

THE FACTORS AFFECTING CONSUMERS' INTENTION TO TRAVEL IN NEW NORMAL ERA MODERATED BY SOCIAL MEDIA PROMOTION

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Abstract. This study aims at examining the decision model of consumer behavioral intention to travel during the new normal era. The Theory of Planned Behavior (TPB) was applied as a framework for developing research model to measure the influence of variables such as attitude, subjective norm, and perceived behavior control on Intention and was moderated by social media promotion. Google form as an electronic survey was used to collect the data of 180 respondents participating. The regression analysis was used to examine the relationship between independent and dependent variables. The moderated regression analysis was used to measure the interaction between social media promotion and the consumers' attitude. The result shows that attitude, subjective norm, perceived behavior control have positive relationship with intention.

Keywords: Attitude, Subjective Norm, Perceived Behavioral Control, Intention, Social Media Promotion.

Introduction

Tourism is 'the cheapest industry' that is able to make a positive contribution to a country's economy. In total, tourism is able to contribute a 10% of total world GDP (Gross Domestic Product) and offer 1 of 10 jobs related to the tourism industry. It is estimated that by the year 2030, there will be 1.8 billion international tourists worldwide (UNWTO, 2017).

The value of tourism exports reaches 1.4 trillion dollars or equal to 7% of the value of global exports. In total, in 2016, the revenue generated from the tourism industry reached 1,200 billion dollars where the United States rank first in revenue with a value of 205.9 billion dollars. Thailand was the only country from Southeast Asia rank the third with revenue of 44.9 billion dollars above China (rank). In Indonesia, the number of international tourists in 2017 reached more than 11 million visits with more than 12 billion dollars revenue (Ministry of Tourism, 2016). Tourism is ranked as the 4 biggest foreign exchange earners after oil and gas (18 billion dollars), coal (15 billion dollars) and palm oil (15 billion dollars).

However, interest in traveling has diminished since the outbreak of corona virus which can be seen from the number of tourist arrivals in the world down from 80 to 60 percent in 2020 (UNWTO, n.d.). This virus raises concern of Indonesian people who want to

travel. Many passengers cancel and request a refund for tour packages and tickets that have been ordered in advance.

As one of the health procedures, social distancing becomes important to be implemented. People are required to be able to keep their distance, at work, while queuing, in the elevator, inside the public transportations and when they are shopping for basic necessities at the supermarket. For the time being, the community should avoid being in the crowds, such as in group activities, or activities that gather people.

Pandemic has raised uncertainty which gives rise to a new term; “new normal”. New Normal forces people to be able to adapt to conditions where all activities should be carried out by applying the health protocol. One of the sectors most affected by this virus is the tourism sector. Since there are social restrictions, the tourism sector has experienced a drastic decline. All forms of indoor and outdoor activities in sectors related to tourism and the creative economy have been temporarily suspended in order to reduce the spread of the virus.

This study aims at examining the tourist decision model by using TPB or Theory of Planned Behaviour. The theory is used to find out the consumers’ intention in doing tourism activities in the new normal era after getting promotion from the social media.

Social Media as source of Information for Tourists

Social media plays an important role as a source of information that relevant to activities related to tourism along with the increasingly high adoption and use of communication technology (Jacobsen & Munar, 2012). It made social media as the main choice in a search did by a tourist and the search engines (Xiang & Gretzel, 2010). The use of social media participates in determining a tourist's decision to visit a tourist destination (Jacobsen & Munar, 2012).

Theory of Planned Behaviour (TPB)

Theory of Planned Behavior (TPB) is used to describe the behavior of individuals who have the intention to apply certain behaviors based on attitudes toward subjective behavior and norms (Fishbein & Ajzen, 1975). TPB has an element of behavioral control that is able to influence behavior as well as an additional factor that influences interest in its use. People’s behavior are influenced by intention towards specific

behaviors, whereas intention to behave is influenced by attitude variables, subjective norms, and perceived behavioral control (Icek Ajzen, 1991). TPB is based on human behavior in accordance with common sense considerations, humans will take information about existing behavior with consideration of the consequences and good or bad results of the behavior (Azwar, 2007).

Attitude

A person's attitude in interacting with others accompanied by actions and evaluations of belief or his positive/ negative feelings from someone when they have to act a specified behavior. Attitudes towards behavior lead to how much a person has a favorable or unfavorable appraisal of the behavior considered. (Icek Ajzen, 1991) (Fishbein & Ajzen, 1975) Furthermore, attitudes toward behavior are formed by beliefs about the significances of a behavior or simply mentioned as behavioral beliefs.(Icek Ajzen, 2005)

Subjective Norm

Subjective Norm is a social factor refers to social pressures that are felt in has or has not finished behavior. Subjective Norm affects individual behavioral intentions. behavioral beliefs, normative beliefs, and perceived behavioral control. (I Ajzen & Fishbein, 2005), Subjective Norm theory has two components, according to Fishbein and Ajzen (Angelina & E, 2014), subjective norms are formed by social pressure in the form of one's perceptions of the outlooks of people who impact in their lives regarding with or without certain behaviors . Subjective norms are influenced by the individual beliefs obtained over the views of others towards the object of attitudes associated with individuals (normative belief).Fajar concluded that subjective norms and had a significant influence on consumers' interest in visiting tourist attractions. (Fajar, 2013)

Perceived behavioral control

Perceived behavioral control is control of perceived behavior leading to feelings of ease or difficulty in performing behavior and reflecting on past experiences and anticipated obstacles. The individual's intention to conduct behavior is determined by the control of perceived behavior and subjective norms and attitudes , which create a conceptual framework that is useful for predicting and explaining human behavior (Icek Ajzen, 1991). Perceptual behavior control provides a reflection of the past experience and also anticipation towards barriers that exist. Perceived behavioral control relates to the

effects that may be owned by the individuals behavior that could change depending on the situation and type of behavior to be done. Perceived behavioral control could be seen as a form of efforts to understand the limitations of individuals in carrying out certain behaviors. Behaviors is not only determined by subjective attitudes and norms, but also supported by perceived behavioral control of trust.

Behavioral Intention

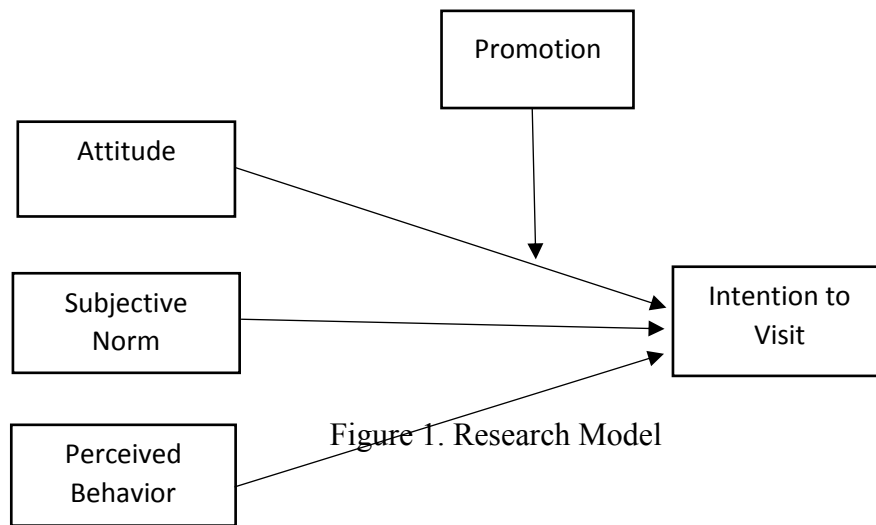
This theory explains about individual motive as a deliberate plan to conduct behavior (Beck & Ajzen). There is research confirming that a person's behavioral intentions are significantly and positively influenced by the perceived behavioral control to act in a certain way (Cheng et al., 2006), (Baker et al., 2007). In the TPB model, behavioral interest is a function of attitudes, subjective norms, and perceived behavioral control of behavior. This means that a person's interest in performing a behavior is predicted by his attitude towards his behavior and how he thinks, others will judge it if the individual performs the behavior, then internal and external beliefs are perceived as controllers. Interest is considered as "psychological activity that arises because of feelings (affective) and thoughts (cognitive) for a desired service" (Schiffman & Kanuk, 2008). Interest can be interpreted as an attitude of interest in an object that encourages individuals trying to achieve that object by paying for it or through sacrifice.

Social media tourist promotion

Tourist behavior is the key pillar of all marketing activities carried out for developing, promoting and selling tourism products and the process of learning to find out why people buy the products and how to make decision in buying. It can be concluded that by knowing the behavior of tourists, the preparation of marketing strategies can be adjusted easily. When promoting a destination, understanding and reducing obstacles is needed to increase travel intentions. Travel constraints can be negotiated if people have a strong desire to visit the destination (Swarbrooke & Horner, 2007). The image of destination and travel constraints are two important factors in the process of making travel decisions (Chen, H., Chen & Okumus, 2013). Literature states that social media as a tourism promotion media that involves the active involvement of social media users or tourists is proven to have a positive influence on the desire to visit a promoted destination (Leung & Bai, 2013).

Research Model and Hypothesis

The following is the developed research model:



The hypotheses are as follow:

H₁: Attitude has positive influence on intention

H₂: Subjective norm has positive influence on intention

H₃: Perceived behaviour control has positive influence on intention

H₄: Social media promotion has positive moderating influence on the relationship between attitude and intention

Research Method

Data Collection Method

To get information from respondents, researchers used electronic surveys distributed using Google Forms. By using convenience sampling techniques we were able to collect 180 samples of valid questionnaires then proceed to the data analysis.

Research Instrument

To measure the independent and dependent variables, researchers adopted the measurement scales used by Hansen and Paul (Hansen et al., 2004; Paul et al., 2016). A questionnaire was developed based on the adopted measurement using Likert Scale (1 to 5 scale).

Data Analysis

Respondents' profile was analyzed using descriptive statistics. Relationships between attitude, subjective norm, and perceived behavioral control were analyzed with

Bivariate Regression Analysis. To measure the interaction between social media promotion and attitude, the researchers used Moderated Regression Analysis.

Findings and Results

Respondents' Profile

The following is the profile of our respondent as presented in Table 1.

Table 1. Respondent Profile
Tabel 1 Summary of Respondent Profile

	Item	N	%
Gender	Male	64	35,6
	Female	116	64,4
Age	< 17	1	0,6
	18 - 25	142	78,9
	26 - 40	33	18,3
	> 41	4	2,2
Reason for traveling	Vacation	104	57,8
	Business Trip	20	11,1
	Visiting relatives	38	21,1
	Others	18	10,0
Occupation	Student/High School	116	64,4
	Self employed	10	5,6
	Civil servants	1	0,6
	Private personnel	34	18,9
	Housewife	4	2,2
	Others	15	8,3

Based on the table above, there are more female respondents than male respondents and almost all respondents in this study are in the range of young people and have a job as a student aiming for vacation. The researchers tested the validity and reliability of the measurement units and the indicators that were summarized in Table 2 and Table 3.

All the items were measured to have the Pearson correlation above 0.05 thus we could conclude that all the items used in this study to measure the variables were valid. Reliability test was also generated to obtain the Cronbach alpha score which is above 0.6. Therefore, the reliable items in the questionnaire are presented in Table 2.

Table 2. Validity and Reliability Measurement of Variables'

Variables	Item	R	Cr Alpha
Attitude (Hansen et al., 2004; Paul et al., 2016)	X1.1 I feel confident to take a tour when new conditions are normal	0,892	0,820
	X1.2 I feel happy to be able to travel in the Middle of New Normal Conditions	0,898	
	X1.3 I still travel in the middle of new normal conditions	0,897	
Subject Norm (Hansen et al., 2004; Paul et al., 2016)	X2.1 My friend feels undisturbed when I travel in the new normal era	0,832	
	X2.2 My family allows me to travel in the new normal era	0,888	
	X2.3 My colleagues consider that travel when new is normal is good	0,857	
Perceived Behavior Control (Hansen et al., 2004; Paul et al., 2016)	X3.1 If I want it, I can take a tour in the new normal era	0,772	
	X3.2 I think the health protocol can make it easier for me to travel in the new normal era	0,821	
	X3.3 I am free to choose to travel or not in the new normal era	0,841	
Promotion (Cheung et al., 2020)	X4.1 I am happy to collect travel promotion information through social media in the new normal era	0,871	
	X4.2 I will convey information related to travel promotions in the new normal era to my friends	0,907	
	X4.3 Promotion of travel in the new normal era is the latest information	0,858	
Behavior Intention	Y1 I will probably take a tour in the new normal era	0,936	
	Y2 I will continue to travel in the new normal era	0,950	
	Y3 I am still interested in taking a tour in the new normal era	0,955	

Regression analysis was generated to measure the relationships between independent variables: attitude, subjective norm, perceived behavior control and dependent variable of behavioral intention. The summary of the analysis is in Table 3.

Table 3 Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.787	.444		4.027	.000
	Attitude	.845	.048	.797	17.606	.000
2	(Constant)	2.569	.457		5.616	.000
	Subjective Norm	.784	.051	.755	15.368	.000
3	(Constant)	1.980	.697		2.840	.005
	Perceived Behavior Control	.677	.063	.627	10.726	.000

Based on the results of H1, H2, and H3 analysis, the significant value was $0,000 < 0.05$. H1 t-count value was $17.606 > 1.653$, H2 t-count value was $15.368 > 1.653$, and H3 t-count value was $10.726 > 1.653$.

Table 4 presented the model summary of the regression analysis. Moderated regression analysis showed that the interaction between moderating variable of social media promotion with independent variable attitude results in lesser adjusted R² value ($0.625 < 0.633$). Therefore, we rejected hypothesis 4.

Table 4. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Attitude	.797 ^a	.635	.633	1.837
Subjective Norm	.755 ^a	.570	.568	1.994
Perceived Behavior Control	.627 ^a	.393	.389	2.370
Social media promotion * attitude	.792 ^a	.627	.625	1.85818

Therefore, we present the summary of our hypothesis testing result

No.	Hypothesis	Conclusion
H1	Attitude has positive influence on intention	Supported
H2	Subjective norm has positive influence on intention	Supported
H3	Perceived behavior control has positive influence on intention	Supported
H4	Social media promotion has negatively moderating influence on the relationship between attitude and intention	Supported

Conclusion and Recommendation

The tourism sector is one aspect that driving the transportation economy in Indonesia. In this case, tourism has an important role in the development of the country's economy. The research aims to find out how the factors that drive consumer interest in traveling in the New Normal era are moderated by Marketing Promotion. Consumer decisions are influenced by attitude, normative norm, perceived behavior control where variables can increase and decrease the relationship of one variable, namely attitude to intention.

The researchers recommend the government to encourage the traveling service providers by facilitating consumers with medical devices accordance with the health protocol in the New Normal era and be able to work together. In order to support the growth of the transport economy in Indonesia, the government should provide the safety guarantee for consumers to travel.

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