

Determining Factors of Tourists Loyalty to Revisit Phnom Penh, Cambodia

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Abstract: The purpose of this study is to determine what factors affect travelers' decisions and loyalty to Phnom Penh as a travel destination. The study focusses on aspects such as the city's high crime rate (62.18% in 2018), which has increased by 73.08% in the previous three years. This problem is exacerbated by elements including perceived risk, brand knowledge, and E-WOM. Destination brand knowledge is the dependent variable, while electronic word-of-mouth and destination brand knowledge are the independent variables, according to the literature. Furthermore, it has been established that tourists' loyalty is a dependent variable and perceived risk is a mediating variable. The model uses non-probability sampling to collect data from 384 respondents utilizing a correlational research design and quantitative research approach. Additionally, SPSS version 27 is performed for the statistical analysis tools approach. The study examines the relationship between perceived risk, electronic word-of-mouth (E-WOM), destination brand knowledge, and tourists' loyalty in Phnom Penh, Cambodia, based on statistical results. It was discovered that there was a favorable relationship between E-WOM and destination brand knowledge, which affected tourists' choices and loyalty. It also showed a negative correlation between tourists' loyalty and perceived risk, pointing to tactics for enhancing trust and reducing risk. Policymakers and stakeholders in the tourism industry can use the findings to promote sustainable tourism growth and improve Phnom Penh, Cambodia's competitiveness as a destination.

Keywords: Tourist's loyalty to revisit.

1. Introduction

The tourist sector is a crucial sector in contemporary society, exhibiting significant growth rates and exerting a substantial influence on the sustainable economic development of multiple countries. It arises as a result of population growth, urbanization, industrialization, and technical improvements, which promote social and economic progression as well as higher disposable money, longer leisure times, and an increase in the number of tourist attractions. The Asia-Pacific area, especially Southeast Asia, is witnessing significant expansion in the growing global interest in tourism.

A total of 1,464.3 million foreign visitors arrived in the world in 2019, with 3.8 million more arriving in Southeast Asia than in the year before. The private sector in Cambodia has flourished, especially in the areas of lodging, travel, and tour guides, as the Royal Government of Cambodia envisioning the

country as a premier tourist destination. Tourism contributed 12.1% to Cambodia's GDP in 2019, supporting over 2.2 million jobs. Key attractions drawing tourists to Cambodia include its rich cultural heritage, stunning natural landscapes, and ongoing efforts to enhance tourism infrastructure.

With 17.2 million people, Cambodia is a prominent country in Southeast Asia that is well-known for its economic dynamism. 6,610,592 foreign visitors were welcomed into the nation in 2019, a 6.6% rise from the year before. According to World Tourism Travel Council (2020) projections, Cambodia is expected to receive 8,037,000 foreign visitors by 2027, which will generate 3,389,000 jobs, or 33 percent of the country's total employment. It is anticipated that this growth trajectory will result in spending of almost USD 7 billion.

Due to its rich cultural history, a wide variety of man-made and natural sites, recreational activities, shopping malls, and other tourist amenities, the capital city of Phnom Penh is a highly sought-after travel destination for both local and foreign travelers. Nevertheless, safety worries are still present in 2018; the average crime rate is 62.18%, having increased by 73.08% in the previous three years. expressing concerns about what influences travelers' decisions to visit and their fidelity to the destination, especially in Phnom Penh. To counter this, a thorough investigation into how brand awareness, perceived risk, and electronic word-of-mouth (E-WOM) interact to influence travelers' decisions and fidelity to Phnom Penh as a travel destination has been conducted.

The capital city Phnom Penh is a highly sought-after destination for both domestic and international tourists due to its rich cultural heritage, diverse natural and man-made attractions, recreational facilities, shopping opportunities, and tourist amenities. However, in 2018 the safety concerns persist, the average crime rate stands at 62.18%, with a 73.08% increase over the past three years. particularly in Phnom Penh, raising questions about factors influencing tourists' decisions to visit the destination and their loyalty to the destination. To challenge this, a comprehensive study examining the interplay between factors such as electronic word of mouth (E-WOM), brand knowledge, and perceived risk contributes to tourists' decisions and loyalty to visit Phnom Penh, Cambodia as a tourism destination.

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2. Literature Review

A. Tourism Industry in Cambodia

Cambodia's tourism sector has seen significant growth, with international tourism earnings reaching \$1.41 billion in 2022, and domestic travelers contributing \$650 million. This accounted for 3.6% of the country's GDP. In 2022, international tourists reached 2.28 million, a 1058.6% increase from the previous year. National tourism also saw a surge, with 13.93 million domestic tourists recorded. The tourism industry has become a key driver of job creation, providing employment opportunities for around 320,000 individuals. The Ministry of Tourism anticipates welcoming approximately 4.5 million international tourists and 16 million domestic tourists in 2023. Tourism Minister Thong Khon expects a surpassing of pre-Covid-19 tourist numbers by 2025. The Asian Development Bank and World Bank forecast an acceleration in Cambodia's growth trajectory due to ongoing tourism recovery. Chinese tourist arrivals have shown signs of recovery following the country's reopening.

B. Tourist Destinations and Plants in Phnom Penh

In addition to the previously mentioned attractions, Phnom Penh hosts several other significant tourist sites and landmarks. The Tuol Sleng Genocide Museum, once a school transformed into a prison during the Khmer Rouge era, provides a poignant insight into Cambodia's tumultuous history. Likewise, the Killing Fields of Choeung Ek, situated on the outskirts of the city, stand as a poignant memorial to the victims of the Khmer Rouge regime's atrocities. Furthermore, the Independence Monument and the lively Riverside Promenade are favored destinations for sightseeing and leisurely walks.

C. Definitions of Factors Influencing Tourists' Loyalty to Revisit

Destination loyalty involves tourists' commitment to continue patronizing or visiting a destination in the future, as well as recommending it to other potential travelers (Hurriyati, 2015). To ensure tourists remain loyal to destinations, it is imperative to offer excellent and dependable services that encourage repeat visits, even in the face of potential situational influences or marketing endeavors that may alter individuals' behavior (Rizal, Rachma, & Priyono, 2019). Tourist loyalty holds critical importance for destination stakeholders within the tourism sector, influencing tourists' repeat visitation behaviors, positive word-of-mouth referrals, and overall destination image (Zhou, 2018).

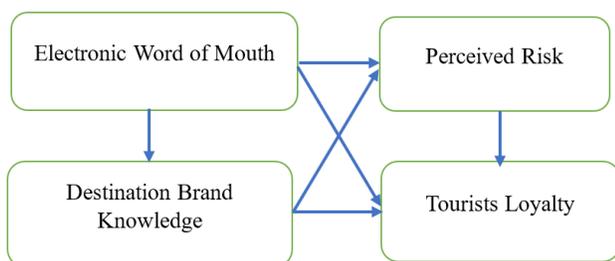


Fig. 1. Conceptual framework

D. Electronic Word of Mouth (E-WOM) and Destination Brand Knowledge (DBK)

E-WOM, according to Cheung & Thadani (2012), is the sharing of ideas, advice, and firsthand accounts on travel destinations using digital platforms such as blogs, forums, social networking sites, and online review sites. Furthermore, this phenomenon is essential for creating and disseminating knowledge about the destination, encouraging participation, and enabling communication between visitors and stakeholders (Hudson et al., 2016). According to Hudson et al. (2016), E-WOM is a strategic tool that destination management organizations and tourism businesses use to build relationships with travelers, encourage brand advocacy, and enhance destination brand understanding.

H1: Electronic word of mouth (E-WOM) has a positive impact on destination brand knowledge (DBK)

E. Electronic Word of Mouth (E-WOM) and Perceived Risk (PR)

Electronic Word of Mouth (E-WOM) has been shown by Praharjo and Kusumawati (2016) to have a substantial impact on customers' perceptions of risk, especially in the travel and tourism sector. E-WOM can reduce perceived risk by disseminating knowledge, comfort, and social validation via digital channels like social media. Customers' perception of danger with relation to their desired destinations is significantly reduced by electronic word-of-mouth (e-WOM). By obtaining reliable information about the goods, they intend to buy, consumers can reduce the risk associated with online transactions (Zhang & Hou, 2017). Additionally, customers who post unpleasant experiences or cautions online help others make better selections by broadening our understanding of the risks involved. In this way, visitors rely more heavily on E-WOM to reduce perceived risk and uncertainty, which influences their choices and plans for making reservations (Tsao et al., 2015; Tsao et al., 2015; Hussain et al., 2017).

H2: Electronic word of mouth (E-WOM) has a positive impact on perceived risk (PR)

F. Electronic Word of Mouth (E-WOM) and Tourist Loyalty (TL)

Travelers engage with like-minded people and join an online travel community by exchanging experiences, advice, and recommendations on digital platforms, which increases advocacy and loyalty. Young people are willing to participate in the E-WOM context when it comes to online communication, and they like to read and write comments and evaluations on websites, which supports the significant online influence of this demographic (Yan et al., 2018). Furthermore, E-WOM has a significant impact on how travelers perceive a place by influencing its reputation and image (Xiang et al., 2017; Kanwel et al., 2019). E-WOM has impacted consumer behavior more and more, according to Hu & Kim (2018), particularly among Generation Y.

H3: Electronic word of mouth (E-WOM) has a positive impact on tourist loyalty (TL)

G. Destination Brand Knowledge (DBK) and Perceived Risk (PR)

Destination Brand Knowledge (DBK) is the understanding and familiarity that travelers have with a destination's brand. It includes important aspects like brand awareness, brand image, and brand experiences, all of which have an impact on how tourists perceive perceived risk in a variety of contexts, most notably the tourism sector. Citing Buhalis & Foerste (2015), it was highlighted that integrated marketing communication methods are critical in forming brand perceptions and mitigating perceived risk, which in turn increases tourist trust and credibility (Litvin et al., 2018). By employing consistent messaging across a variety of platforms, including public relations, social media, and advertising, destination marketers can improve brand awareness and image. Communication that is in line with visitor preferences helps foster trust and lower perceived danger. Positive reviews and recommendations can verify perceived risk, whereas negative brand image can deter travelers (Gretzel et al., 2015). Additionally, Choi et al. (2023) discovered that travelers who possess thorough destination brand experiences typically perceive reduced levels of danger while considering a trip. According to earlier studies, visitor happiness and destination loyalty are positively correlated with unique travel experiences (Azis et al., 2020).

H4: Destination brand knowledge (DBK) has a positive impact on perceived risk (PR)

H. Destination Brand Knowledge (DBK) and Tourist Loyalty (TL)

Positive brand associations such as safety, authenticity, and uniqueness cultivate emotional bonds with the destination, nurturing long-term loyalty. A favorable brand image influences tourists' perceptions of value and satisfaction, fostering repeated visitation and advocacy (Su et al., 2017; Zhang et al., 2014). Not far from the above concepts Wisker et al., (2023) highlighted that consumers are inclined to favor a brand aligned with their self-perceived identities. The congruence between consumers' self-images and the functional aspects they associate with a brand contributes to bolstering destination brand loyalty. The cognitive assessments of image and risk perceptions usually refer to the knowledge on a destination and are normally evaluated based on characteristics (Shim and You, 2015). Additionally, brand image mirrors the positive attributes of a travel destination, although perceived risk will typically focus on its drawbacks (Chew and Jahari, 2014). Moreover, a few dangers might be more notable than others in a given objective, and awareness of the risk may deter tourist from making a trip to that destination, hindering visitors' arrivals (Law, 2006, Fuchs, 2013). Furthermore, the tourism experience is also defenseless against the effects of a broad range of frequent and man-made risk events, such as infectious diseases, natural catastrophes, problems with language and culture, criminal activity, and terrorist strikes (Reisinger and Mavondo, 2005).

H5: Destination brand knowledge (DBK) has a positive impact on tourist loyalty (TL)

I. Perceived Risk (PR) and Tourist Loyalty (TL)

Psychological risk, as defined by McLeay et al. (2018), encompasses feelings of anxiety or discomfort stemming from anticipated post-behavioral emotions like worry and tension, which can decrease tourist loyalty toward a destination. High crime rates, political instability, or natural disasters can foster negative safety perceptions, resulting in decreased TL and potential reputational harm. Unexpectedly perceived risk can elevate the likelihood of negative evaluations and decrease loyalty toward the destination (Sohn et al., 2016). Moreover, managing perceived risks effectively can foster a positive feedback loop wherein satisfied and loyal tourists advocate for the destination or brand (Han et al., 2018).

H6: Perceived risk (PR) has a negative impact on tourist loyalty (TL)

Simultaneously, in Cambodia, perceived risk may negatively influence loyalty across various sectors, including the tourism industry. Addressing risk perceptions and implementing strategies to mitigate risk factors are critical for destination stakeholders to cultivate long-term loyalty and satisfaction among visitors. Consequently, the following hypothesis is posited:

J. Conceptual Framework Proposed

Bases on the literature, the electronic word of mouth and the destination brand knowledge have been considered as the independent variable, while the destination brand knowledge has been examined as dependent variable. Further, the perceived risk has been taken as mediating variables, and tourists' loyalty has been regarded as dependent variable. In the case, the following figure is showed below:

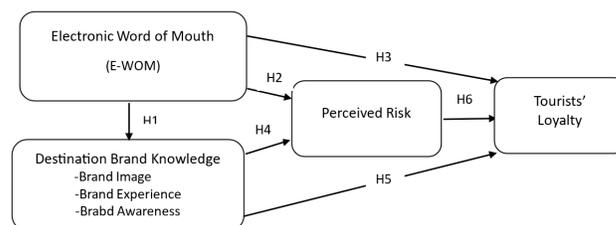


Fig. 2. Hypothesis development

3. Research Methodology

A. Sampling and Sample Frame

With the use of 384 samples (the Cochran formula for an unknown population) chosen through non-probability sampling, the current study examines the variables influencing tourists' decisions to return to Phnom Penh, Cambodia. The sample includes travelers under 20 years old who have been to the city for at least three months. When the population size is unknown and indivisible, non-probability sampling is used; methods such as convenience, purposive, and snowball sampling were used. Convenience sampling entails approaching foreign visitors at different locations and is dependent on the researcher's accessibility. Snowball sampling is used to pick a sample based on referrals within a network, whereas purposeful sampling is chosen to provide the most

pertinent information for the study. Snowball sampling was used to distribute questionnaire surveys to individuals who have visited Phnom Penh, Cambodia, with referrals from acquaintances to expand the respondent pool.

B. Research Instrument

This study collected primary data from domestic and foreign tourists through direct personal interviews and a structured questionnaire. The questionnaire included questions about respondents' profiles, such as gender, age, occupation, income, and nationality. The hypothesis development aimed to determine the effects of destination advertisement (E-WOM) on brand knowledge such as brand image, experience, and awareness. The study also sought to understand the impact of advertisement groups and destination brands on tourist loyalty. The questionnaire was pre-tested and modified before finalization. Secondary sources were collected in a structured format. The research instruments used included normal scales, such as age, gender, occupation, education, and monthly income, and a Likert scale (1=Strongly disagree, 2=Disagree,

3=Undecided, 4=Agree, 5=Strongly agree) to measure for hypothesis development.

C. Data Analysis

A vital tool for analyzing the variable structure in a study is factor analysis (Hair, Black, Babin, and Anderson, 2019). To provide dependable results, an exploratory technique was employed in this study to find inconsistencies and improve the dataset. The dependability of the research variables was evaluated using a reliability test. The suitability of the sample for factor analysis was evaluated using the Kaiser-Meyer-Olkin (KMO) test. A factor loading score of 0.6 or higher, a cumulative percentage of variance explained exceeding 60%, eigenvalues exceeding 1, inter-total correlation values of 0.5 or higher, and a Cronbach alpha (α) value greater than or equal to 0.6 are the recommended specifications for factor analysis and reliability tests, as stated by Hair et al. (2014).

Table 1
Exploratory factor analysis and reliability test

Factor Analysis						
Code	Descriptive	FL ≥60	KMO ≥50%	Eig>1	Cum >60%	$\alpha \geq 60$
Electric Word of Mouth						
EW7	Through the internet, I get the information Phnom Penh city that Phnom Penh city is the right choice.	.816	0.68**	2.65	0.614	0.78
EW11	Through the internet, I know that Phnom Penh visitors help other travelers know Phnom Penh City, Cambodia	.811				
EW10	I'm interacting on social media for information about Phnom Penh city.	.755				
EW6	The E-WOM recommends Phnom Penh, Cambodia destination to my relative and close friends.	.751				
Perceived Risk						
PER5	A terrorist attack that can destroy your personal properties and lives may happen unexpectedly.	.876	0.88**	3.96	0.661	0.89
PER3	Unexpected natural disasters, such as floods, landslides, Storms, etc. may happen.	.859				
PER6	The unexpected political restrictions may limit the places you are visiting and traveling.	.797				
PER7	The unfriendliness of Cambodian people may happen to you regarding the different cultures and social beliefs.	.786				
PER4	Unexpected crimes may happen while visiting Phnom Penh city.	.784				
PER2	Diseases, such as SARS, Bird Flu, Covid 19, etc. may happen to affect your health during visiting Phnom Penh city.	.771				
Destination Brand Knowledge						
Destination Brand Image						
BI4	Phnom Penh city offers a variety of outdoor activities.	.846	0.67**	1.96	0.655	0.85
BI6	Phnom Penh city offers good quality tourist information.	.807				
BI17	Phnom Penh city is a safe place to visit.	.774				
Destination Brand Experience						
BE10	I engage in a lot of thinking when I am in Phnom Penh city.	.869	0.64**	1.97	0.658	0.73
BE11	Phnom Penh city does not make me meditate.	.841				
BE8	Phnom Penh city gives me bodily experiences.	.717				
Destination Brand Awareness						
BA3	I can recognize Phnom Penh city among similar.	.809	0.68**	1.93	0.645	0.72
BA4	Some characteristics of Phnom Penh city come to my mind quickly.	.808				
BA2	I am aware of Phnom Penh city as a travel destination.	.793				
Tourists' Loyalty						
TLO6	You always have good memory and experiences for surely revisiting Phnom Penh now and then.	.859	0.84**	3.27	0.647	0.86
TLO5	You always recommend other people to visit Phnom Penh city.	.830				
TLO4	You plan to visit Phnom Penh city again in near the future.	.825				
TLO7	Good memory of visiting Phnom Penh makes you decide to come back again.	.752				
TLO3	You often visit Phnom Penh city regarding its attractive differences from other cities.	.751				

4. Result and Discussion

A. Personal Profiles Analysis

The data shows that 12.12% of males and 9.13% of females are over 50, while 27.27% of males and 14.16% of females are in the 40-49 age bracket. The majority of respondents have Bachelor's degrees, with 23.96% having Master's degrees. The majority of respondents are businessmen, government officers, and employed in private organizations. The geographic diversity of the respondents is significant, with the largest proportion hailing from ASEAN at 35.94%. European respondents constitute 28.91%, while Chinese respondents accounted for 10.42%.

Table 2
Personal profiles

Demographic	Category (384)	Frequency	Percent
Gender	Male	165	43.0
	Female	219	57.0
	Total	384	100.0
Ages	Under 20	5	1.3
	20-29	136	35.4
	30-39	127	33.1
	40-49	76	19.8
	Over 50	40	10.4
	Total	384	100.0
Education	High School	42	10.9
	Bachelor	236	61.5
	Master	93	24.2
	Doctoral	13	3.4
	Total	384	100.0
Occupation	Student	15	3.9
	Government officer	74	19.3
	Private Org	49	12.8
	NGOs	28	7.3
	Businessman	170	44.3
	Farmer	4	1.0
	Retirement Or Pension	29	7.6
	Wife house	8	2.1
	other	7	1.8
	Total	384	100.0
	Nationality	Asean	146
Asian		25	6.5
Chinese		39	10.2
Korea		10	2.6
USA		23	6.0
Japanese		3	.8
Australia		21	5.5
New Zealand		8	2.1
European		109	28.4
Total	384	100.0	

B. Regression Result

1) First sub-model

Referring to the conceptual framework, the regression equation model is divided in two stages. First, the simple regression to investigate electronic word-of-mouth (E-WOM) has been considered as independent variable, while destination brand knowledge, perceived risk, and tourists' loyalty has been taken as dependent variables.

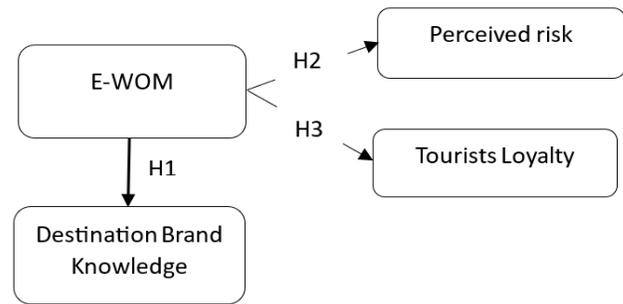


Fig. 3. Model I simple regression

Hypothesis 1 (H1): Electronic Word of Mouth and D. brand knowledge (EWM-DBK)

The study reveals that electronic word of mouth significantly influences destination brand image in Phnom Penh, Cambodia. The regression coefficient for destination brand image is 0.54, with a significance level of less than 1%. The dependent variables, destination brand knowledge, were also significantly influenced by electronic word of mouth. Therefore, the null hypothesis "H1: electronic word of mouth has a positive significant impact on destination brand knowledge" is accepted, indicating that electronic word of mouth significantly influences destination brand image. as evidenced by prior studies (Anubha and Shome, 2021; Aprilia and Kusuma Wati, 2021; Gretzel et al., 2015; Hudson et al., 2016; Wang et al., 2015; Xiang et al., 2017).

Hypothesis 2 (H2): Electronic Word of Mouth and Perceived risk (EWM-PER)

The statistical analysis revealed that electronic word-of-mouth significantly influences perceived risk, with a regression coefficient of 0.59 and t and p values of 13.45 and 0.000, respectively. This indicates that electronic word-of-mouth has a positive significant impact on the dependent variable, thereby accepting the hypothesis "H2: electronic word-of-mouth has a positive significant impact on perceived risk". To aligning with prior research (Hu & Kim, 2018; Hussain et al., 2017; Lim, 2016; Luo & Zhong, 2015; Praharjo and Kusumawati, 2016; Tsao et al., 2015; Zhang and Hou, 2017).

Hypothesis 3 (H3): Electronic Word of Mouth and Tourists' loyalty (EWM-LOY)

The study found that electronic word-of-mouth significantly impacts tourists' loyalty in Phnom Penh, Cambodia. The regression coefficients showed a 0.55 coefficient for tourists' loyalty, with a significance level of less than 1%. The hypothesis "H3: electronic word-of-mouth has a positive significant impact on tourists' loyalty" is accepted, indicating that electronic word-of-mouth significantly influences tourists' loyalty in the area, as evidenced by previous studies (Xiang et al., 2017; Kanwel et al., 2019; Hu & Kim, 2018; Buhalis et al., 2020).

Table 3
Result of simple regression

Variables	R ²	Adj.R ²	ANOVA	β	t-value	P-value
EWM-DBK	0.321	0.320	180.89***	0.59	13.45	<0.01
EWM-PER	0.146	0.144	65.54***	0.59	13.45	<0.01
EWM-TLOY	0.207	0.205	99.56***	0.55	9.97	<0.01

The symbol (*) indicates rejection of null hypothesis at 10%, (**) indicates rejection hypothesis at 5% and (***) indicates rejection of null hypothesis at the 1% level.

2) *Second sub-model*

The second sub-model of the multiple regression, the destination brand knowledge, such as destination brand image, brand experience and destination brand awareness have been considered as independent variables, while the perceived risk and tourists' loyalty has been taken as dependent variable.

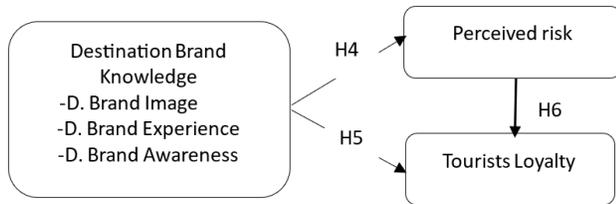


Fig. 4. Model II multiple regression

With reference to Table 4's weighted arithmetic mean result, the item scales tended from "Agree to Fairly agree" level. With the exception of perceived risk and destination brand experience, which tended to fairly agree and have a standard deviation of less than 1, the destination brand image and brand awareness tended to level of accord. Additionally, the correlation matrix's results are applied to all variables discovered throughout the formal factor analysis and reliability test phases. All of the variables have a significant relationship, according to the results.

The regression model shows a significant relationship between electronic word of mouth and brand experience, with a significant R square of 0.177 (17.70%). The Adjust R square is good, indicating the IVs and DV have common arranged the model of 17%, showing the generalization of the results (Adjust R² > 0.10%). The F value is 28.50, indicating that the outcome of the predictors is related to population scores, indicating that the independent variable has jointly influenced the dependent variable.

Hypothesis 4A (H4a) The destination brand image and perceived risk (DBI-PER)

The regression results in Table 5, 7 show that the destination brand image had no significant impact on perceived risk in Phnom Penh, Cambodia. The coefficients for perceived risk were -0.001, and t and p-value of -0.011 and 0.991 indicating that the destination brand image did not significantly influence the dependent variable because the level of significance was

over 5%. It confirmed that the hypothesis (H4a) that the destination brand image had a positive significant impact on perceived risk is rejected. In other word, it is concluded that the destination brand image had insignificant impact on perceived risk in the area, Phnom Penh, Cambodia.

Hypothesis 4B (H4b) The destination brand experience and perceived risk (DBE-PER)

The regression results show that the destination brand experience has a significant impact on perceived risk in Phnom Penh, Cambodia. The coefficients of perceived risk are 0.419, with t and p-value of 6.22 and 0.000, a significance level of less than 1%. Therefore, the hypothesis H4(b): "Destination brand experience has a positive significant impact on the perceived risk" is accepted, indicating that the destination brand experience significantly influences perceived risk in the area, Phnom Penh city.

Hypothesis 4C (H4c) The destination brand awareness and perceived risk (DBA-PER)

The regression results show that destination brand awareness has no significant impact on perceived risk in Phnom Penh, Cambodia. The coefficients for perceived risk are 0.099, with t and p-value of indicating that destination brand awareness has no significantly influence the dependent variable. The level of 1.358 and 0.175, over 5% (insignificance), confirming the hypothesis (H4c): "destination brand awareness has a positive significant impact on perceived risk." is rejected. In other word, destination brand awareness does not significantly influence on perceived risk in the tourism destination, Phnom Penh capital. Thus, the H4 (H4(a), H4(b), and H4(c)): Destination Brand Knowledge inversely impacts perceived risk in tourism. tourists become familiar with a destination's brand; their perception of associated risks decreases. a finding consistent with previous research in tourism (Buhalis & Foerste, 2015; Choi et al., 2023; Gretzel et al., 2015; Litvin et al., 2018; Loureiro & Kastenholz, 2011; Wang et al., 2012).

H5: The Destination brand knowledge and tourists' loyalty to visit Phnom Penh, Cambodia

With regard to the weighted arithmetic mean result showed (in table 6) that the tendency of the scale has from "Agree to Fairly agree" level. Tourists 'loyalty, destination brand image and destination brand awareness tended to "agree" level, except destination brand experience tended to "fairly agree" level, and

Table 4
Result of weight arithmetic mean and correlation matrix

Variables	Mean	SD	PER	BIM	BEX	BAW
Perceived risk	3.2018	.99767	1	.264**	.415**	.277**
Destination brand image	3.5712	.90777		1	.585**	.579**
Destination brand experience	3.3767	.88659			1	.527**
Destination brand awareness	3.6155	.81364				1

1. Strongly disagree, 2. Disagree, 3. Fairly Agree, 4. Agree, 5. Strongly Agrees. and **. Correlation is significant at the 0.01 level (2-tailed)

Table 5
Result of multiple regression (DBK-PER)

Independent Variable	R=0.429 R ² = 0.177 Adjust R ² =0.170			F=27.19 Sig.=0.000	
	Regression Coefficient	t-value	P-value	Collinearity	
				Tolerance	VIF
Brand Image	-0.001	-0.011	.991	.556	1.798
Brand Experience	0.419	6.222	.000	.604	1.655
Brand Awareness	0.099	1.358	.175	.611	1.637

Table 6
Result of weighted arithmetic mean and correlation matrix

Variables	Mean	SD	TLO	BIM	BEX	BAW
Tourists' Loyalty	3.6542	.84630	1	.529**	.485**	.572**
Destination brand image	3.5712	.90777		1	.585**	.579**
Destination brand experience	3.3767	.88659			1	.527**
Destination brand awareness	3.6155	.81364				1

1. Strongly disagree, 2. Disagree, 3. Fairly Agree, 4. Agree, 5. Strongly Agrees. Further, the symbol of **. Correlation is significant at the 0.01 level (2-tailed).

Table 7
Result of multiple regression (DBK-TLO)

Dependent Variable Tourists' Loyalty	R=0.634 R ² = 0.402 Adjust R ² =0.393		F = 85.29 Sig.= 0.000		
Independent Variable	Regression Coefficient	t-value	P-value	Collinearity	
				Tolerance	VIF
Brand Image	.212	4.271	.000	.556	1.798
Brand Experience	.158	3.247	.001	.604	1.655
Brand Awareness	.367	6.962	.000	.611	1.637

Table 8
Result of simple regression (PER-TLO)

Variable	R ²	Adj.R ²	ANOVA	β	t-value	P-value
PER-TLOY	0.015	0.013	5.94**	-0.172	-2.84	0.005

SD is less than 1. Further, the current study presents the correlation matrix findings, which include all variables identified throughout the formal factor analysis and reliability test phases. All of the variables have a significant correlation, according to the results.

The regression model reveals a significant relationship between destination brand knowledge and tourists' loyalty, with a 0.634 (63.40%) larger than 60%, indicating that the relationship between DBK and TOY is strong. The R square value of 0.402 (40.20%) indicates that the dependent variable is explained by the independent variables, with 40.20%, the remain account being (100% - 40.20%) an error term. The Adjust R square value of 0.559 is close to 0.555, indicating good generalization of results (Adjust R² > 0.10%). The F value of 85.29 (p-value < 0.01) indicates that the outcome of the predictors is related to the population score. In other word, the independent variables have jointly influenced the dependent variable.

Hypothesis 5A (H5a) The Destination Brand Image and Tourists' Loyalty (DBI-TLO)

The regression results show that the destination brand image did not significantly impact tourists' loyalty in Phnom Penh, Cambodia. The coefficients for tourists' loyalty were 0.530, the correspondent of the coefficient, t and p-value are t equal 4.271 and 0.000 with a significance level of less than 1%. Therefore, the hypothesis "H5(a): destination brand image has a positive significant impact on tourists' loyalty" is accepted, indicating that the destination brand image has a significant influence tourists' loyalty to revisit Phnom Penh.

Hypothesis 5B (H5b) The Destination Brand Experience and Tourists' Loyalty (DBE-TLO)

The regression results show that the destination brand experience did not significantly impact tourists' loyalty to revisit Phnom Penh, Cambodia. The coefficients for tourists' loyalty were 0.137, the correspondent of regression coefficient, t and p-value is 3.247 and 0.001, less than 1% level of significance. Therefore, the hypothesis "H5(b): the destination

brand experience has a positive significant impact on the tourists' loyalty" is accepted, indicating that the destination brand experience had a significant influence tourists' loyalty to revisit Phnom Penh, Cambodia.

Hypothesis 5C (H5c) The Destination Brand Awareness and Tourists' Loyalty (DBA-TLO)

The regression results show that destination brand awareness does not significantly impact tourists' loyalty in Phnom Penh, Cambodia. The coefficients for tourists' loyalty are .367, the correspondent of the regression coefficients of t and p-value is 6.962 and 0.000, less than 1% of the significant level. Therefore, the hypothesis "H5(c): destination brand awareness has a positive significant impact on tourists' loyalty" is accepted. In other word, it is concluded that destination brand awareness has a significant influence tourists' loyalty to visit Phnom Penh, Cambodia.

The study supports hypothesis Ho5 (Ho5a, Ho5b, Ho5c), indicating that destination brand knowledge positively influences tourist loyalty to revisit Phnom Penh. in line with various studies in the tourism sector (Azis et al., 2020; Hankinson, 2012; Hosany & Martin, 2012; Kim, 2018; Su et al., 2017; Wisker et al., 2023; Zhang et al., 2014).

Hypothesis 6 (H6): Perceived risk and Tourists' Loyalty (PER-TLO)

The study found that perceived risk negative significantly impacts on tourists' loyalty to visit Phnom Penh, Cambodia. The regression coefficients of tourists' loyalty showed a -0.172, with the correspondent of t and p-value of -2.84 and 0.005, a significance level of less than 1%. The hypothesis "H6: Perceived risk has a positive significant impact on tourists' loyalty" was rejected, indicating that perceived risk has a negative significantly influences tourists' loyalty to revisit the area. In other word, perceived risk has not improved the tourists' loyalty to revisit Phnom Penh, Cambodia. Based on the previous research findings (Chen & Chen, 2010; Hall & Page, 2014; Han et al., 2018; Huang & Hsu, 2009; McLeay et al., 2018; Sharif Pours et al., 2014; Sohn et al., 2016).

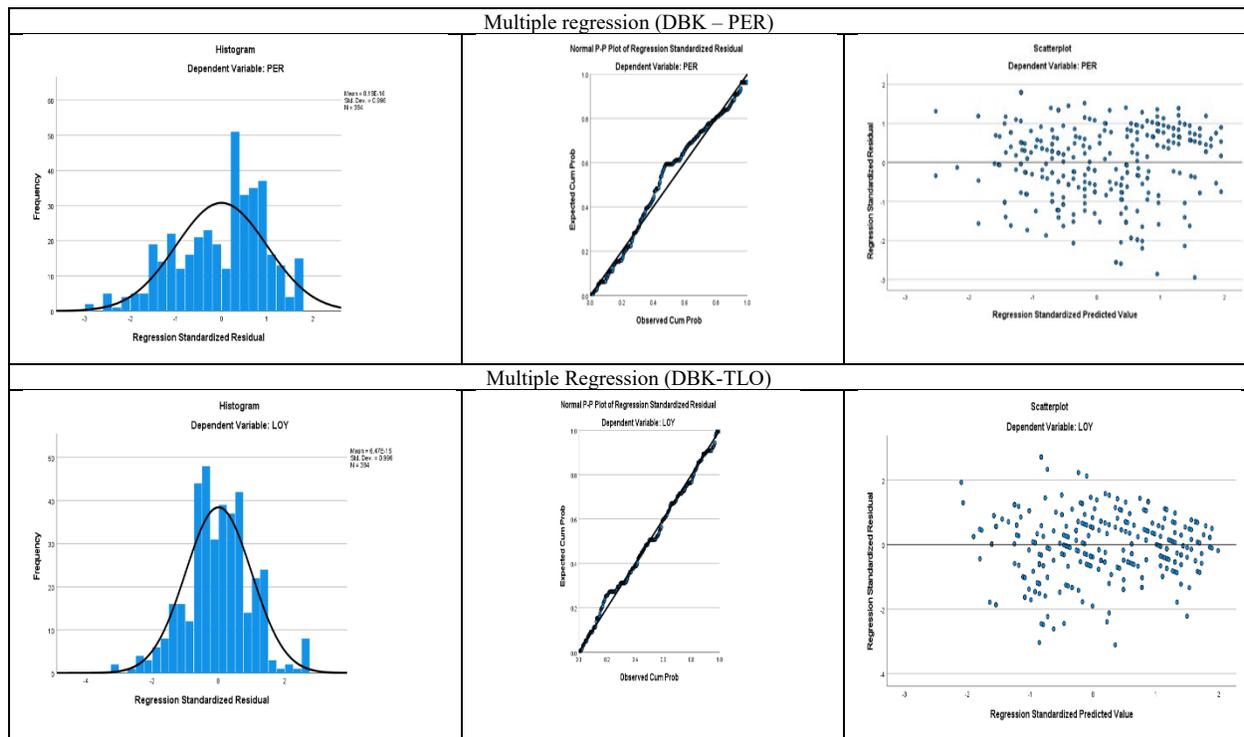


Fig. 5. Assumption result

Assumption Check:

To make sure the present study didn't violate any regression assumptions before submitting the results to research science, the study tries to analyzing whether one or more predictor variables account for the dependent (criterion) variable is known as linear regression. There are three main assumptions in the regression such as linear, homoscedastic, normal, and multicollinearity.

Normality Check:

The normal distribution graph (Figure 5) illustrate that the data is in normally distributed as zero is the center of the graph and data is between -3 to +3. The graph has bell curve shaped which is good distributed of the data. Following by this graph below shows that, it can assumption that the approaches are normality distributed. In addition, the model of variables is good enough to run the multiple regression.

P-P Plot:

In the P-P plot of data revealed that it is a good normality as shown in (Figure 5), the little circles follow the normality line. It shows perfectly align of the data sample survey, which the data deviation is relatively. Base on this graph below shows that, it can assumption that the approaches are normality distributed. Furthermore, the model of variables is good enough to run the multiple regression.

Homoscedasticity check:

The result of homoscedastic data from the scatterplot in (Figure 5) shows that the plots are close to the straight line which is from the ZRESID (Y axis of regression standardize residual) against ZPRED (X axis of regression standardize predict value). The data are well distributed close to zero on the X axis between -2 to +2, and on Y axis is also close to central of zero, in variance from -3 to +3. In short, the predicted variables are related to dependence variable.

Multicollinearity Check:

The analysis of collinearity statistics shows the assumption has been met, as VIF (the variance inflation factor) scores were well below 5, and tolerance scores above 0.20. For the current study of the both multiple regression all the values of the independent variables' VIF < 5 and their tolerant >0.20 (See table 4 & 5).

Summary hypothesis:

The hypothesis of the whole model results that the simple regression of Ho1, Ho2, Ho3 are significant (rejected), except Ho6 is negative significant. In addition, the hypothesis test of the multiple regression Ho4b, Ho5a, Ho5b and Ho5c are significant (Rejected), while H4a, H4c are insignificant (accepted).

5. Conclusion

In Phnom Penh, Cambodia, this study sought to investigate the relationship between Electronic Word of Mouth (E-WOM), Destination Brand Knowledge, Perceived Risk, and Tourist Loyalty. The study analyzed data from 384 samples using SPSS for both simple and multiple regression. The study's main goal was to identify tourist resources, with a particular emphasis on perceived risk, destination brand knowledge, and E-WOM as important factors. The study discovered a favorable relationship between E-WOM and destination expertise, which in turn affected travelers' choices and loyalty. The study also looked at the relationship between perceived risk and visitor loyalty; it discovered a negative association, which led to the development of risk-reduction and trust-building initiatives. By identifying factors impacting travelers' decisions and loyalty, the study made an indirect contribution to our understanding of the opportunities and problems facing Phnom Penh's tourism development. Techniques for reducing perceived dangers,

enhancing safety perceptions, and building trust among travelers in order to promote loyalty were discussed. The study also looks closely at how tourists' loyalty is impacted by perceptions of risk, experience, and image of the location.

6. Implications and Recommendations

The study accepted (supported) hypothesis H1 by finding a positive association between Electronic Word-of-Mouth (E-WOM) and Destination Knowledge. E-WOM improves knowledge about areas, including Cambodia's tourist sites, improving visitors' experiences and creating a sense of community that may increase tourist loyalty. The experiences of tourists are improved by this greater understanding.

For the actual destination, positive online reviews about safety measures and infrastructure in Cambodia enhance tourists' perception of safety, reducing risk perception and increasing satisfaction and likelihood of future visits. This study supports hypothesis H2, which states that exposure to E-WOM mitigates perceived risks associated with traveling to Cambodia.

The study refutes the hypothesis H3, suggesting a positive relationship between E-WOM and tourist loyalty, indicating that online reviews and social media recommendations do not singularly influence loyalty. It revealed that online reviews and recommendations do not solely influence loyalty. Personal experiences and connections with the destination are crucial for fostering lasting loyalty, beyond the influence of online reviews and recommendations.

The study confirms that H4: Destination Brand Knowledge inversely impacts perceived risk in tourists. As tourists become familiar with a destination's brand, their perception of associated risks decreases. This enhances confidence in visiting a destination, contributes to satisfaction, and increases the likelihood of recommending it.

The study supports (rejected) hypothesis H5, indicating that destination brand knowledge positively influences tourist loyalty. This knowledge leads to increased familiarity with Cambodia's brand, resulting in increased recommendations and repeat visits. This loyalty also boosts Cambodia's reputation as a tourist destination.

Hypothesis H6 shows a negative correlation between perceived risk and tourists' loyalty to Cambodia. Thus, it suggested that increased risks may deter tourists from recommending the destination. This highlights the need for effective risk management strategies and destination branding to maintain loyalty.

Policymakers, destination managers, and other stakeholders in Cambodia can benefit greatly from this study's insightful recommendations, which will help them create plans for sustainable tourism growth, destination competitiveness, and visitor loyalty.

7. Limitation and Future Research

There are limitations to the study on destination brand knowledge and electronic word-of-mouth (E-WOM) in Phnom Penh, Cambodia. It concentrates on a select group of variables,

including sociocultural, environmental, and economic elements that affect tourism. The study lacks a thorough examination of issues related to tourism development, moderating factors, contextual subtleties, and the effect of media and destination image on visitor loyalty. Since the results are unique to Phnom Penh, more investigation is necessary.

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