



Tourist revisit intention in post covid-19 pandemica modified perspective from Theory of planned behavior (TPB)

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ARTICLE INFO

Article history:

Received Apr 02, 2023

Revised Apr 16, 2023

Accepted Apr 30, 2023

Keywords:

Attitude;
Perceived of Behavioral
Control;
Perceived of Risk;
Subjective Norm;
Tourist Revisit Intention;

ABSTRACT

The Covid 19 pandemic that has occurred for almost the last three and give a bad impact on tourism industry, especially West Sumatra. The number of tourist visits sharply reduce due to the fearnes of various risks. In January 2023, Indonesian government officially revoked the PPKM (social distancing) regulations, it makes most activities returned to normal, including tourism activities. Seeing this opportunity, it is time to all parties to take the right actions and policies so that Indonesian tourism, especially West Sumatra, can revive. The purpose of this research is to examine the relationship between attitude, subjective norm and perceived behavioral control: a Modified perspective form theory of planned behavior on tourist revisit intention to visit Sirandah Island, West Sumatra, it is mediated by perceived risk variables. 165 respondents were taken as samples in this study using a non-probability sampling technique, and distributing questionnaires using an online application (google form) to tourists who had visited Sirandah Island. The results showed that the modified perspective of the theory of planned behavior (attitudes, subjective norms, and perceptions of behavioral control) has a significant effect on perceived risk. Furthermore, the perception of risk has a significant effect on the intention and attitude of tourists to return, subjective norms, perceptions of behavioral control have a significant effect on the intention to return. Attitudes, subjective norms, and perceptions of behavioral control have a direct effect on tourists' return visits through perceived risk as a mediating variable.

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INTRODUCTION

The Covid-19 pandemic has caused panic in the global economy. (Mckibbin & Fernando, 2020) said that every country is experiencing an economic downturn due to the Covid-19 pandemic. In Indonesia, one of the main sectors most affected is the tourism industry. (Oshaghi et al., 2021) (revealed that domestic and international tourism has been widely affected around the world as a result of the Covid-19 pandemic. This prediction is very worrying because Indonesia is a developing country that relies on the tourism industry to support the wheels of the national

economy. Moreover, the contradictions that occurred in Indonesia's tourism growth in 2019 and 2020.

In 2019 Indonesian tourism is in a golden era so that the World Economic Forum (WEF) places Indonesian tourism in position 40/140 for the Travel and Tourism Competitiveness Index category in line with the increasing positive image of Indonesian tourism on the world stage. Whereas in 2020 the condition of Indonesian tourism was devastated due to the Covid-19 pandemic (Fauzi & Paiman, 2021). The existence of the Covid-19 pandemic has indeed changed the landscape of the tourism industry and consumer behavior that is adapting to new normal conditions (Meng & Chui, 2020). As revealed by (Mirzaei et al., 2021) that the Covid-19 pandemic has not only changed the economic landscape but has also had an impact on changes in travel patterns and tourist behavior. At this time tourists are more aware of cleanliness and prefer to do various activities at home compared to activities or traveling outside.

(Abbasi et al., 2020) explain that even when doing activities outside the home, tourists attach great importance to self-distancing and strictly implement health protocols. This was also stated by (Palguna et al., 2021) that during the Covid-19 pandemic, tourists were more concerned with self-distancing and paying attention to health protocols so that many tourists chose to stay at home. For this reason, tourist destinations must be prepared to be able to fulfill the wishes of tourists who are increasingly aware of the importance of maintaining health in public areas.

This change must be anticipated by all stakeholders related to the tourism industry so that the national economy can be revived. The need for tourists to travel must be met considering that during the Covid-19 pandemic, tourists experienced saturation (Milberg, 2017). Furthermore, (Suprihatin, 2020) states that in this way this need must be immediately activated which is then expressed into purchasing and consumption decisions, in this case what is meant is the decision to visit. The need for this tour is perceived to be able to move and evoke the behavior of tourist visits (Akgundus, 2021). As stated by (Ramadan, 2021) tourism industry players must study the needs, desires, perceptions, preferences and behavior of tourists, in order to meet those needs and rebuild positive perceptions of Indonesian tourism after the Covid-19 pandemic in the tourists perception in the new normal era. In the end, as the party in power, the government's role is urgently needed to overcome the decline in tourism due to the Covid-19 pandemic (Angguni & Lenggogeni, 2021).

Along with the implementation of social distancing and the transition towards a new normal, the tourism industry must also be ready to adapt to the new habits of tourists who are increasingly aware of health issues (Cheer, J.M, 2020). On the island of Sumatra, Indonesia, one that has implemented the CHSE sustainable program for the province of West Sumatra. West Sumatra is a tourist destination most visited by both domestic and foreign tourists. The Central Statistics Agency, West Sumatra reported that domestic tourist visits to West Sumatra before the Covid-19 pandemic increased in the 2017-2019 period based on data in Central Bureau of Statistics, West Sumatra. From the data it can be understood that the tourism attractiveness of West Sumatra has been proven to be able to attract tourists to visit West Sumatra (This cannot be separated from the natural beauty of West Sumatra which presents a charming charm. This special natural atmosphere motivates tourists to travel to relieve boredom, stress and have fun and enjoy holidays with family (Shi et al., 2021)

Post-Covid-19, tourists are expected to rearrange the values of intrinsic motivation for travel and perhaps a paradigm shift from the pre-Covid-19 period (Teeroovengadum, & Nunkoo, 2020). According to (Yousaf et al., 2018) personal and information sources play an important role in driving motivation to visit a destination, where risk factors can significantly affect anxiety in the mind of tourists to travel to visit a destination. These risk factors can cause travel anxiety among travelers expecting some unusual risks including fear, panic, stress, distraction or discomfort. Negative information from mass media sources can bring negative perceptions where tourists may feel afraid to visit a destination if they feel unsafe (Bagheri & Tümer, 2019)

Based on the phenomena above, the writer is interested in conducting further research on this matter. This research will be conducted in the city of Padang, West Sumatra, namely on the Sirandah Island tourist attraction. Therefore this research requires a more comprehensive study, with the title " tourist revisit intention post covid-19 pandemic in sirandah island, Padang city, West Sumatera: a modified perspective from theory of planned behavior (TPB).

Attitudes of tourists in the Covid-19 pandemic situation greatly impact the way of decision making which is influenced by perceived risk (risk uncertainty) (Amelia Soegiarto, 2012) when visiting tourist destinations. (Scott & Hall, 2021) explains that an individual's attitude can influence the way he thinks about uncertainty or risk. In addition, the results of research from explain that a person's attitude greatly influences their perception of a risk for the actions they take significantly.

Tourist attitudes influence the decision to visit a tourist destination (Guggenheim et al., 2020; (J. J. Kim & Hwang, 2020). Thus the concept of attitude shows a general personal assessment of certain behaviors that are evaluated positively or negatively. In the context of travel and tourism, many studies have found a significant positive relationship between the attitude of visiting a destination and the intention to visit or take a vacation to the destination (Hasan et al., 2020).

Based the explanation of the background and current phenomena as well as the theoretical basis of various previous studies, this research will see the effect of attitude, perceived of norm, and perceived of behavioral control towards revisit intention with perceived of risk as mediation variabel.

RESEARCH METHOD

Research design is a step in research after the development of a theoretical framework. In the research design there are several options for making rational decisions. This research will use quantitative methods. The quantitative method is an approach carried out in empirical studies to collect data, analyze and display data in numerical rather than narrative form. Based on the research objectives, it was made to analyze the effect of attitude, subjective norm, and perceived of behavioral control on revisit intention with perceived of risk as a Mediation Variable (Study in Sirandah Island, Padang, West Sumatera). the type of research used is explanatory research. According to (Henseler et al., 2018) explanatory research is a type of research to show the relationship between each variable. The purpose of this research study is hypothesis testing. By testing the hypothesis to show the nature of the relationship/independence of two or more factors in a situation.

The type of investigation in this research is descriptive study. The unit of observation in this research is a survey of tourist that has been visit Sirandah Island, Padang, West Sumatera. Researchers collect data by distributing questionnaires to the sample on the object of this study. The study setting in this research is non-situational, where this research is not carried out in certain situations such as after a crisis, disaster, and so on. This study measures the analysis of the effect of attitude, subjective norm, and perceived of behavioral control on revisit intention with perceived of risk as a Mediation Variable (Study in Sirandah Island, Padang, West Sumatera). This research will use Partial Least Square (SmartPLS) tool. This research includes descriptive research, because this research will provide information on existing and ongoing phenomena at the time the research takes place. Part of the total population will form the sample. The sample in this study is Shopee users in the new normal era at least 1 time purchase (Muharam et al., 2021). Tables and Figures are presented center, as shown in Table 1 and Figure 1, and cited in the manuscript before appeared.

RESULTS AND DISCUSSIONS

1. Respondent Characteristic

In this study, there were 243 respondents that submit the answer in this research. however form 234 respondents, only 165 respondent that has been visit Sirandah Islan, Padang, West Sumatera. Indicators on the questionnaire there are 25 question items with a scale of 5. Characteristics of respondents in this study consisted of gender, age, last education, profesion, domicilie and income per month. This study discusses attitude, subjective norm, and perceived of behavioral control on revisit intention with perceived of risk as a Mediation Variable (Study in Sirandah Island, Padang, West Sumatera).

From the 234 respondents that have been processed, the majority of respondents have visited Sirandah Island, namely a total of 165 people, while the other 78 respondents have never or have never visited Sirandah Island, Padang, West Sumatra. In addition, from 165 respondents, the majority of respondents visited Sirandah Island for vacation purposes, namely 132 people or 80%. The remaining 24 people or 15% visited for business trips and the remaining 9 people or 5% for other purposes. Based on the results of distributing the questionnaires, the characteristics of the respondents based on gender can be explained that the majority of respondents who visited Sirandah Island were women, namely 92 people or 56%. While the remaining 73 people or 44% were men. Furthermore, when viewed from the characteristics of respondents based on age, the majority are aged 20 to 30 years, namely 76 people or 46%. Meanwhile, 48 people or 29% were younger than 20 years, 37 people or 22% were aged 31 to 40 years, and the remaining 4 or 2% were people aged 41 to 50 years.

Characteristics of respondents based on their domicile, the majority of respondents live in the city of Padang, namely 51 people or 31%. Next is domiciled in Bukittingg City, namely 33 people or 20%. Meanwhile, 26 people or 16% live in Pariaman/Padang Pariaman and 32 people or 19% live in Pesisir Selatan and the rest live in other cities, 23 people or 14%. Characteristics of respondents based on work are students, namely a number of 48 people or 29%. Meanwhile, 36 people or 22% worked as private employees, 33 people or 20% worked as government/BUMN employees, 34 people or 21% were self-employed, and the remaining 14 people or 8% worked other things.

Characteristics of respondents based on their last education were people with the last education of high school/equivalent, namely 69 people or 42%. Meanwhile, 51 people or 31% were Bachelor/S1 graduates, 24 people or 15% were Diploma/D3 graduates and the remaining 21 people or 13% were Masters/S2 graduates. Furthermore, based on the amount of income, the majority have a small income of two million rupiah, namely 57 people or 35%. Next are people with an income of two to three million per month, namely 40 people or 24%. Then 27 respondents or 16% are people with an income of three to four million rupiahs per month, and the remaining 18 people or 11% have an income of more than five million rupiahs per month.

1. Descriptive Analysis

The average answer from 165 respondents on each indicator of the attitude (ATT) variable is 3.64. In the ATT1 indicator question "In my opinion, visiting Sirandah Island

after the Covid 19 pandemic was a pleasant thing" has an average of 3.66. It is shows that visiting Sirandah Island after the Covid 19 Pandemic was a pleasant thing according to the majority of respondents. The indicator with the lowest average value, namely "There are many choices of attractions and tourist activities on Sirandah Island" is found in the ATT6 indicator with an average of 3.51. This indicator gets the lowest average so that it can be input for the government to improve the type of tourist activity in Sirandah Island.

The average of 165 respondents on the subjective norm variable is 3.57. In the table above the question, "My peers supported me to visit Sirandah Island after the Covid 19 Pandemic" is an indicator of questions that have the highest average that is 3.59 with the number of respondents who agree as many as 31 respondents or 31 %. This shows that respondents agree that their peers support them in visiting Sirandah Island after the Covid 19 Pandemic. Meanwhile, the indicator with the lowest average is "People closest to me think that I need to visit Sirandah Island after the Covid 19 Pandemic" with an average value of 3.5. The indicator on perceived of behavioral control variable which has the lowest average is "I am financially able to visit Sirandah Island after the Covid 19 Pandemic" with an average value of 3.52. While for the highest score is the indicator "I have many opportunities and time to visit Sirandah Island after the Covid 19 Pandemic". Thus it can be explained that tourists have a lot of time and opportunities to visit Sirandah Island, but there are some tourists who are not financially able.

Furthermore, for the variable perceived risk, the indicator with the lowest average is "I feel safe from natural disasters when visiting Sirandah Island after the Covid 19 Pandemic" with an average value of 3.52. while the indicator with the highest average score is "I feel that I will no longer be infected with Covid 19 if I visit Sirandah Island after the Covid 19 Pandemic" with an average value of 3.61. The revisit intention variable for the indicator with the highest average value is "I plan to return to Sirandah Island after the Covid 19 Pandemic" which is 3.55, while the highest indicator is "I will visit Sirandah Island more often after the Covid 19 Pandemic" with an average value -average 3.63.

2. Validity and Reliability

Convergent validity test is used to measure whether or not each indicator of the research construct is valid. This test can be seen in the loading factor value for each construct indicator. The rule of thumb on the commonly used loading factor is > 0.5 but it is better with a loading factor > 0.7 (Sarawati & Indriani, 2021). The following are the results of the convergent validity test with the smartPLS3 test tool, which are described in the following table.

Table 1. Convergent Validity

Statement	Attitude (X1)	Perceived Behavioral Control (X3)	Perceived of Risk (Z)	Revisit Intention (Y)	Subjective Norn (X2)
AT1	0.935	0.882	0.888	0.872	0.901
AT2	0.940	0.892	0.890	0.883	0.897
AT3	0.908	0.880	0.871	0.857	0.879
AT4	0.825	0.793	0.795	0.790	0.784
AT5	0.876	0.825	0.816	0.827	0.805
AT6	0.849	0.787	0.812	0.792	0.804
PBC1	0.838	0.890	0.850	0.821	0.829
PBC2	0.785	0.834	0.798	0.792	0.765

PBC3	0.819	0.866	0.825	0.842	0.810
PBC4	0.866	0.888	0.831	0.843	0.868
PBC5	0.817	0.871	0.794	0.796	0.821
PR1	0.818	0.812	0.865	0.809	0.815
PR2	0.843	0.822	0.885	0.847	0.831
PR3	0.834	0.835	0.864	0.824	0.833
PR4	0.773	0.760	0.829	0.745	0.755
PR5	0.855	0.856	0.894	0.853	0.870
RI1	0.834	0.844	0.829	0.899	0.834
RI2	0.867	0.872	0.862	0.921	0.860
RI3	0.892	0.884	0.892	0.940	0.890
RI4	0.886	0.880	0.894	0.935	0.901
SN1	0.825	0.815	0.845	0.829	0.879
SN2	0.825	0.852	0.813	0.814	0.874
SN3	0.854	0.846	0.823	0.823	0.865
SN4	0.841	0.801	0.836	0.842	0.890
SN5	0.819	0.810	0.829	0.821	0.871

Based on the table above, it shows that the results of the outer loading after dropping 2x, the value of each question indicator is > 0.70 , so all indicators have been declared valid.

Discriminant validity test is used to ensure convergent validity results, if there are two different instruments in measuring the two constructs are predicted to be uncorrelated. This method uses cross loading and compares the AVE roots with the rule of thumb for cross loading on the discriminant validity test > 0.7 in one variable. The rule of thumb for the AVE root is > 0.5 but if the rule of thumb does not reach > 0.5 , then the results can still be used because the convergent validity results are valid. The AVE root is used to compare each construct with the correlation between constructs in the model (Saraswati & Indriani, 2021).

Table 2. Average Variance Extracted (AVE)

Variable	Average Variant Extracted
Attitude	0.792
Perceived Behavioral Control	0.757
Perceived of Risk	0.753
Revisit Intention	0.854
Subjective Norm	0.767

Based on the table above, it can be seen that the AVE value of the attitude variable has an AVE value of $0.792 > 0.5$, the Perceived Behavioral Control variable has an AVE value of $0.757 > 0.5$, the Perceived of Risk variable has an AVE value of $0.753 > 0.5$, the Revisit Intention variable has an AVE value of $0.854 > 0.5$, and finally the Subjective Norm variable has an AVE value of $0.767 > 0.5$. This value meets the requirements in accordance with the specified minimum AVE value limit of 0.50. Thus it can be stated that each variable has good discriminant validity.

Cronbach's alpha is used to measure the lower limit of the reliability value of a construct and ensure the value of composite reliability. The rule of thumb for cronbach's alpha is > 0.7 (Saraswati & Indriani, 2021).

Table 3. Cronbach Alpha

Variabel	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Attitude	0.947	0.949	0.958
Perceived Behavioral Control	0.920	0.920	0.940
Perceived of Risk	0.918	0.919	0.938
Revisit Intention	0.943	0.944	0.959

Subjective Norm	0.924	0.924	0.943
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Based on the table above it can be seen that the value for composite reliability is above 0.70 and Cronbach's alpha is above 0.60. From the output of SmartPLS above, all constructs have composite reliability values above 0.70 and Cronbach's alpha above 0.60. So it can be concluded that the construct has good reliability and has a high level of reliability so that it is in accordance with the required drinking value limit.

3. Hypothesis Result

a. R Square Analysis

Analysis of Variance (R²) or Goodness Fit is to determine the effect of the independent variables on the dependent variable, the value of the coefficient of determination can be shown in the table below:

Table 4. Analysis of Variant (R²) or Goodness Fit

Variabel	R-square	R-square adjusted
Perceived of Risk	0.929	0.928
Revisit Intention	0.924	0.922

Based on the table above, it can be seen that the table above shows the influence model of attitude, subjective norm, and perceived behavioral control on the perceived risk of tourists on Sirandah Island with an R-square value of 0.929 customer satisfaction, which means that the variable attitude, subjective norm, and perceived behavioral the control for perceived risk of Sirandah Island is only 92.9%, while the remaining variability of 7.1% is explained or influenced by other variables, which means that the remaining research variables are not explained by the researcher. The variable model of the influence of attitude, subjective norm, and perceived behavioral control on revisit intention gives an R-square value of 0.924, which is the effect of attitude, subjective norm, and perceived behavioral control on revisit intention of 92.4%, while the remaining 7.6% is not explained in the results this research.

b. Direct Influence Analysis

Hypothesis testing can be seen by the magnitude of the value of t-statistics and P Values. If the value of t-statistic > 1.970 and P Values < 0.05.

Table 5. Direct Influence Analysis

Variable	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Attitude -> Perceived of Risk	0.375	0.378	0.074	5.097	0.000
Attitude -> Revisit Intention	0.187	0.188	0.111	2.686	0.001
Perceived of Behavioral Control -> Perceived of Risk	0.269	0.270	0.079	3.400	0.001
Perceived of Behavioral Control -> Revisit Intention	0.278	0.278	0.081	3.415	0.001
Perceived of Risk -> Revisit Intention	0.236	0.236	0.081	2.923	0.003

Subjective Norm -> Perceived of Risk	0.337	0.334	0.076	4.433	0.000
Subjective Norm -> Revisit Intention	0.281	0.278	0.077	3.639	0.000

c. Indirect Influence Analysis

The mediation effect test or indirect effect test is to show the relationship between the independent variables and the dependent variable through mediation/connection. The mediating variable is a transformation process that indirectly occurs between the influence of the independent variables on the dependent variable. According to (Hair et al., 2011) there are two procedures to test the mediating effect. Based on the table above, it can be concluded that perceived risk (Z) mediates the influence of attitude (X1), subjective norms (X2), and perceived behavioral control (X3) on revisit intention (Y).

Table 6. Indirect Influence Analysis

Variable	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Perceived Behavioral Control -> Perceived of Risk -> Revisit Intention	0.063	0.064	0.031	2.044	0.041
Subjective Norm -> Perceived of Risk -> Revisit Intention	0.079	0.079	0.033	2.375	0.018
Attitude -> Perceived of Risk -> Revisit Intention	0.089	0.088	0.033	2.680	0.007

Based on the table above, it can be concluded that perceived risk (Z) mediates the effect of perceived behavioral control (X3) on revisit intention (Y). It can be seen that the original sample value is 0.063 with a t-statistic value of 2.044 > t-table 1.970 or with a p-value greater than smaller than alpha (0.041 <0.05), then the hypothesis is accepted. The results showed that perceived behavioral control (X3) has a significant influence mediated by perceived risk (Z) on revisit intention (Y). Besides that, it can also be seen that the variable perceived of risk (Z) also mediates the influence between subjective norm (X2) and revisit intention (Y). This can be seen from the original sample value of 0.079 and the t-statistic value of 2.375 > the t-table value of 1.970. In addition, the p-value is 0.018 < 0.05. The results of this study indicate that the variable perceived of risk (Z) mediates the effect of the subjective norm (X2) on revisit intention (Y). The variable perceived of risk (Z) also mediates the influence between attitude (X3) and revisit intention (Y). This can be seen from the original sample value of 0.089 and the t-statistic value of 2.680 > the t-table value of 1.970. In addition, the p-value is 0.007 <0.05. The results of this study indicate that the variable perceived of risk (Z) mediates the effect of attitude (X3) on revisit intention (Y).

CONCLUSION

Based on the results of the research and discussion in the previous chapter, it can be concluded that Attitude (X1) has a significant effect on perceived of risk (Z), Attitude (X1) has a significant effect on revisit intention (Y), Perceived of Behavioral Control (X3) has an effect significantly to the perceived of risk (Z). Furthermore, perceived of Behavioral Control (X3) has a significant effect on Revisit Intention (Y), Perceived of Risk (Z) has a significant effect on Revisit Intention (Y), Subjective Norm (X2) has a significant effect on Perceived of Risk (Z), Subjective Norm (X2) has a

significant effect on Revisit Intention (Y), Perceived Behavioral Control (X3) has a significant effect on Revisit Intention (Y) mediated by Perceived of Risk (Z), Subjective Norm (X2) has a significant effect on Revisit Intention (Y) mediated by Perceived of Risk (Z), Attitude (X1) significantly influences Revisit Intention (Y) mediated by Perceived of Risk (Z).

The results of the study show that the Theory of Planned Behavior can affect individual perceptions of a risk (perceived of risk) and affect the intention of a person or tourist to return (revisit intention) to visit a tourist attraction. Theory of Planned Behavior includes three variables in it, namely attitude, subjective norm, and perceived behavioral control. The TPB explains that attitudes toward behavior are an important factor that can predict action, although individual attitudes must be considered when testing subjective norms and measuring an individual's perceived behavioral control. When there is a positive attitude, support from people and an image of satisfaction because there are no barriers to behavior, the intention to behave is higher. Therefore, it is important for various parties to be able to see the various factors and variables that can influence the decision to return to a tourist attraction, so that the right decisions and policies can be taken to continue to increase the number of tourist visits, especially to Sirandah Island, West Sumatra.

There are some limitations in this research. First, due to the Covid19 conditions which limit social distancing and movement, the survey in this study was conducted online from potential domestic tourists throughout Indonesia which could influence and limit the findings in this study. For further research, we can build more hypotheses with more respondents. In addition, further research can be carried out by adding various variables that are related or can influence women to return to tourists, which were not discussed or examined in this study.

Further research can be carried out by looking at the limitations of this research which can be used as a source of ideas for the development of this research in the future. The suggested research expansion of this study is to add independent variables that affect perceived risk and intention to return (revisit intention). In addition, the research indicators used in this study can be supplemented with other indicators outside of this study which are relevant to the research to be conducted.

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