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TOURIST REVISIT INTENTION IN POST COVID-19 PANDEMIC: A MODIFIED PERSPECTIVE FROM THE THEORY OF PLANNED BEHAVIOUR (TPB) WITH A FOCUS ON DESTINATION IMAGE

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Abstract

The impact of the Covid-19 pandemic over the past three years has severely affected the tourism industry, particularly in Banten. The substantial decline in tourist visits is attributed to concerns about various risks. In January 2023, the Indonesian government officially lifted the PPKM (social distancing) regulations, allowing most activities, including tourism, to return to normal. Recognizing this opportunity, it is imperative for all stakeholders to implement effective actions and policies to rejuvenate Indonesian tourism, with a particular focus on Banten. The objective of this study is to investigate the interplay between attitude, subjective norm, and perceived behavioural control. This research adopts a modified perspective from the theory of planned behaviour to understand tourist revisit intentions to Umang Island, Banten, with the mediating variable being destination image. A non-probability sampling technique was employed, and questionnaires were distributed using an online application (Google Form) to 165 respondents who had previously visited Umang Island. The findings reveal that the modified perspective of the theory of planned behaviour, encompassing attitudes, subjective norms, and perceptions of behavioural control, significantly influences destination image. Additionally, the perception of risk significantly impacts tourists' intentions and attitudes towards returning, while subjective norms and perceptions of behavioural control play a significant role in the intention to revisit. Furthermore, attitudes, subjective norms, and perceptions of behavioural control exert a direct influence on tourists' return visits, with destination image serving as a mediating variable.

Keywords: destination image, attitudes, subjective norms, perceptions of behavioural control.

INTRODUCTION

The global economy has been thrown into turmoil by the Covid-19 pandemic, causing widespread panic. According to (McKibbin & Fernando, 2023), every country is grappling with an economic downturn due to the far-reaching effects of the pandemic. The tourism industry, a vital sector in Indonesia, has been particularly hard-hit, as highlighted by (Ha & Wong, 2022). Both domestic and international tourism have experienced significant disruptions worldwide due to the Covid-19 pandemic. This situation is especially alarming for Indonesia, a developing country heavily dependent on tourism to sustain its national economy (Laksana et al., 2022). The contradiction between the flourishing Indonesian tourism in 2019 and its decline in 2020 further accentuates the challenges faced (Subandi et al., 2022).

In 2019, Indonesian tourism enjoyed a golden era, earning recognition from the World Economic Forum, placing it at position 40/140 for the Travel and Tourism Competitiveness Index. However, the conditions drastically changed in 2020, as (Tjiptono et al., 2022) point out, with the Covid-19 pandemic wreaking havoc on Indonesian tourism. This global health crisis not only altered the economic landscape but also induced changes in travel patterns and tourist behaviour. Tourists have become more hygiene-conscious, showing a preference for home-based activities over outdoor ventures, as highlighted by (Zhang et al., 2023). Even when engaging in activities outside the home, tourists emphasize self-distancing and

stringent adherence to health protocols, as underscored by (Su et al., 2021). This shift in behaviour has prompted the need for tourist destinations to adapt and cater to the evolving preferences of health-conscious visitors (Cuomo et al., 2022).

Anticipating and addressing these changes is crucial for all stakeholders in the tourism industry to revive the national economy. The need for travel, suppressed during the Covid-19 pandemic due to tourist saturation, must be promptly reactivated, influencing purchasing decisions and the choice to visit specific destinations, as emphasized by (Fan et al., 2023; Seyfi et al., 2024). Tourism industry players must thoroughly study the needs, desires, perceptions, preferences, and behaviour of tourists, particularly in the new normal era post-Covid-19, to reconstruct positive perceptions of Indonesian tourism(K Kenedi et al., 2022; Laksana et al., 2023). The government's proactive role is vital in overcoming the decline in tourism resulting from the Covid-19 pandemic, as asserted by (Peters, 2021).

Adapting to the new habits of health-aware tourists is imperative for the tourism industry during the transition to a new normal. In Banten, Indonesia, the CHSE (Clean, Health, Safety, and Environment) sustainable program has been implemented, a highly visited tourist destination. Central Statistics Agency, Banten, reports an increase in domestic tourist visits before the Covid-19 pandemic in the 2017-2019 period. This data underscores Banten's proven tourism attractiveness, attributed to its natural beauty that captivates tourists, providing a delightful escape from boredom and stress, fostering family enjoyment, as noted by (Indrajaya et al., 2022).

In the post-Covid-19 era, tourists are anticipated to redefine intrinsic motivation for travel, potentially shifting paradigms from the pre-Covid-19 period, according to (Trono, 2024). Personal and information sources play a pivotal role in motivating tourists to visit destinations, with risk factors significantly influencing travel anxiety, as highlighted by (Osei, 2022). These risk factors can induce anxiety, fear, panic, stress, distraction, or discomfort, especially when fuelled by negative information from mass media sources, making tourists hesitant to visit destinations perceived as unsafe (Olya et al., 2019).

Motivated by the observed phenomena, the writer expresses interest in conducting further research, specifically in Banten, focusing on the Umang Island tourist attraction. The study aims to explore the impact of attitude, perceived norm, and perceived behavioural control on revisit intentions, with destination image serving as a mediating variable.

In the Covid-19 pandemic situation, tourists' attitudes significantly influence decision-making, influenced by destination image and the uncertainty of risk, as discussed by (Golets et al., 2023; Wang et al., 2023) when visiting tourist destinations. (Savadori & Lauriola, 2021; Shou & Olney, 2021) elaborate on how an individual's attitude can shape their perception of uncertainty or risk, impacting the actions they take. Numerous studies in the context of travel and tourism have established a significant positive relationship between attitudes toward visiting a destination and the intention to travel or vacation there (Abbasi et al., 2021; Acharya et al., 2023; Afshardoost & Eshaghi, 2020; My & Tung, 2024).

Considering the background, current phenomena, and the theoretical basis from various prior studies, this research seeks to investigate the effects of attitude, perceived norm, and perceived behavioural control on revisit intentions, with destination image as a mediating variable.

METHOD

The research design constitutes a subsequent step in the research process following the establishment of a theoretical framework. Within the research design phase, various options are available for making informed decisions. In this particular study, a quantitative method will be employed. Quantitative methods involve an empirical approach to collect, analyse, and present data in numerical form rather than narrative. The primary aim of this research is to analyse the impact of attitude, subjective norm, and perceived behavioural control on revisit intentions, with destination image serving as a Mediating Variable. The study focuses on Umang Island in Pandeglang, Banten.

This investigation adopts an explanatory research type, as defined by (Henseler et al., 2016), which aims to elucidate relationships between variables. The research study is specifically geared towards hypothesis testing, where hypotheses are tested to reveal the nature of relationships or independence among multiple factors in a given situation.

The research takes the form of a descriptive study, with the unit of observation being tourists who have visited Umang Island in Pandeglang, Banten. Data collection is carried out through the distribution of questionnaires to the selected sample. The study setting is non-situational, meaning it is not conducted in specific situations such as after a crisis or disaster. The analysis of the impact of attitude, subjective norm, and perceived behavioural control on revisit intentions, with destination image as a Mediating Variable, will be conducted using the Partial Least Square (SmartPLS) tool.

This research encompasses descriptive elements, providing information about existing and ongoing phenomena at the time of the study. The sample will be drawn from a portion of the total population.

RESULTS AND DISCUSSION

Respondent Characteristic

In this research, responses were collected from a total of 243 participants. However, out of the 234 respondents processed, only 165 had visited Umang Island in Pandeglang, Banten. The questionnaire comprised 25 items with a 5-point scale. The respondents' characteristics, including gender, age, education, profession, domicile, and monthly income, were analysed. The primary focus of the study is to examine the influence of attitude, subjective norm, and perceived behavioural control on revisit intention, with destination image serving as a Mediation Variable, specifically in Umang Island in Pandeglang, Banten.

Among the 234 processed respondents, the majority, consisting of 165 individuals, had visited Umang Island, while 78 respondents had not. Moreover, of the 165 respondents who visited, the majority (80%) did so for vacation purposes, with 15% for business trips and 5% for other reasons. Gender-wise, more women (56%) than men (44%) visited Umang Island, as revealed by the questionnaire distribution results.

Considering age distribution, the majority fell within the 20 to 30 years age group (46%), followed by those under 20 years (29%), aged 31 to 40 years (22%), and those aged 41 to 50 years (2%). Regarding domicile, most respondents resided in the city of Pandeglang (31%), followed by Serang (20%), Cilegon (16%), Lebak (19%), and other cities (14%).

Occupation-wise, students constituted the largest group (29%), followed by private employees (22%), government/BUMN employees (20%), self-employed individuals (21%), and others (8%). Based on their last education, 42% had a high school or equivalent education,

31% were Bachelor/S1 graduates, 15% were Diploma/D3 graduates, and 13% were Masters/S2 graduates.

Income distribution indicated that 35% of respondents earned a monthly income of two million rupiahs, 24% earned between two to three million, 16% earned three to four million, and 11% had an income exceeding five million rupiahs.

Descriptive Analysis

The mean response from 165 participants on each indicator of the attitude (ATT) variable is 3.64. For the ATTI indicator, "In my opinion, visiting Umang Island after the Covid-19 pandemic was a pleasant thing," the average is 3.66. This suggests that most respondents found visiting Umang Island after the Covid-19 Pandemic to be a pleasant experience. The indicator with the lowest average, specifically "There are many choices of attractions and tourist activities on Umang Island," is observed in the ATT6 indicator with an average of 3.51. This lower average highlights the need for the government to enhance the variety of tourist activities on Umang Island.

The average score of 165 respondents on the subjective norm variable is 3.57. Notably, the question "My peers supported me to visit Umang Island after the Covid-19 Pandemic" has the highest average at 3.59, with 31 respondents or 31% expressing agreement. This indicates that respondents believe their peers support their decision to visit Umang Island after the Covid-19 Pandemic. On the other hand, the indicator with the lowest average is "People closest to me think that I need to visit Umang Island after the Covid-19 Pandemic," with an average of 3.5.

In the perceived behavioural control variable, the indicator with the lowest average is "I am financially able to visit Umang Island after the Covid-19 Pandemic," scoring an average of 3.52. Conversely, the highest-scoring indicator is "I have many opportunities and time to visit Umang Island after the Covid-19 Pandemic." This implies that while tourists have ample time and opportunities to visit Umang Island, some may face financial constraints.

Moving to the destination image variable, the indicator with the lowest average is "I feel safe from natural disasters when visiting Umang Island after the Covid- 19 Pandemic," scoring an average of 3.52. Conversely, the indicator with the highest average is "I feel that I will no longer be infected with Covid-19 if I visit Umang Island after the Covid-19 Pandemic," with an average value of 3.61.

Regarding the revisit intention variable, the indicator with the highest average is "I plan to return to Umang Island after the Covid-19 Pandemic" at 3.55, while the highest-scoring indicator is "I will visit Umang Island more often after the Covid- 19 Pandemic" with an average value of 3.63.

Validity and Reliability

The convergent validity test is employed to assess the validity of each indicator within the research construct. This evaluation is based on the loading factor value for each construct indicator. The commonly accepted rule of thumb for loading factors is typically > 0.5, and it is considered preferable to have a loading factor exceeding > 0.7 (Leguina, 2015). The outcomes of the convergent validity test using the smartPLS3 test tool are presented in the following table.

Table 1. Convergent Validity

Statement	Attitude (X1)	Perceived Behavioural Control (X3)	Destination Image (Z)	Revisit Intention (Y)	Subjective Norm (X2)
AT1	0,935	0,882	0,888	0,872	0,901
AT2	0,94	0,892	0,889	0,883	0,902
AT3	0,908	0,88	0,871	0,857	0,884
AT4	0,825	0,793	0,795	0,79	0,784
AT5	0,87	0,825	0,806	0,802	0,806
AT6	0,849	0,787	0,812	0,792	0,787
PBC1	0,888	0,89	0,83	0,821	0,829
PBC2	0,785	0,834	0,798	0,782	0,765
PBC3	0,819	0,866	0,825	0,842	0,81
PBC4	0,866	0,88	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	0,871
PR2	0,843	0,822	0,865	0,847	0,831
PR3	0,773	0,755	0,789	0,754	0,78
PR4	0,853	0,76	0,829	0,825	0,824
PR5	0,774	0,746	0,824	0,81	0,809
RI1	0,855	0,844	0,892	0,875	0,882
RI2	0,867	0,872	0,89	0,9	0,874
RI3	0,892	0,874	0,892	0,9	0,884
RI4	0,886	0,85	0,884	0,892	0,893
SN1	0,82	0,815	0,843	0,829	0,834
SN2	0,825	0,852	0,813	0,814	0,874
SN3	0,841	0,846	0,832	0,823	0,827
SN4	0,854	0,801	0,826	0,842	0,84
SN5	0,819	0,81	0,829	0,821	0,871

Based on the provided table, it is evident that after eliminating two instances, the outer loading values for each question indicator exceed 0.70. Therefore, all indicators have been affirmed as valid.

The discriminant validity test serves to confirm the results of convergent validity, ensuring that two distinct instruments measuring two constructs are anticipated to exhibit no correlation. This approach involves cross-loading and compares AVE roots with the cross-loading rule of thumb in the discriminant validity test, which suggests values > 0.7 in one variable. While the rule of thumb for AVE root is typically > 0.5, it is acceptable to use results that do not reach this threshold if the convergent validity results are considered valid. The AVE root is employed to assess each construct in comparison to the correlation between constructs in the model (Hair et al., 2017).

Table 2. Average Variance Extracted (AVE)

Variable	Average Variant Extracted
Attitude	0.792

Perceived Behavioural Control	0.757
Destination image	0.753
Revisit Intention	0.854
Subjective Norm	0.767

Referring to the presented table, it is evident that 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 Destination Image 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). Each of these values fulfills the criteria outlined with the specified minimum AVE value limit of 0.50, indicating that each variable exhibits satisfactory discriminant validity.

Cronbach's alpha is employed to ascertain the lower limit of the reliability value for a construct and ensure the value of composite reliability. The rule of thumb for Cronbach's alpha is > 0.7 (Hair et al., 2017).

Table 1. Cronbach's Alpha

Variable	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
Destination image	0.918	0.919	0.938
Revisit Intention	0.943	0.944	0.959
Subjective Norm	0.924	0.924	0.943

Referring to the provided table, it is apparent that the composite reliability values exceed 0.70, and Cronbach's alpha values surpass 0.60. Examining the SmartPLS output, all constructs exhibit composite reliability values above 0.70 and Cronbach's alpha values above 0.60. Consequently, it can be inferred that the constructs demonstrate robust reliability, meeting the prescribed threshold for acceptable reliability.

Hypothesis Result

a. R-Square Analysis

The Analysis of Variance (R^2) or Goodness Fit is utilized to assess the impact of independent variables on the dependent variable. The coefficient of determination values indicating this influence can be presented in the table below:

Table 2. Analysis of Variant (R^2) or Goodness Fit

Variable	R-square	R-square adjusted
Destination image	0.929	0.928
Revisit Intention	0.924	0.922

From the provided table, it is evident that the model demonstrates the impact of attitude, subjective norm, and perceived behavioral control on the destination image of tourists on Umang Island, with an R-square value of 0.929 indicating customer satisfaction. This implies that the variables attitude, subjective norm, and perceived behavioral control collectively account for 92.9% of the variability in the destination image of Umang Island. The remaining 7.1% of variability is attributed to other variables that are not elucidated or influenced by the researcher, indicating aspects not covered in the study. Similarly, the

model illustrating the influence of attitude, subjective norm, and perceived behavioral control on revisit intention yields an R-square value of 0.924, representing the effect of these factors on revisit intention at 92.4%. The unexplained portion of 7.6% implies aspects not addressed in this research.

b. Direct Influence Analysis

The assessment of hypothesis testing involves examining the t-statistics value and P-values. A confirmation of the hypothesis is indicated when the t- statistic value exceeds 1.970, and the P Values are less than 0.05.

Table 5. Direct Influence Analysis

Variable	Original sample (O)	Sample Mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P-values
Attitude -> Destination Image	0.375	0.378	0.074	5.097	0.0
Attitude -> Revisit Intention	0.187	0.188	0.111	2.686	0.001
Perceived of Behavioral Control -> Destination Image	0.269	0.27	0.079	3.4	0.001
Perceived of Behavioral Control -> Revisit Intention	0.278	0.278	0.081	3.415	0.001
Destination Image -> Revisit Intention	0.236	0.236	0.081	2.923	0.003
Subjective Norm -> Destination Image	0.337	0.334	0.076	4.433	0.0
Subjective Norm -> Revisit Intention	0.281	0.278	0.077	3.639	0.0

c. Indirect Influence Analysis

The mediation effect test, also known as the indirect effect test, aims to illustrate the connection between the independent variables and the dependent variable through a mediating process. This mediating variable serves as an intermediary process that indirectly manifests the influence of the independent variables on the dependent variable. As stated by (Hair et al., 2021), two procedures are available to examine the mediating effect. Analyzing the provided table leads to the conclusion that the destination image (Z) functions as a mediator, facilitating the influence of attitude (X1), subjective norms (X2), and perceived behavioral control (X3) on revisit intention (Y).

Table 3. Indirect Influence Analysis

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistics (|O/STDEV|)	P-values
Perceived Behavioral Control -> Destination Image -> Revisit Intention	0.063	0.064	0.031	2.044	0.041

Subjective Norm -> Destination Image -> Revisit Intention	0.079	0.079	0.033	2.375	0.018
Attitude -> Destination Image -> Revisit Intention	0.089	0.088	0.033	2.68	0.007

Drawing insights from the presented table, it can be deduced that the destination image (Z) functions as a mediator in the relationship between perceived behavioral control (X3) and revisit intention (Y). The original sample value, standing at 0.063, coupled with a t-statistic value of 2.044 (> t-table 1.970) or a p-value less than alpha (0.041 <0.05), substantiates the acceptance of the hypothesis. This outcome signifies that perceived behavioral control (X3) significantly influences revisit intention (Y) through the mediating role of destination image (Z).

Furthermore, the variable destination image (Z) is identified as a mediator between subjective norm (X2) and revisit intention (Y). Evidenced by the original sample value of 0.079 and a t-statistic value of 2.375 (> t-table value of 1.970) with a p-value of 0.018 (< 0.05), this study reveals that destination image (Z) mediates the impact of subjective norm (X2) on revisit intention (Y).

Similarly, the variable destination image (Z) is recognized as a mediator between attitude (X3) and revisit intention (Y). Supported by an original sample value of 0.089 and a t-statistic value of 2.680 (> t-table value of 1.970) with a p-value of 0.007 (< 0.05), the findings suggest that destination image (Z) mediates the influence of attitude (X3) on revisit intention (Y).

CONCLUSION

Based on the findings and discussions presented in the preceding chapter, it is evident that Attitude (X1) significantly impacts Destination Image (Z), and Attitude (X1) also significantly influences Revisit Intention (Y). Perceived Behavioral Control (X3) demonstrates a significant effect on Destination Image (Z), and further, it significantly affects Revisit Intention (Y). Moreover, Destination Image (Z) plays a significant role in influencing Revisit Intention (Y). Subjective Norm (X2) exhibits a noteworthy impact on both Destination Image (Z) and Revisit Intention (Y). The interplay of Perceived Behavioral Control (X3) on Revisit Intention (Y) is significantly mediated by Destination Image (Z). Similarly, Subjective Norm (X2) significantly mediates the effect of Revisit Intention (Y) through Destination Image (Z). Lastly, Attitude (X1) significantly shapes Revisit Intention (Y) through the mediating influence of Destination Image (Z).

The study demonstrates that the Theory of Planned Behavior effectively influences individual risk perceptions (Destination Image) and subsequently shapes the intention of individuals or tourists to revisit tourist attractions. Comprising three integral variables-attitude, subjective norm, and perceived behavioral control the TPB emphasizes the predictive power of attitudes towards behavior, contingent on the consideration of subjective norms and perceived behavioral control. Positive attitudes, coupled with support from peers and a satisfying image unhampered by behavioral barriers, correlate with heightened behavioral intentions.

Given these insights, it becomes imperative for stakeholders to consider various factors and variables that influence decisions to revisit tourist attractions. Strategic decisions and

policies should be formulated to foster an increased number of tourist visits, particularly to Umang Island in Banten.

This research, however, encounters certain limitations. The survey, conducted online due to Covid-19 restrictions, may have influenced and restricted findings as it targeted potential domestic tourists throughout Indonesia. Future research endeavors could build upon this foundation by formulating more hypotheses with a larger respondent pool. Additionally, further investigations may explore additional variables pertinent to women's decisions to revisit tourist destinations, an aspect not covered in this study.

Expanding the scope of research could involve addressing the limitations and serving as a springboard for future studies. Suggested avenues for research expansion include incorporating independent variables that impact destination image and revisit intention. Furthermore, supplementing the research indicators with relevant factors beyond this study could enhance the comprehensiveness of future research in this domain.

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