The Influence of Post Millennial Generation Behavior on Travel Intention to the Ecotourism During the 5th Phase of New Normal or COVID-19 in Indonesia

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ABSTRACT

The countries in the Association of Southeast Asian Nations (ASEAN) are one of the main tourist destinations in the world. Indonesia became the fourth country in ASEAN with the highest number of arrivals. The existence of COVID-19 pandemic has a direct impact on Indonesia's tourism sector. The respondent of this research is millennial and post millennial. This study determines to found out the correlation of pandemic COVID-19 with the intention to travel from these two generations. This research examines the influence of perceived travel risk, travel motivation, and affect toward travel intention in ecotourism are for millennial traveller during the new normal phase five. This study is using quantitative methods and collecting data from 334 respondents that represents the sample criteria. These research findings only confirmed that only one of perceived risk dimensions or safety risk has significant effect on travel intention in ecotourism area during the new normal phase five. In addition, the level of negative affect and the level of positive affect had the positive effect on travel motivation. Finally, travel motivation can positively influence the travel intention in ecotourism area.

Keywords: *Millennial, Ecotourism, Travel intention, New normal, Covid-19.*

1. INTRODUCTION

Association of Southeast Asian Nations (ASEAN) countries are one of the main tourist destinations in the world. The total number of visitor arrivals to ASEAN has increased significantly during 2015-2018 period. The countries with the highest visitors in 2018 are Thailand (38.3 million people), Malaysia (25.8 million people), Singapore (18.5 million people), Indonesia (15.8 million people), and Vietnam (15.5 million people) [1]. Tourism, travel and migration of ASEAN are increasing, we also can see the phenomenon of backpacker culture emerging in ASEAN, more ASEAN youths visit various countries and grow to recognize more cultural differences. ASEAN citizens travel more frequently in the Asian region, this creates a sense of belonging between them.

Based on the Travel & Tourism Competitiveness Index issued by the World Economic Forum (WEF), Indonesia ranks 40th with a score of 4.3. The ranking is lower than other ASEAN countries namely Singapore (17), Malaysia (29), and Thailand (31) [2]. Indonesia became the fourth country in ASEAN with the highest number of arrivals. The number of visits for foreign tourists in 2019 has increased. The most appearance tourist are from Malaysia with 2.83 million visits, followed by China 1.92 million visits, Singapore 1.74 million visits, Australia 1.26 million visits, and Timor Leste 1.10 thousand visits. The amount of foreign exchange from the tourism sector also increased every year, in 2016 the tourism foreign exchange sector was US $ 13.14 billion and then increased by around 25% to reach US $ 16.43 billion in 2018 (Indonesia Statistic Centre Institution). Tourism Indonesia continues to grow every year. Potency of Indonesia in tourism industry is golden, but there are still many things that need to be improved and the cooperation of related parties, so that all of Indonesia's tourism potential can be utilized optimally.

2020 is the challenging years for each country. Many countries fight to prevent the spread of the Covid-19 pandemics including Indonesia. Based on data covid19.go.id, which is an official website from Indonesia government to share information the real time Covid-19 case, there are 6.281.132 confirmed global cases of Covid-19 and 26.940 confirmed cases of Covid-19 infection in Indonesia (June 1, 2020 at 04.00 PM in Western Indonesia Time or 09.30 AM GMT) [3]. At the moment, United States of America became the highest country with Covid-19 cases reaching 1,788,762 cases [4]. On the other hand, Japan has managed to revoke the country's pandemic status. This is due to the disciplined attitude of Japanese society as well as the government's fast movement, succeeded in making Japan to get through this covid-19 pandemic.

The existence of Covid-19 pandemic has a direct impact on Indonesia's tourism sector. Cumulatively (January - March 2020), the number of foreign tourist arrivals (tourists) to Indonesia reached 2.61 million visits, down 30.62% compared with the same period in 2019 (3.76 million visits). According to the database, the number of foreign tourists that visited (foreign tourists / tourists) to Indonesia in March 2020 was only 471 thousand visits. This number decrease 64.11% from the previous year (1.3 million visits) [5]. The same condition occurred on February 2020, which decreased 45.5% from 864 thousand visits. The highest decline occurred in foreign tourists from China (97.46%), Hong Kong (96.13%), and Taiwan (86.44%). The highest number of foreign tourists visiting Malaysia was 113.8 thousand, Timor Leste (86.3 thousand), Singapore (39.8 thousand), and Japan (13 thousand). In general, total foreign tourists to Indonesia decreased by 64.11% from 1.3 million in March 2019 to 470.9 thousand as of March 2020 [5].

In an effort to overcome the Covid-19 pandemic, several policies have been carried out by the Indonesian government ranging from calls for social distancing, a ban on going home (mudik) to the PSSB. PSBB is a limitation of certain activities of residents in an area suspected of being infected with Corona Virus Disease 2019 (Covid-19) as to prevent the possibility of spreading Covid-19 (Health Minister Regulation). The basis of enacted the PSBB policy is regulated in government regulation of PSBB is a derivative of Law No. 6 of 2018 concerning Regional Quarantine, and Minister of Health Regulation No. 9 of 2020 which is a derivative of Government Regulation (PP) No. 21 of 2020 concerning Large-Scale Social Restrictions in For the Acceleration of Handling Corona Virus Disease 2019 (Covid-19), this Health Minister Regulation contains 19 subsections. The PSBB policy had several impacts, hampered some shipments of accommodation, which resulted in a decline in the health of the national economy. Some regions that are considered to have no need to impose PSBB are preparing to implement a new policy from the government namely "New Normal".

A virus character that could continue to mutate and demands for Indonesia to improve the condition of the country as a result of the Covid-19 pandemic, made the Indonesian government adopt a "New Normal" policy after several months of closing most of the access to the area with the PSBB policy. According to WHO, New Normal is the best step for social and economic activities. (Web WHO South-East Asia) Based on sources from Tempo.co New Normal in Indonesia carried out in 5 phases, this is the initial assessment of the Coordinating Ministry for Indonesia's economic recovery. The first phase will start on June 1 by opening up the industry and business sectors such as markets and malls. The education sector will begin in the third phase on 15 June by implementing a rotation system. In the last phase, all economic activities can be carried out, starting from July 20 and 27, 2020. All activities in the new normal era must of course meet health protocols that have been determined, and all people are asked to team up to increase awareness by always wearing a mask, diligently washing hand, and always doing social distancing.

The fifth phase of "New Normal" in Indonesia, in this phase all economy activities which have been operating starting from the first phase will continue to run. The fifth phase will be begun on 20 and 27 July 2020, at this stage an evaluation will be carried out for phase 4 and start opening up large-scale economic sites or activities. It is expected that at the end of July all economic activities can be opened. In the fifth phase the implementation of strict hygiene and health protocol standards is still the main focus. Furthermore, a periodic evaluation will be carried out until the vaccine is found. In phase five, because the community has gone through several stages of new normal before, the community will have begun to adapt more, will be more courageous to move and travel as usual. Meanwhile, in the field of transportation and tourism, more stringent regulations and standard operating procedures will be made, it is even possible that potential users of transportation and tourists will be asked to have a health certificate or free from co-19 each before traveling.

According to Katadata, entering a new era of normal, several countries plan to reopen tourism destinations. Indonesia is included in a row of countries that will open tourist destinations. The Ministry of Tourism and Creative Economy and world tourism organization (WTO) is currently developing a special protocol and guidelines for new normal in the tourism sector. One example of a protocol that will be carried out is checking body temperature for each visitor. Ministry of Tourism and Creative Economy will provide new operational standards in accordance with applicable health protocols. The next step after the area is

considered safe, the simulation stage will be carried out for the implementation of the new Standard Operating Procedure. The socialization will be carried out to disseminate information regarding the new SOPs that have been set. Lastly, the final stage is testing.

In regard to these lifted restrictions, tourism is expected to be thriving again. It is not only a tourism, but special kind, which is called Ecotourism. Ecotourism is a responsible travel to natural areas that conserves the environment and improves the well-being of local. The concept of ecotourism can be a choice to face a new normality due to the Covid-19 pandemic. This new normality makes humans more aware and careful about cleanliness and health. The tourism sector with the concept of Ecotourism has a concept that is in line with new habits that result from new normal. Ecotourism may be beneficial to relate resources of tourism's organization to prepare for potential sustainable requirements and to assist tourists to develop positive pro-environment attitudes, which could possibly improve the feelings about the natural environment as serving the public good, and may raise concern about environmental protection reasonability for tourist [6].

Based on Indonesia Gen Z and Millennial Report 2020, there are 5 groups of generations, namely Gen X: Older Gen X (1965-1973), Younger Gen X (1974-1981); Gen Y or Millennial: Older Millennial (1982-1990), Younger Millennial (1991-1997), and Gen Z (1998 - 2010) [7]. Based on the Deloitte Global Millennial Survey 2020, resilient generations hold the key to creating a "better normal" by Deloitte reports about follows reflects the views of millennials and post millennial both pre-pandemic and during the crisis [8]. Pandemic-related shutdowns have hit these generations hard, especially younger members, but seem able to see opportunity in the darkness. One in five millennials around the world had been put out of work. Millennials and Post Millennial have a leadership soul as a leader after all changes because of corona pandemic, they aren't just hoping for a better world without doing something. These younger generation (millennial and post millennial) try to push for a world in which businesses and governments mirror that same commitment to society, putting people ahead of profits and prioritizing environmental sustainability, diversity and inclusion, and income equality. These younger generations are remaining steadfast, refusing to compromise their values—and that attitude may ultimately help change society.

A previous research showed the results that travel motivation had a positive effect on intention to visit [9]. The study emphasized the importance of managing the specific travel fears and hindrances by providing specific knowledge and information through marketing and promotions. Without understanding the travel motivation, perceived risks, and travel constraints of the different segments of travellers and their future travel behavior, general marketing strategies taken by the destination will be less useful in attracting potential travellers.

The main focus of this research is millennial and post millennial. This study wants to show about the correlation of pandemic covid-19 with enthusiastic millennial travelled. The researcher adding the topic about ecotourism as well, where the ecotourism characteristic is capable with new normal life, ecotourism also can be choices for millennial tourist doing travel during the pandemic.

1.1. Millennial Characteristics

Individuals which born on a specific time who share common faiths, actions, and defining world events is called a generation [10]. For the point of this study, we use members of people who was born in the year of 1980 and 2000 which defined as generation Y [11]–[13] and the latest demographic to round out the five generations, defined as Z generation [14]. The Millennials is the first generation which born right side by side with technology. The most prominent character which millennial have is increasing the familiarity of communication, using media, and digital technology [15]. Generation Y, or also commonly recognized as the Millennials, is the freshest and may turned out to be the hugest generation in the workforce with around 76 million individuals [16]. [16] also stated that Millennial places high rate on work-life balance. Millennials as well rather to choose job which give more contributes to society [11]. In addition, Studies have discovered that Millennials stand higher values on extrinsic tribute such as wage and promotion than previous one (Anderson et al., 2016).

Generation Z has been raised during changes occasioned by the internet, smartphones, laptops, freely available network and digital media [17]. Gen Z has called by "post millennial", "centennials", "pivotal" or "digital natives". Post millennial is the generation with well-education, creative and innovative person and able to multi-task in uncertain environment [18]. Post Millennial can access information faster than previous generation. Post Millennial is the first truly connected generation from birth – designated as not only digital native but also mobile native [14]. In travel side, Millennials are able to find remote places on their various travel/activities. Post Millennial members has limited budget in their travel. They usually conducted their travel without a set destination in their mind. Born into a digital age and with increasing international travel, the generations likely to transform tourism and destinations. They will soon be the adults occupying leadership positions and become the financiers of tourism and travel ([19]. Post Millennial and Younger Millennial tend to have the same segment, "Socializers",

which prefer to hang out with friends, actively follow the latest lifestyle, and assume that the internet has more benefits than its adverse effects. It can be seen that Post Millennial and Young Millennial have the similar characteristics and psychography [20].

1.2. Travel Intention

The intention of travel is a behavior that converts motivation or desire into behavior, literally emphasizing the motivation of a person to commit to travel or travelling. Travel intention is a perception of tourists to be able to visit certain places at any given time [9]. Intention in doing travel is influenced by internal and external factors themselves such as self-motivation or reference of a product. So, motivation is one of factor can influence of intention in travelling.

1.3. Travel Motivation

The literature study on tourism reveals many of how people's motivations (travellers) to travel. Motivation occurs when individuals fulfil their wishes or needs [9]. The study of motivation, many researchers use the foundation motivation theory from Maslow, there are 5 levels of necessity in the Maslow hierarchy. In Maslow theory gives levels of need that can increase motivation, when people able to fulfil his needs in the first level Maslow is psychology literally someone will motivate him to fulfil the needs of the next level [21], [22]. Motivation is formed because of the behavior of one's own [23].

Intention to travel from someone to look for benefits or could be a travel activity to give reward to himself because the effort that has been done [23], agreed with the motivation approach from Dann (1981) regarding Pull and Push motivation. Push factor is the push of internal self to travel and pull factor is derived from external as an invitation or attraction to travel [21], [23], [24]. Both approaches are one of the factors motivating people to travel (travel) as well as wrong factors in the decision making and choice of tourism [23]. Motivation is a variable that is widely used in research on tourism. That's because the motivational relationship with Travel destination choice or travel intention is very interesting to be studied deeper.

1.4. Affect

In psychology, affect is an emotion, mood, or feeling. So, it is possible that affect is a phenomenon of psychology. According to Westbrook (1987) affect is a consciously and subjective feeling of being experienced [25]. Emotion is defined as the body's response to the stimulus, the emotions usually refer to the affective and more intense conditions in both negative or positive. Positive Affect like the study of affect, a context in which the emotions or feelings of a person in a positive or good condition (e.g., Happy, Spirit, etc.), otherwise negative Affect is a condition where emotions or

feelings are negative or lack of good (sad, helpless, etc.). A

1.5. Perceived Travel Risk

The perception of the risks that will be faced during the journey can affect the decision process and the selection of places to visit [26] [27] [28]. Several studies said that the perception of this risk affects tourist behavior in determining travel decisions. Risk is the danger or consequence that will occur as a result of a process that is going on or events that will happen. Risks can be catastrophic, pandemic, or terrorists that will affect the security and safety of travellers during travel [29].

Perceived risk is a perception of a person about the uncertainty and consequences of using a product service or buying a product [30]. Perceived risk can occur due to news information or word of mouth regarding disasters, pandemic, war, and terrorists periodically [29]. In the study on perceived travel risk dimension selection of perceived risk differs. [31] used 7 dimensions perceived travel risk i.e., equipment, financial, physical, psychological, satisfaction, social and time. Several studies also combined dimensions in his research on perceived travel risk. According to study from [32] found that the perception of risk allows travellers to change their travel plans due to the uncertainty that will occur as well as safety during the trip.

2. METHOD

Indonesia is chosen as a research location as it is relevant to measure the participation rate of travellers in deciding to travel while there is a risk to contract COVID19. Indonesia is one of the popular tourist destinations in the world. More specifically, the Indonesian tourism industry has recently been affected by COVID19 that spread throughout Indonesia. This research examines the influence of perceived travel risk, travel motivation, and affect toward travel intention. Researchers used online questionnaire that was dissocialized to the respondents from June 11, 2020 until July 5, 2020. In the process of determining the sample, researchers use purposive sampling where researchers give the criteria in determining the target respondents. As for the criteria (1) Respondents must be 17-37 years old, (2) respondents liked traveling, and (3) came from Indonesia. The questionnaire question was made using Indonesia Language. This research used structural equation modelling (SEM) methods in analysing with statistical tool LISREL 8.0 data analysis. After collecting the data, there are 334 respondents that have confirmed fulfil sample criteria.

Hypothesis:
  H1a: Psychological risk has a negative influence toward millennial travellers' behavior on travel

intention in ecotourism area in New Normal Phase 5

H1b: Safety risk has a negative influence toward millennial travellers' behavior travel intention in ecotourism area in New Normal Phase 5

H1c: Financial risk has a negative influence toward millennial travellers' behavior on travel intention in ecotourism area in New Normal Phase 5

H1d: Socio- Psychological has a negative influenced toward millennial travellers' behavior on travel intention in ecotourism area in New Normal Phase 5

H2: The level of negative affect who has perceived by millennial travellers positively influence on travel motivation ecotourism area in New Normal Phase 5

H3: The level of positive affect who has perceived by millennial travellers positively influence on travel motivation in ecotourism area in New Normal Phase 5

H4: Travel motivation has a positive influence toward Millennial travellers' behavior on travel intention in ecotourism area in New Normal Phase 5
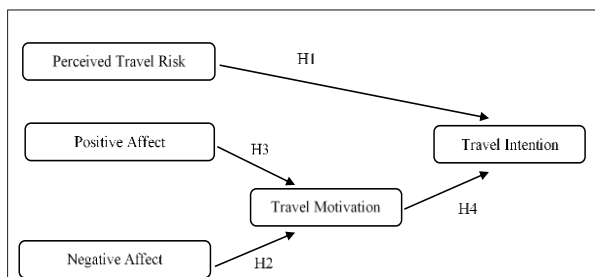

Figure 1. Research model

2.1. Measurement

All items and Variables in this study adapted from exciting research which is related with this study about travel intention. To measure Travel Motivation, all items from Travel motivation used scale adopted from [21], [22], & [23] with 4 dimension of travel motivation consist Novelty Experience, Ego enhancement, Self-reward maximation and socialization. The measurement of Perceived Travel Risk composes of 4 dimension which is Psychological risk using scale from [28] & [33], safety risk measure using scale from [28], [33], [34], [31], Financial risk used scale from [33], and socio-psychological risk scale adopted from [28]. All item of travel motivation and perceived travel risk using 6 point-Likert scale, ranging 1= strongly disagree and 6= strongly agree The Positive and Negative affect used scale from [23] and measure with 6-point Likert scale where 1= never and 6=always, this measure scale of Negative affect and positive affect developed by [35]. For Travel intention using 6-point Likert scale ranging 1= very unlikely and 6= strongly likely. All item of

travel intention full adopted from [36]– [38] but researcher modification based on research object and goal.

3. RESULTS AND DISCUSSION

3.1. Data Analysis

Table 1. Demographics respondent

Characteristic	Frequency	%
Gender		
Male	129	38.62%
Female	205	61.38%
Educational Level		
Senior High School	247	73.95%
Diploma	6	1.80%
Undergraduate Degree	59	17.66%
Master Degree	20	5.99%
Doctoral Degree	2	0.60%
Status		
Single	300	89.82%
Married	32	9.58%
Widow/widower	2	0.60%
Profession		
Students	254	76.05%
Employees	35	10.48%
Government employee	16	4.79%
Entrepreneur	19	5.69%
Housewife	2	0.60%
Others	8	2.40%
Monthly Income		
< Rp 1.000.000	148	44.31%
Rp. 1.000.001 - Rp. 3.000.000	147	44.01%
> Rp. 3.000.000	39	11.68%
Location		
East Java	295	88.32%
Central java	10	2.99%
Yogyakarta	4	1.20%
West Java	5	1.50%
Jakarta	6	1.80%
Sumatera	6	1.80%
Kalimantan	3	0.90%
Sulawesi	1	0.30%
Bali	3	0.90%
Southeast Nusa	1	0.30%
Age		
17 - 20 Years	194	58.08%
21 - 30 Years	125	37.43%
31- 40 Years	15	4.49%

Table 1, shown the demographic respondent in this research. Once we've completed the questionnaire distribution, we received around 347 respondent and just 334 confirming as research criteria. The demographic profile of the respondents in this research can be shown in Table 1.39% of our respondent were Male and 61% were Females, mostly our respondent is Islam about 96%. The age our respondent most of 17 – 20 years or about 58% and more than 37% our respondent age is 21-30 years and 4.5 % more than 30 years. Most of 76.5% our respondent profession is student especially student college following employees

10.4%, government employee 4.8%, entrepreneur 5.7%, and Housewife 0.6%. Most of our respondent very like traveling to refresh their activity or hectic activity. About 88.4% our respondent came from East java Indonesia, and 3% from central java Indonesia.

In table 2, descriptive statistics testing. Statistics Descriptive shown the average, maximum, minimum, and standard deviation among these variables in this study. The descriptive statistics of the summated scales from 334 respondents was reported in table 2. The table IV showed all variable has mean ranging 2.8 – 4.8 this can be classified as "High category". The maximum value was in range 6.00. and the minimum value was 1.00. It should be noticed that Socialization (SC) has the highest means, and Negative Affect (Neg) has the lowest means. For the standards deviation, travel intention is the highest value with 1.06587.

Table 2. Statistic descriptive

	Mean	Max	Min	Stand. Dev
Travel Intention	3.9329	6.00	1.00	1.29580
Psychological Risk	4.5599	6.00	1.00	0.97991
Safety Risk	4.6222	6.00	1.00	1.07008
Financial Risk	4.6078	6.00	1.00	0.97722
Socio-Psychological Risk	4.0998	6.00	1.00	0.98794
Novelty Seeking	4.5707	6.00	1.00	1.11840
Ego-Enhancement	4.5768	6.00	1.00	1.08414
Self-Reward maximation	4.8376	6.00	1.00	1.21422
Socialization	4.8613	6.00	1.00	1.20228
Negative Affect	2.8503	6.00	1.00	1.26476
Positive Affect	4.0434	6.00	1.00	1.04895

Whereas in table 3, shows validity and reliability measurement, validity test of this research using Confirmatory Factor Analysis (CFA). This purpose of this test to make sure all dimensions or variable proper to the next statistical test. Hair *et al.* (1998) suggests an item will be significant if loading factor higher than 0.5. Based on table 2, the tabulates of loading factor ranging 0.6 – 0.92, all item on table 2 confirmed valid (except SR2) because the value of all item fulfil Loading factor standard (>0.5). Therefore, CR was used as means to assess the reliability of all the variables in this research. All CR coefficients were ranging 0.87 – 0.97 and fulfil CR standard (0.7), suggesting all variables to measure reliability was acceptable [39].

Table 3. The construct of validity and reliability

	Construct	LF	Error Variance	CR (>0,7)	AVE
Travel Intention	TR1	0.92	0.16	0.96	0.83
	TR2	0.92	0.15		
	TR3	0.94	0.12		
	TR4	0.91	0.18		
	TR5	0.91	0.18		
Psychological Risk	PR1	0.90	0.19	0.83	0.63
	PR2	0.83	0.31		
	PR3	0.64	0.59		
Safety Risk	SR1	0.82	0.32	0.88	0.658
	SR3	0.90	0.20		
	SR4	0.79	0.37		
	SR5	0.80	0.37		
Financial Risk	FR1	0.87	0.23	0.93	0.83
	FR2	0.95	0.09		
	FR3	0.91	0.17		
Socio-Psychological Risk	SP1	0.78	0.39	0.83	0.64
	SP2	0.78	0.39		
	SP3	0.76	0.43		
Negative Affect	N1	0.66	0.57	0.87	0.69
	N2	0.71	0.50		
	N3	0.75	0.44		
	N4	0.90	0.19		
	N5	0.81	0.35		
Positive Affect	P1	0.82	0.32	0.87	0.5
	P2	0.87	0.24		
	P3	0.91	0.18		

	Construct	LF	Error Variance	CR (>0,7)	AVE
	P4	0.71	0.49		
	P5	0.71	0.50		
	P6	0.70	0.51		

Based on table.3 loading factor of first order CFA ranging 0.63 – 0.94. Comparing the second order test, loading factor CFA ranging 0.71 – 0.91. According Hair *et al.* (1998) all item in 1st and 2nd order fulfil CFA standard (>0.5) and also significant. In addition, Reliability test of first and second order show significant value, that indicate all CR (Construct Reliability) above 0.7 as CR standard and AVE also above 0.5 [39]. This condition also happened in AVE in the first and second order of travel motivation was acceptable.

Table 4 presents the construct of validity travel motivation 1st and 2nd order. Researcher did first and second order of CFA. The purpose of first order to measure one by one dimension of travel motivation. On the other hand, to make latent variable of travel motivation researcher deciding to test validity using second order process.

Table 4. The construct of travel motivation CFA 1st and 2nd order

Construct	1st Order CFA Validity				2nd Order CFA Validity			
	LF	Error variance	CR (>0,7)	AVE	LF	Error Variance	CR	AVE
Travel Motivation							0.90	0.70
Novelty Seeking			0.81	0.53	0.91	0.18		
NE1	0.75	0.44						
NE3	0.80	0.37						
NE4	0.51	0.74						
NE5	0.79	0.38						
Ego-Enhancement			0.83	0.62	0.77	0.40		
EG1	0.74	0.46						
EG2	0.67	0.55						
EG3	0.94	0.12						
Self-Reward Maximation			0.85	0.60	0.94	0.11		
SRM1	0.78	0.39						
SRM2	0.85	0.28						
SRM3	0.75	0.44						
SRM4	0.72	0.49						
Socialization			0.87	0.59	0.71	0.50		
SC1	0.79	0.38						
SC2	0.88	0.23						
SC3	0.63	0.60						

Table 5 is correlation matrix with purpose to evaluated the relationship among the variable in this research. Based on the result of correlation matrix, all variables relationship (except SP – Pos) had a good correlation and significant (p<0.05).

Table 5. Correlation matrix

	Neg	Pos	PR	SR	FR	SP
Neg	1					
Pos	-0.34*	1				
PR	0.33*	-0.10*	1			
SR	0.24*	0.06*	0.73*	1		
FR	0.32*	-0.07*	0.24*	0.33*	1	
SP	0.41*	-0.05*	0.55*	0.53*	0.48*	1

3.2. Hypothesis Test

This research using structural equation modelling (SEM), to test hypotheses in this study. First, researcher measure the goodness of fit model, the fit indices suggested that the model fit the data reasonably well (see table 6) The fit model achieved if there are at least 4-5 indicator of goodness of fit but the criteria must be in each absolute, incremental, and parsimony criteria.

Table 6. Goodness of fit model

Goodness of fit Index	Cut-off value	Value	Decision
$\chi 2$ – Chi-square (df = 41, p = 0,000)	$\geq 524{,}70$	1116.67	Fit
Sig. Probability	$\leq 0{,}05$	0.00	Marginal Fit
Df	>0	473	Fit
GFI	$\geq 0{,}90$	0.79	Marginal Fit
AGFI	$\geq 0{,}90$	0.75	Marginal Fit
CFI	$\geq 0{,}90$	0.94	Fit
TLI/NNFI	$\geq 0{,}90$	0.94	Fit
NFI	≥ 0.90	0.91	Fit
IFI	≥ 0.90	0.94	Fit
RMSEA	$\leq 0{,}08$	0.079	Fit
RMR	$\leq 0{,}05$	0.10	Marginal Fit

The $\chi 2$ of the hypothesized, $\chi 2$ (df=473) = 1116.67, p=0.00, indicating that the model fit the data well. The remaining fit statistics were also excellent (NFI=0.91; TLI=0.94; CFI=0.94; IFI= 0.91; RMSEA 0.079), thus

further confirming a good fitting model. The researcher used path analyse to measure 7 hypotheses. The data process result is shown in table 7 and the final research model (see figure 2). Based on table 7 shown there are 4 hypotheses were supported and 3 hypotheses were not supported or rejected. The result (table 6) indicates that safety risk (β= -0.38, t-value (-4.56) $\geq$ 1.645) has negative significant toward travel intention. Travel motivation (β= 0.50, t-value (9.94) $\geq$ 1.645) has positive significant toward travel intention. According data process H1b and H4 were accepted. On the other hand, financial risk (β= 0.20, t-value (3.42) $\geq$ 1.645) has positive significant toward travel intention, however our hypotheses showed negative significant this indicate that H1c were rejected. Otherwise, psychological risk (β= 0.07, t-value (0.80) $\leq$ 1.645) and socio-psychological risk (β= -0.10, t-value (-1.32) $\leq$ 1.645) hasn't negatively significant toward travel intention, this indicate that Hypotheses H1a and H1d were rejected. In addition, the relationship between positive affect (β= 0.14, t-value (2.22) $\geq$ 1.645) negative affect (β= 0.18, t-value (2.76) $\geq$ 1.645) toward travel motivation shown positive significant.

Table 7. Path coefficient and hypotheses test

	Relationship	β	Path	Decision
H1a	Psychological Risk – Travel Intention	0.07	0.80	Not Supported
H1b	Safety Risk – Travel Intention	-0.38	-4.56*	Supported
H1c	Financial Risk – Travel Intention	0.20	3.42	Not Supported
H1d	Socio-psychological Risk – Travel Intention	-0.10	-1.32	Not Supported
H2	Negative Affect – Travel Motivation	0.18	2.76*	Supported
H3	Positive Affect – Travel Motivation	0.14	2.22*	Supported
H4	Travel Motivation – Travel Intention	0.50	9.94*	Supported

Note: * t ≥1,65 (one tailed)

Figure 2 illustrates the 2nd order construct of travel motivation; the first- and second-order CFA were sequentially carried out on the 14 questions and on the four dimensions (Novelty Seeking dimension, Ego-enhancement, Socialization, Socio-psychological, and self-reward maximation). In addition, The fit model, X2 = 10.3, df= 2, and p-value (0.0056). goodness of fit index (GFI) 0.98, adjusted goodness of fit index (AGFI) 0.92, RMSEA 0.11 and root mean square residue

(RMR) 0.16, Normed fit index (NFI) 0.99, parsimony normed index (PNFI) 0.33. Thus, further confirming a good fitting model.
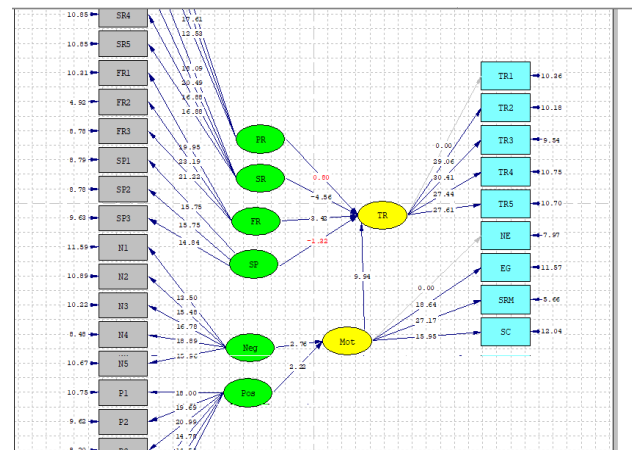

Figure 2. Research model final

Table 8. The summary result of hypothesis testing

	Hypothesis	Decision
H1a	Psychological risk has a negative influence toward millennial travellers' behavior on travel intention in ecotourism area	Not Supported
H1b	Safety risk has a negative influence toward millennial travellers' behavior travel intention in ecotourism area	Supported
H1c	Financial risk has a negative influence toward millennial travellers' behavior on travel intention in ecotourism area	Not Supported
H1d	Socio-psychological risk has a negative influenced toward millennial travellers' behavior on travel intention in ecotourism area	Not Supported
H2	The level of negative affect who has perceived by millennial travellers positively influence on travel motivation ecotourism area	Supported
H3	The level of positive affect who has perceived by millennial travellers positively influence on travel motivation in ecotourism area	Supported
H4	Travel motivation has a positive influence toward Millennial travellers' behavior on travel intention in ecotourism area	Supported

3.3 Discussion

This study found that one of the perceived risk dimensions or safety risk has significant impact on travel intention in ecotourism area during the new normal phase 5. On the other hand, three dimensions of perceived risk (psychological risk, financial risk, and socio-psychological risk doesn't show the significant impact on travel intention to ecotourism of millennial's travellers during the new normal phase 5. Furthermore, the level of negative affect and the level of positive affect had the positive impact on travel motivation.

Lastly, travel motivation deemed to be positively influenced by travel intention in ecotourism area.

These results further support the idea of previous studies. It confirmed that an individual which has high travel motivation such as exploring new culture, new places, seeking knowledge, rest and relaxation, adventure, and diversion and entertainment have high intentions to travel [28]. The study also found that there is no correlation between financial risk and socio-psychological risk and intention to travel during the new normal phase 5.

For the three dimension that is not supported by our findings, our study found that financial risk recorded one of the highest scores that shows no correlation. The lack of correlation of financial risk can be explained by the age profile of respondents (90.5% were in age group 18–25). Financial matter is a main concern for travelling and most of the time affects the level of intention. This study found that although financial risk was proven to affect intention to travel in new normal phase five, it had a positive effect on intention to travel. This mean that the greater the financial risk, the greater the desire to travel. This finding was incoherent with previous study that find the negative effect between financial risk and intention to travel [29]. Although most marketers in tourism believe that price is an important factor in determining destinations, this may not always be true.

This study also found that safety risk has a significant effect on travel intention, this finding is in line with the previous study during the new normal phase five [33]. The reason behind that is because people are starting to consider COVID19 pandemic as a harmful pandemic. Tourists still prioritizing their safety and health; therefore, they prefer to withhold their plan to travel especially in a crowded-tourism area.

The second one that is not proven supporting the hypothesis is the psychological risk. The study found out that psychological risk has an insignificant influence for the intention to travel in new normal phase five. A possible explanation for this result is that psychological risk did not affect travel intention because of the government policies. The government policies are enacted to reduce the spread of the viruses by implementing large-scale social restrictions, instructed companies to work from home, and schools, to study from home during the pandemic. Hence, this situation makes traveller to psychologically affected and creating such desire to travel.

For socio-psychological risk, this study found that socio-psychological risk has not negatively influence in travel motivation. This finding is consistent with those other studies from Khan (2019) who found that socio-psychological risk has no effect on travel intention. The role of this socio-psychological risk is widely influenced by the character of a millennial who is very flexible and

tends to spend their time traveling without seeing their social perception.

The Role of Social media in Generation Z

Traveling is considered to be a new trend and need, especially for the younger generation. Owning a curated photo in tourism destinations and then share it on the social media has become a part of the young generation existence [20]. This study is determined to explore about the Gen Z intention to travel in ecotourism in Indonesia. Millennials is chosen as a research subject due to the huge number of populations. In Indonesia, Gen X is counted as 25,74%, while Gen Y 33,75%, and Gen Z accounted for 29.23% [40]. This generation has become the potential market in Indonesia. Our study found out that millennial and post-millennials has a strong power in financial in terms of spending money for travelling. The main difference in the Gen Z or commonly referred to as I-gen also post millennial is in terms of technology, post millennial can be named as a mobile generation.

Consistent with the literatures, this study also shows the results of the younger generation, the higher the level of penetration and their internet consumption. The highest internet consumption intensity was by Gen Z (93.9%) while Older Gen X is accounted almost half of them (54.2%). Although a tech savvy and actively presents on the internet, post millennial is not vocal in voicing its opinions on social media. Even so, social media is still deemed as the basic needs of younger generations. The internet and social media are becoming a place to self-existence, self-actualize, even.

In regards with the travelling activities, post millennial records the highest frequency of traveling. It is recorded that post millennial going out for vacation out of town during the past year accounted for 29.2%, while the younger millennial at 28.1%, whereas for the older millennial at 24.2%, and Younger Gen X at 25.2% and Older Gen X at 24.4%.

4. CONCLUSION

This study confirmed only one of perceived risk dimensions or safety risk has significant effect on travel intention in ecotourism area during the new normal phase 5. On the other hand, three or dimensions of perceived risk (psychological risk, financial risk, and socio-psychological risk doesn't show the significant effect on travel intention to ecotourism in millennial's travellers during the new normal phase 5. Furthermore, the level of negative affect and the level of positive affect had the positive effect on travel motivation. Finally, we conclude that travel motivation can positively influence to travel intention in ecotourism area. Further work is required to establish the viability of how pandemics influence travel intention in millennials and post-millennials. As this pandemic is far

from over, more research should be undertaken and investigated more thoroughly.

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