BEHAVIORAL INTENTION TO TRAVEL OF YOUNG TOURIST BY RAILWAY TOWARD NEW NORMAL ERA

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Abstract

This study aims to test a model of consumer intention to travel using the train in the context of new normal era, with a focus on young tourists using the theory of reasoned act (TRA). Electronic questionnaires were distributed using convenience sampling techniques and managed to collect 200 respondents with valid responses. Regression analysis was conducted to measure the strength of the relationship between independent variables attitude and subjective norm towards intention, there was also conducted a moderated regression analysis to measure the strength of the moderating variable, social media marketing. The results show that all hypotheses show significant and positive relationships and the results of social media marketing moderation reinforce the effect of attitude on intention.

Keywords: theory of reasoned act (TRA), tourism, attitude, subjective norm, behavioral intention, train travel

Introduction

Tourism is one of the industries experiencing the most rapid development in developing countries. The Indonesian Ministry of Tourism's plan states that their target is to increase tourism's contribution to the National Gross Domestic Product to 8% in 2019 compared that of 2014 reaching 4%. Besides being able to absorb large numbers of workers, foreign exchange earnings from this sector are also large having increased to US $12.3 billion in 2015 from 8.5 billion in 2011. Tourism sector contributed about 4.23% to Gross Domestic Growth (GDP) with the absorption of labor employment reached around 12.16 million people in 2016, where it was 10.23 million people in 2015. (Santoso & Kartika, 2018).

Some segments of consumers such as youngsters and avid internet users are potential consumers to travel. If in the past the interest in visiting a tourist destination exposed by information from magazines, newspapers, tabloids, or word of mouth with testimonials, today tourist attractions can be easily found at their fingertips through various applications. The younger generation tends to have greater potential in traveling, among others, having a greater association, more knowledge about tourist attractions, actively seeking information about the latest tourist attractions.

Indonesia Statistics Bureau's (BPS) data in 2017 shows the number of Indonesian tourists traveling abroad reached 1.1 million; most of them are youngsters (Santoso & Kartika, 2018). The role of transportation in tourism is important. Tourists use various modes of transportation for trips such as tourist bus, cruise line, trains and so on. With a wide variety of transportation in Indonesia, one of the most sought after transportations by the public is the train. Trains are also popular among tourists..

The year 2020 has marked serious economic turbulent due to the emergence of COVID-19 virus outbreak that originated from the Chinese city,Wuhan, and spread throughout the world. To anticipate and reduce the number of corona virus victims in Indonesia, the government issued a policy of social limitation such as the implementation of school from home, working from home to religious service at home which is implemented in almost all regions.

The policy of large-scale social restriction is implemented to prevent the spread of the virus within the community resulting in temporary halt to almost all activities (Yunus & Rezki, 2020). Observations have shown that this epidemic is predicted to last long enough while there is a significant concern on the economy which results in what is called as new normal policy. Although at the moment almost all the attention is layed on managing its impacts, there are still a number of things that need to be anticipated when starting new normal.

The complexity of the problem is getting higher because of many aspects that are still very dynamic and unforeseen . The available data is also very limited and is constantly changing. Therefore, the discussion about the new normal needs to be viewed delicately in certain aspects, with priority in the areas most affected or areas that have the potential to trigger further/greater problems. (Yazid & Lie, 2020).

The study of the motivation of youngsters to travel is important (Verma & Chandra, 2018) because motivation is an important factor for someone to make a purchasing decision, also the possible cause of shifting one's motivation when deciding to travel, if from the beginning one only take a short trip, traveling motivation can shift more to the emphasis on fulfilling psychological needs and long-term plans or intrinsic

motivation of a person such as self-actualization. Maslow's theory recognizes five basic levels of lower needs (biogenic) to higher levels of needs (psychogenic).

The theory controls that individuals try to fulfill lower needs before higher levels of need arise. This study aims to examine the behavioral intention model to identify the factors that influence consumer decisions, especially in the tourist segment, easily to the desire to travel by train using the theory of reasoned act (TRA) as the model foundation. The benefit of this research is to strengthen theoretically the consumer decision model that is already in the literature by using the TRA theory base and extending the model by adding social media marketing moderation variables.

Theory of Reasoned Act (TRA)

Behavioral intention is a function of information or prominent beliefs about the potential to perform certain behaviors. Olson & Kendrick (2012) beliefs that behavioral intentions are preceded into two theoretically different groups: behavior and normative. Behavioral beliefs are assumed to be a basic influence on a person's attitude to behavior, whereas normative beliefs affect one's subjective norms about behavior. Therefore, salient information or beliefs influence subsequent intentions and behavior both through attitudes and subjective norms (Madden, Ellen, & Ajzen, 1992).

Attitude

Ajzen (2005) argues that attitudes towards behavior are determined by beliefs related to the consequences of an attitude or behavior or in other words called behavioral beliefs (Ramdhani, 2011). Attitude towards behavior refers to "the extent to which a person has an evaluation of the attitude or behavior that they like or don't like". In addition, attitudes include assessing if a particular behavior considered good or bad, and whether someone wants to carry out the behavior, indicating that the attitude includes perceptions related to the behavior. Attitudes are among the main important predictors of behavioral intentions, attitudes are psychological emotions that are diverted through consumer evaluations (Paul, Modi, & Patel, 2016) such as a fondness of ideas to do something, to have the desire to travel using the train or even thinking doing so can be beneficial or unfavorable impact (Borhan, Ibrahim, Miskeen, Rahmat, & Alhodairi, 2017)

Subjective Norm

Subjective norms are defined as perceived social pressure to do or not to show behavior. Influence of other people who are close or important to people such as close friends, relatives, colleaguesor business partners. Subjective norms describe individual feelings about the social pressures they feel about the behavior given. In addition, consumers have positive subjective norms on the behavior given than the behavioral intention in question is more likely to be positive (Paul, Modi, & Patel, 2016). Individuals and community take the advice of people around them who they think are close, respect and agree with these suggestions (Taylor & Todd, 1995; Borhan et al., 2017).

Behavioral Intention

The term is a function of attitude toward behavior (general feelings) about likes or dislikes for the behavior. Consumer intentions to perform certain behaviors can be affected by normative social trust assumed by consumers. For example, a preferred attitude towards appetizer before dinner in a restaurant. Yet, the intention to actually ask for an appetizer can be influenced by consumers' beliefs about the suitability (perceived social norms) to have appetizers in a situation or perhaps his motivation to comply with these normative beliefs (Hansen, Jensen, & Solgaard, 2004).

Social Media Promotion

Social media means mobile-based applications, platforms, internet tools or technology systems that enable collaboration and distribution of content online including Facebook, Instagram, blogs and Twitter, and many more. Social media is considered as an effective platform in reaching consumers at a lower cost than traditional media, such as print, TV and radio (Cheung, Pires, Rosenberger, Leung, & Ting, 2020). The media contains entertainment content, and global social interactions that can influence consumers' interest to buy something or travel with a numerous discounts and a variety of things offered to the market (Zollo, Filieri, Rialti, & Yoon, 2020)). Cheung et al., (2020) has used five dimensions to measure social media marketing: entertainment, customization, interaction, e-electronic word of mouth (e-WOM) and trendiness.

New Normal Era

An idea of a "new normal era" has come to determine the current economic era, and carry the tight connotation of resources, rapid technological change, shorter product life cycles, and intense global competition (Euchner, 2011). The new normal era is characterized by a long period of slow economic growth, tight resources, intense global competition, excessive high unemployment, rapid technological changes, uncertainties, shorter, higher product life cycles, inflation, etc (Ömür, Tunç, & Düren, 2012).

Research Model and Hypothesis

The factors investigated in this study is the effect of attitude and subjective norm on behavioral intention in which someone has the attitude or behavior in traveling by train for leisure trip, we will find out whether the habit continues even more in the current conditions where the situation in Indonesia is alarming and currently preparing to employ a new normal era. We would like also to investigate if the roles of people whether weakening or actually strengthening one's intention in traveling by train to enter new normal.

Behavior is determined by the desire of individuals to perform or not certain behaviors by predicting what benefits or losses will be obtained upon completion. An attitude represents an individual's general feelings toward something that is liked or disliked by a stimulus object (Olson & Kendrick, 2012). According to Kotchen & Reiling (2000) attitude is the main factor of behavioral intention. More specifically, in this case consumers have the desire to travel by train, and consumers believe that traveling by train can save cost, this belief can strengthen consumers' attitudes in the desire to travel by train during the new normal period. Therefore, we hypothesize:

H1: Attitude positively influences behavioral intention

Subjective norms are a belief to approve or disapprove with a behavior (Ajzen, 1991). The role of someone who is close or important to others such as close friends, family, relatives, etc. can influence one's desire to do something (H. S. Park, 2000). In this case, studies have shown the influence of other people can strengthen or weaken a

person's intention to travel by train in new normal, because public awareness of current conditions which are far from safe or Therefore, we hypothesize:

H2: Subjective norm positively influences behavioural intention.

H. S. Park (2000) states that, the desire to do something can be influenced by two factors, the attitude of subjective norms. In accordance with this case study, especially attitude, has a positive influence on one's desire to be able to travel by train in the direction of new normal times. Rudyanto (2018) said that people who avidly use online media in making decisions in buying something can be influenced by promotion on social media. Because social media contains entertainment content, things that are trending in the community, and also word of mouth and the interaction of every person on social media can affect one's interest in doing something (Zollo et al., 2020). People who use social media, can collect information about various types of companies, brands, products, and services according to their wishes, therefore, the role of social media can influence people's interest to travel or travel because of social media where people - people promote the services or goods they offer to the public and can be seen globally by everyone. Therefore, the hypothesis proposed is:

H3: Social media promotion positively moderates the relationship between attitude and behavioural intention

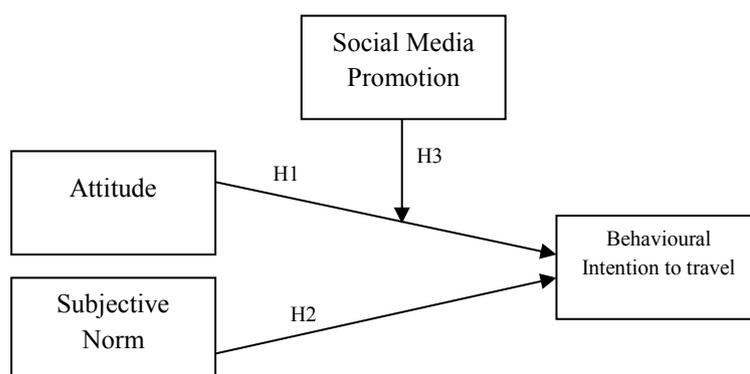Based on the development of hypotheses, the following are the research models in this study.

Figure 1. Research Model

Research Method

Data collection

The population in this study are consumers who use the train as one of the options to travel and we collected a sample of 200 respondents using questionnaires which are distributed electronically using the convenience sampling method.

Research Instrument

The instruments in the study adopted indicators used by Ahmad, Gon, Anwer, & Zhuang (2020); Minglong Li Cathy H. C. Hsu (2012); S. H. Park, Hsieh, Lee, & Lee (2017); Verma & Chandra, 2018; Ziadat (2015) and modified to suit the research context. Intention to travel, attitude and subjective norm are measured with three item 5 Likert scale and social media promotion is measured by two item 5 Likert scale (Cheung et al., 2020). The question section to identify the respondent's profile is placed at the initial of the questionnaire.

Data Analysis

The data is analyzed using regression and moderated regression analysis (MRA) techniques to test the model where we first test the validity and reliability of the question items and also ensure that the data are normally distributed.

Findings & Discussion

Respondent profile

We analyzed the valid responses and the following is profile of the respondents based on the recorded responses:

Table 1. Respondent profile

Item	Description	n	%
Gender	M	64	32%
	F	136	68%
Age	<20 years old	21	10,5%
	20-24 years old	112	56%
	25-30 years old	19	9,5%
	31-35 years old	48	24%
Education	High School	72	36%
	Diploma	31	15,5%
	Undergraduate	86	43%
	Graduate	1	0,5%
	Others	10	5,0%
Occupation	Student	101	50,5%
	Employee	65	32,5%
	Entrepreneur	9	4,5%

	Housewife	8	4,0%
	Others	17	8,5%
Last time travel by train with a purpose to…	Holiday	126	63%
	Visiting friends or relatives	38	19%
	Business	11	5,5%
	Others	25	12,5%

Following are the results we have obtained, Table 1 demonstrates that female respondents outnumbered male respondents, for an average respondents' the age of 20-24 years with the number of respondents at 112 at 56.0%. The level respondents who have undergraduate level are 86 respondents (43%). O who are 101 respondents are students and with a percentage of 50.5%. Finally, the data shows the last reason of their time travel by train before the pandemic or during the transition era that most respondents choose or use the train as a means to vacation in this transition or new normal era with 126 respondents (63 %).

Regression Analysis

Next, we performed a regression analysis of the three hypotheses as summarized in Table 2.

Table 2. Summary of Regression Analysis

			Behavioural Intention		
	r	SD	t-Value	*Adjusted R^2*	*β*
Direct Effects					
Attitude	0.495	1.56	8.019*	0.245	0.510
Subjective Norm	0.338	1.57	5.057*	0.114	0.436
2-way Interaction Effect					
Attitude *x* Social Media Marketing	0.546	-	22.173*	0.298	-

*p<.05

Table 2 shows the attitude regression coefficient on behavioural intention of 0.510, r value of 0.495 with t value of 8.019> from t table 1.972 and p-value <0.05. It can be said that attitude is significantly proven to have a relationship with intention. Table 2 also shows that subjective norm regression coefficient of 0.436 while correlation value of 0.338. This study acquired t value of 5.057 which is bigger than t table with p-value <0.05. Subjective norm i has a positive influence on intention. We

conducted a mediated regression analysis to test hypothesis 3. In the bi variate regression test between attitude and intention, an adjusted R^2 value of 0.245 was obtained. By conducting a moderated regression analysis with social media marketing as a moderator variable, the adjusted R^2 value of 0.259 is greater than the value without a moderating variable. It can be concluded that the hypothesis stating that social media marketing moderates the effect of attitude on intention is proven.

The following is a summary table of our hypotheses:

Table 3. Summary of Hypothesis

No.	Hypothesis	Conclusion
H1	Attitude positively affects Behavioural Intention	Supported
H2	Subjective norm positively affects Behavioural Intention	Supported
H3	Social media marketing moderates positively the relationship between attitude and behavioural intention	Supported

CONCLUSION

The conclusion we can draw is that we tested the consumer decision model for traveling by train in the new normal era for young tourists, the results are in line with previous studies that there is an influence between behavior and people around the interest in traveling by train in the new normal period, which is moderated by the influence of social media promotion. The data shows that marketing through social media can increase people's interest to travel by train during this new normal period.

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