019.

Zeithaml, V. A. Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. Journal of Marketing, 52(3), 2–22, 1988.

Biographies

Lianna Wijaya is a faculty member in the Management Department of Bina Nusantara Online Learning, Bina Nusantara University. She earned A.Md in Tourism Management at Pelita Harapan Tourism Academy, a bachelor's degree in business management at Bina Nusantara University, and a master's degree in information systems at Bina Nusantara University. She started her career as a practitioner in the hospitality and tourism industry 15 years. Currently pursuing Doctoral Degree in Service Management at Trisakti University. Her research interest includes management, marketing, tourism, hospitality artificial intelligence, the internet of things, and education. She is a member of FMI (Forum Management Indonesia) and an IEOM professional member.

Bahtiar Usman is an alumnus of the doctoral program in financial management from Universitas Indonesia in 2012. He is a lecturer at the Faculty of Economics and Business, Universitas Trisakti. He teaches courses related to Financial Management for Bachelor, Master dan Doctoral degree. Currently he is the coordinator of Doctoral Degree in Financial Management at Trisakti University, Marketing and Human Resources at FEB Trisakti University. Together with several other lecturers, he actively publishes scientific papers in national and international journals with expertise in Finance.

Sarfilianty Anggiani is a lecturer at Trisakti University. She is an alumnus of a doctoral program on the same campus. In addition to teaching, She has certifications from Certified National Trainer from BNSP Indonesia, Certified Human Resources Professional from Human Capital Indonesia, and Certified Work Training Institute from BNSP Indonesia, also she is a consultant for Human Resources Management and Business. Her research interests are in Human resources Management, Industrial Training, and Business Value Management.

Hermanto Yaputra is a lecturer in Economic Faculty for Undergraduate in Trisakti University and as secretary of the service management concentration doctoral program at University of Trisakti. He holds a doctoral degree majoring in service management from University of Trisakti. He also active as an entrepreneur in Invesment Industries Indonesia. His research interests in investment, value-based management, service management, and economic.