Understanding the Intent to Revisit Tourism Village in Yogyakarta, Indonesia During the Covid-19 Pandemic

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Abstract. The Covid-19 pandemic is a humanitarian catastrophe, particularly because of its impact. The sectors most affected by this disaster are including the trade and tourism sectors. In the context of tourism, restrictions on human mobility have an impact on decreasing the number of tourist visits and the temporary closure of tourist attractions. Ledok Sambi as one of the tourism village attractions in Yogyakarta has opened visits for tourists during the Covid-19 pandemic. This study aims to identify factors related to the desire of tourists to return to Ledok Sambi during the Covid-19 pandemic based on the theory of Planned Behavior (Ajzen 2005). There are three variables in the theory of Planned Behavior (Ajzen 2005) namely attitudes, subjective norms, and perceptions of behavioral control. This study has distributed questionnaires to tourists in Ledok Sambi who visited during the pandemic. This study shows that there is a significant relationship between attitude variables, subjective norms, and perceptions of behavioral control with the intention of tourists revisit. The behavioral control perception variable has a coefficient value of 0.877, the highest coefficient value compared to other variables, thus indicating that the influence of behavioral control is the strongest factor for tourists to return to Ledok Sambi. This research has not only shown the main factor of tourists in making return visits to tourist objects during the pandemic, but also has provided an overview of the model for managing tourist objects during the pandemic.

Keywords: Tourism village · revisit intention · planned behavior · pandemic · covid-19

1 Introduction

Covid-19 has been declared a global pandemic by the World Health Organization (WHO) as a consequence of it spreading widely and in a short time. The United Nations World Trade Organization (UNWTO) states that the Covid-19 pandemic has struck a blow to the world tourism industry because of the enforced reduction in international flights and the restrictions placed on overseas travel. International arrivals in 2020 declined by 74 percent compared to 2019 [1]. The loss of export income reached US$1.3 trillion, 11-fold

when compared to the economic crisis which occurred in 2009 [1]. As a consequence, UNWTO is not mistaken in saying that 2020 was the worst year for the tourism industry [1]. The UNWTO also added that the Covid-19 pandemic impacted on 100–120 million workers in the world tourist industry [1].

In Indonesia, in the first six months of 2020 the income from the tourist sector dropped by 85 billion rupiah, 70 billion rupiah of which was from the hotel industry, and the remainder from the airline industry and travel agencies [2]. Based on the Central Bureau of Statistics (*Badan Pusat Statistik* – BPS), foreign tourist visits to Indonesia in 2020 experienced a decline of 74.84% or 4 052 923 visits [3]. To June 2021, the number of foreign tourist visits to Indonesia was 803 278 whereas in the same period in 2020 the number was 3 013 561, a decline of 73.34% [4].

The decline of foreign tourist visits and the restriction on activities outside the house has had an impact on the occupancy levels of star-rated hotels. The occupancy rates of these hotels in 2020 experienced their lowest level in April 2020 at around 12.67%, far different when compared to the same month in 2019 at 53.9% [5]. Despite this, since April 2020 star-rated hotel room occupancy rates did rise, reaching a peak in November 2020 at 40.14%, but again experiencing a decline from June 2021 of 22.38% [5].

Yogyakarta, as one of the tourist destinations for both foreign and domestic tourists, has also experienced a decline in tourist visits as a result of the Covid-19 pandemic. Tourist visits to tourist attractions in the Special Province of Yogyakarta (DIY) has declined by 63.6% compared to 2019 [6]. The loss to the tourist sector in Yogyakarta resulting from the pandemic has reached 25 trillion rupiah. In addition, approximately 30 thousand workers have lost their income, outside of the hotel and restaurant sector [7].

The Covid-19 pandemic has enforced tourists to change their tourist behavior [8]. Several studies have shown there has been a change of tourist behavior, where during the Covid-19 pandemic tourists have been inclined to choose to go on a domestic tourist trip compared to overseas [8]. As a consequence of the pandemic, there has been a shifting towards the local (domestic) in tourist consumption [9]. A total of 66% of respondents chose nature tourism as their tourist destination when the pandemic ends, factors of safety and cleanliness have become considerations in choosing the tourist attractions to be visited [10].

Ledok Sambi is one such nature attraction for tourists which is located in downhill of the mount Merapi in Yogyakarta, Indonesia. This tourist attraction is frequently visited by tourists in the pandemic due to many sharing their visit experience through social media such as Instagram and Tiktok. Our informant mentioned that before the Covid-19 pandemic broke, the main attractions of Ledok Sambi were *outbound* activities and the camping ground. At the beginning of the outbreak of the Covid-19 pandemic Ledok Sambi was closed for four months caused by the lockdown, the requirement to social distance and not congregate, as a result there were no tourist visits. When it re-opened during the pandemic, the mangers had made a number of adaptations, among others a reconfiguration of tourist attractions, reduced opening hours, a cap on the number of tourist visits, and the application of health protocols. The reconfiguration of tourist attractions at Ledok Sambi referred is from outbound activities and camping in tents prior to its closure to recreation activities on the river's edge during the pandemic. This can be done while enjoying food and drinks offered by the managers as now tourists

may not take in food and drinks from outside [11]. On the river bank the managers have provided mats, chairs and tables, even tents which can be used by visitors for free. The opening hours have been reduced, opening at 9am and closing at 5 pm (with last orders are at 4 pm).

By using the concept 'Planned Behavior', this research seeks to understand tourist behavior in taking decisions to make a return journey to a tourist attraction during the pandemic. Researching tourist return visits, viewed from the trends in tourist interest which remain high, is of great interest [12]. Many tourist attractions depend on tourist return visits [13], as a result during the current pandemic tourist attractions still need to attract tourists but still heeding health protocols. Although studies on tourist return visits are considered important because they can reduce promotion and marketing costs, costs to attract and keep tourists who have visited a tourist attraction are less if compared to attracting a new tourist visit, but there are still rather limited studies of tourists' intent or intention to revisit a tourist destination during the pandemic situation [14].

As has been explained above, tourists at this time are inclined to choose domestic travel as a consequence of the pandemic [8] [9] as a result, domestic tourists are the subject of this research. The aim of this research is to find out the wishes of domestic tourists to return again to Ledok Sambi during the Covid-19 pandemic based on Ajzen's (2005) Planned Behavior Theory.

2   Theoretical Framework

Research about the intention to make a return visit in the tourism world has been done many times. A tourist's intention to make a return visit in the tourism sector is an important factor for business continuation and growth in tourism [15]. The Planned Behavior theory model has been applied in various research, such as the choice of mode of transportation, type of holiday, tourist destination, and the influence of electronic Word-of-Mouth (eWOM) in selecting a restaurant, and tourist attitudes. This shows that the Planned Behavior theory model is suitable to be applied to predict and explain individual behavior [16].

2.1   The Intention to Revisit

An aim or intention is a behavior which becomes the basis for a person to undertake a tourist activity [17]. In the tourist marketing concept, the intention or aim is the tendency in an individual to be interested in or happy with something [18]. The intention or aim can also be defined as consumer behavior which emerges as a response to something which gives rise to a consumer's desire to make a purchase [19]. In the meantime, the intention or aim of making a return visit is the tourist's willingness to revisit a certain destination which was previously visited because it was a tourist product [20]. The intention of revisiting can also be defined as one of the components of an aim with the behavior referencing someone's aim to return to re-experience the same product and tourist destination [21].
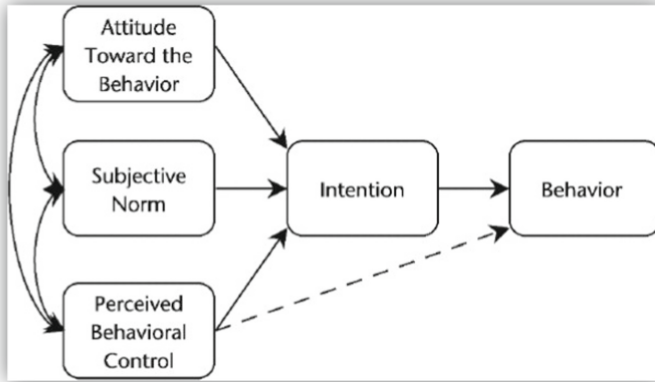
Fig. 1 Planned Behavior Concept [24]

2.2 Planned Behavior Concept

The Planned Behavior concept developed from the Reasoned Action theory which came in being because of the necessity of limitations present in the early model for the treatment of behavior when people have incomplete volitional control [22]. The Planned Behavior concept is a mode of attitude used to predict the execution of a behavior or the taking of a decision motivated by rational evaluation and consequences for behavior, both positive and negative [23]. The main factor in the Planned Behavior Theory is individual intention to undertake a behavior. Intention and behavior in Planned Behavior Theory was formulated because of three factors that is, attitude, subjective norms, and behavioral control perceptions [24] (Fig. 1).

2.3 Attitude Toward the Behavior

An attitude shows an individual behavior in relation to an effort in doing something [25]. An attitude to a behavior is determined by a belief concerning the consequences of a behavior which is called 'behavioral beliefs. This is related to individual subjective assessments of the surrounding world, an individual's understanding of themselves and the environment. This is done by means of connecting an attitude with a likely loss and benefit should an individual undertake or not undertake something [24]. An attitude can also be defined as a form of evaluation or action from people's feelings both in supporting and not supporting something for which an attitude is held. [26]. There are three components of a tourist's attitude [27] that is (1) cognitive which is the evaluation done in formulating an attitude, (2) affective being a psychological reaction yang reveals a tourist's enjoyment of a destination, and (3) a behavior comprising a verbal indication of an aim to visit a destination. In the variable of attitude towards the behavior of visiting, the indicator used is adapted from two individual evaluation characteristics [29]. The two characteristics of this attitude are a) An instrumental evaluation which covers the loss-benefit, and convenience-inconvenience b) The relative advantages and disadvantages

of something sourced to experience related to behavior for example, pleasurable-boring or even interesting-boring.

2.4 Subjective Norm

A subjective norm is a social reference possessed by an individual in choosing an individual action. A subjective norm is a belief which arises as a consequence of interaction with the surrounding environment [2]. A subjective norm can be defined as an individual's response to a person's wishes who is influential in their life ('significant others') related to whether the behavior is carried out or not carried out [2]. There are two categories in relation0s between individuals with others that is, vertical and horizontal relations. Vertical relations are reflected where one party is higher or more directive than another party as a result something which is organized needs to be characterized as injunctive or a demand for example, parent–child, teacher-student relationship, superior-subordinate relationships. Whereas a horizontal relationship is a bond established between two parties whose positions are similar or the same. In this research, a subjective norm is a surrounding influence or another factor which motivates someone or a tourist who revisits Ledok Sambi during the pandemic.

2.5 Perceived Behavioral Control

The perception of behavioral control refers to someone's belief of undertaking an action which they get pleasure from [22]. The perception of behavioral control can also be defined as someone's response to the ease or difficulty in creating a certain action which can change, depending on the situation and type of action undertaken [24]. The perception of behavioral control is determined by individual belief concerning the readiness of equipment resources, compatibility, capability, and opportunity ('control belief strength') which supports or even places a burden on desired behavior to be known and the level of the resource function ('power of control factor') in creating the behavior [24]. When an individual has a quite considerable number of resources and opportunity, so the felt behavioral control perceptions will get stronger. What is meant by 'control' factor is individual freedom to be able to choose to visit or even not to visit the tourist attraction during the pandemic, this matter is also related to resources, time, and the opportunity to visit tourist attractions during the pandemic [25][26].

3 Methods

This research uses a descriptive, quantitative approach. It seeks to find the relationship between independent variables (attitudes, subjective norms, and behavioral control perceptions) with dependent variables (an intention to make a return visit during the pandemic). The research was done on the Ledok Sambi tourist attraction, Pakem, Sleman, DIY from February to March 2021.

The collection of data for this research was undertaken by distributing online questionnaires using google forms to respondents who have visited Ledok Sambi. The sampling used a purposive sampling technique, whereas the total sample was found using

Table 1. Research Scale Interpretation

Assessment Scale	Criteria
1.00 – 1.75	Very low
1.76 – 2.50	Low
2.51 – 3.25	High
3.26 – 4.00	Very high

Lemeshow's formula (1997) because the total population was not capped and it was unknown:

$$n = p(1-p)(Z_{\ \alpha})^2$$
$$_{1-2}$$

The level of confidence was (Z) 95%, (p) maximal estimation 0.5, and a margin of error of 7.5%. Based on this formula a figure of 170 737 was obtained so the minimum sample needed for this research is 171 however, the writer decided upon rounding it up to 175 respondents for ease of calculation. The size of the sample used in this research is 175 respondents.

This research used two analyses that is descriptive and correlative. The descriptive analysis was used to find out the total and the percentage of research respondents' characteristics. A descriptive analysis was undertaken to find out the distribution of respondents' answers in each research questionnaire by finding the mean score then an analysis was conducted based on a interval of scale [31]. To find the average value a calculation of respondent frequency (fi) was multiplied by the weighting (xi) then divided by the overall number of respondents. The value and weighting used in the research were 'Strongly Disagree (*Sangat Tidak Setuju*–STS) with a weighting of 1, 'Disagree' (*Tidak Setuju*–TS) with a weighting of 2, 'Agree' (*Setuju*–S) with a weighting of 3, and 'Strongly Agree' (*Sangat Setuju*–S) with a weighting of 4. The interval of the scale was found by using the formula:

$$RS = \frac{m-1}{m}$$

The result of the calculation of the interval of the scale from the four-level Likert Scale is:

$$RS = \frac{4-1}{4} = \frac{3}{4} = 0,75$$

From Table 1, it can be seen from the data that if the mean score obtained for each variable trends toward 4.0 then the level of respondent agreement is very high. Conversely, if the mean is trending to a score of 1.0 then the level of respondent agreement is very low.

The analysis of the correlation in this research was done to find the research respondent characteristic relationship through the attitudinal variables, subjective norms,

Table 2. Correlation Coefficient Interpretation Values (r) [30]

Interval Coefficient	Level of Correlation
0.00 – 0.199	Very low
0.20 – 0.399	Low
0.40 – 0.599	Quite strong
0.60 – 0.799	Strong
0.80 – 1	Very strong

behavioral control perceptions, and an intention to visit Ledok Sambi during the Covid-19 pandemic. The first phase of the analysis was to analyse the respondent's characteristics linked to age, work, income per month, and place of residence. In addition, an analysis was done on the level of respondent agreement on each variable. The data was processed Pearson's product moment correlation analysis test. The product moment correlation co-efficiency was obtained using the following formula:

$$r_{xy} = \frac{N \sum KF - (\sum K)(\sum F)}{\sqrt{\{N \sum K^2 - (\sum K)^2\}\{N \sum F^2 - (\sum F)^2\}}}$$

The minimum correlation coefficient is -1 and the maximum is 1. There are three alternatives from the calculations: if it approaches 0, then the relationship between the two variables is very low; if it approaches +1, then the relationship between both variables is very strong and in the same direction, and it is stated as positive; if it approaches -1, then the relationship between the two variables is very strong and is in opposite directions, and is stated as negative [30] (Table 2).

4 Findings

4.1 Description of the Respondent Characteristics

The respondents comprised ninety-seven domestic tourists aged 18–24 years and seventy-eight tourists aged over 25 years. The majority of respondents in this research were females at 56.6% while males were 43.4%. Based on the frequency of visits the majority of respondents, totalling 133 people, had visited Ledok Sambi for the first time, then those who had visited two or three times totalling 33 people, and 9 respondents had visited Ledok Sambi more than three times (Table 3).

For the correspondent's type of work, 35.4% of respondents are students, 16.6% private sector workers, 12.6 percent civil servants, 10.3% business people, 8% housewives, and 17.1% have other work. Whereas for the place of origin, 101 were from DIY, and 74 from outside DIY. The majority of respondents had an income of between Rp

Table 3. Distribution of Respondent Characteristics

Characteristics		No	%
Age	18–24 years	97	55.4
	Over 25 years	78	44.6
Sex	Male	76	43.4
	Female	99	56.6
Frequency of Visits	once	133	76.0
	2–3 times	33	18.9
	>3 times	9	5.1
Work	Student	62	35.4
	Private sector worker	29	16.6
	Civil Servant	22	12.6
	Business person	18	10.3
	Housewife	14	8.0
	Other	30	17.1
Place of origin	DIY	101	57.7
	Outside DIY	74	42.7
Income per month	Rp 0 – Rp. 999 999	36	20.6
	Rp 1 000 000 – Rp 2 999 999	67	38.3
	Rp 3 000 000 - Rp 4 999 999	42	24.0
	>Rp 5 000 000	**30**	**17.1**

1 000 000 – Rp 2 900 000 per month at 38.3%, followed by 24% of respondents with an income between Rp 3 000 000 – 4 999 999 per month, 20.6% of respondents earned between Rp 0 – Rp 999 999 per month, and 17.1% earned over Rp 5 000 000 per month.

4.2   The Level of Respondent Agreement to Planned Behavior Variables

This section explains the distribution of respondent answers to each of the research questions.

4.2.1   Attitude

Based on Table 4 it can be seen that the majority of respondents did not agree that visiting Ledok Sambi during the pandemic was a positive behavior. Most of the respondents thought that visiting Ledok Sambi during the pandemic was not a beneficial behavior. Some 96 people thought that visiting Ledok Sambi during the pandemic was an easy undertaking. The majority of respondents thought that visiting Ledok Sambi during the pandemic brought happiness, shown by the 42.9% of respondents answering 'agree' and 32% answering 'disagree'. A total of 85 people think visiting Ledok Sambi during the

Table 4. The Level of Agreement of Respondents with the Variable of Attitude*

Attitude		STS	TS	S	SS	Mean
Visiting Ledok Sambi during the pandemic as a positive behavior	F	12	86	53	24	**2.51**
	%	6.9	49.1	30.3	13.7	
	S	12	172	159	96	
Visiting Ledok Sambi during the pandemic as a beneficial behavior	F	6	88	42	39	**2.65**
	%	3.4	50.3	24	22.3	
	S	6	176	126	156	
Visiting Ledok Sambi during the pandemic as something which is easy to do	F	4	62	96	13	**2.67**
	%	2.3	35.4	54.9	7,4	
	S	4	124	288	52	
Visiting Ledok Sambi during the pandemic as a behavior which is pleasurable	F	10	34	75	56	**3.01**
	%	5.7	19.4	42.9	32	
	S	10	68	225	224	
Visiting Ledok Sambi during the pandemic is prudent behavior. s	F	11	54	85	25	**2.77**
	%	6.3	30.8	48.5	14.3	
	S	11	108	265	100	
						2.72

* Key. F = Frequency; S = Score.

pandemic is prudent, whereas 25 other people answered 'strongly agree'. Nevertheless, there were 54 people who did not agree that visiting Ledok Sambi during the pandemic is prudent.

4.2.2 Subjective Norms

This research shows that the majority of respondents do not agree with the statement that the important others to the respondents think that the respondent had to visit Ledok Sambi during the pandemic. Some 73.1% of respondents who did not agree and 5.8% of respondents who strongly disagreed. Some 81% did not agree with the statement that "People who are important to me (parents/family) want me to visit Ledok Sambi during the pandemic". The majority of respondents answered they disagreed with the statement "People's opinion whom I value (for example, a friend), would like it if I visited Ledok Sambi during the pandemic" (Table 5).

4.2.3 Perception of Behavioral Control

Table 6 shows that most of the respondents answered that the desire to visit Ledok Sambi during the pandemic was of their own volition, shown by 49.1% of respondents

Table 5. Distribution of Subjective Norm Respondent Answers *

Statement		STS	TS	S	SS	Mean
People who are important to me think that I must visit Ledok Sambi during the pandemic	F	10	128	24	13	**2.23**
	%	5.8	73.1	13.7	7.4	
	S	10	256	72	52	
People who are important to me want me to visit Ledok Sambi during the pandemic	F	3	81	66	25	**2.65**
	%	1.7	46.3	37.7	14.3	
	S	3	162	198	100	
People whose opinion I value would like it if I visited Ledok during the pandemic	F	3	91	50	31	**2.62**
	%	1.7	52	28.6	17.7	
	S	3	182	150	124	
						2.5

* Key. F = Frequency; S = Score.

agreeing and 38.3% of other respondents strongly agreeing. Most of the respondents were convinced that if they wanted. they could visit Ledok Sambi in the pandemic, it was discovered of the 102 who agreed and 52 strongly agreed. Some 48.6% of respondents had sufficient resources (money, time, opportunity) to visit Ledok Sambi during the pandemic.

4.3 The Intention to Revisit

Although a total of 39.4% of respondents agreed and 25.2% strongly agreed as to their willingness to revisit Ledok Sambi during the pandemic, the majority of respondents did not agree to revisiting Ledok Sambi during the pandemic. Some 52 percent did not agree and the average value was only 2.52. Most respondents did not agree with the statement "You are making an effort to revisit Ledok Sambi during the pandemic" (Table 7).

4.4 Analysis of the Correlation of the Respondents Background with Planned Behavior

This section will outline the findings from the analysis of the correlation between the variables planned behavior and the intention to revisit. In the results from the analysis it was found that the *p–value* for all variables with a respondent's age was over 5% ($p > 0.05$). This shows that there is no significant relationship between the age of the respondent and the desire to revisit during the pandemic. The tourists who visit Ledok Sambi are not limited to a specific age, people of all ages were able to visit Ledok Sambi, from children to adults.

Table 6. Distribution of Respondent Answers for Behavioral Control Perception Variable*

Statement		STS	TS	S	SS	Mean
The decision to visit Ledok Sambi during the pandemic was completely of your own volition	F	0	22	86	67	**3.25**
	%	0	12.6	49.1	38.3	
	S	0	44	258	268	
You believe if you want to, you should be able to visit Ledok Sambi during the pandemic	F	2	19	102	52	**3.17**
	%	1.1	10.9	58.3	29.7	
	S	2	38	306	208	
Resources (money, time, opportunity) were sufficient to visit Ledok Sambi during the pandemic	F	0	27	63	85	**3.27**
	%	0	15.4	36	48.6	
	S	0	54	189	340	
						3.22

* Key. F = Frequency; S = Score.

Table 7. Distribution of Respondent Answers to Intention to Revisit Variable*

Statement		STS	TS	S	SS	Mean
There is a willingness to revisit Ledok Sambi during the pandemic	F	9	53	69	44	**2.85**
	%	5.1	30.3	39.4	25.2	
	S	9	106	207	176	
There is a plan to revisit Ledok Sambi during the pandemic	F	2	97	57	19	**2.53**
	%	1.1	55.4	32.6	10.9	
	S	2	194	221	57	
Effort are being made to revisit Ledok Sambi during the pandemic	F	6	91	48	30	**2.58**
	%	3.4	52	27.4	17.2	
	S	6	182	144	120	
						2.65

* Key. F = Frequency; S = Score.

There is no significant correlation between the sex of the respondent with the intention to revisit Ledok Sambi during the pandemic. The respondent's sex did not influence the decision to revisit Ledok Sambi during the pandemic. Both males and females were able to decide to revisit Ledok Sambi. This is shown by the analysis results of a correlation

between sex with an intention to revisit Ledok Sambil during the pandemic. The value *p-value* for all variables was more than 5% (p > 0,05).

The relationship of visit frequency with the intention to visit is shown in the results of the correlation analysis obtained by the *p-value* for all variables over 5% (p > 0.05). This shows that there is no significant relationship between the frequency of tourist visits and the intention to revisit Ledok Sambi during the pandemic. The tourist visit frequency does not influence a tourist's decision to revisit Ledok Sambi during the pandemic. A first-time visitor to Ledok Sambi and those who have visited more than three times can make the same decision to revisit Ledok Sambi during a pandemic.

The result of the correlation analysis obtained by the *p-value* for all variables against the type of work of a tourist is greater than 5% (p > 0.05), thus it can be concluded there is no significant relationship between the type of work and the decision to revisit Ledok Sambi during the pandemic. Tourists with any type of work can visit Ledok Sambi.

The place of origin has no relationship with the intention to revisit Ledok Sambi during the pandemic. Tourists from DIY and outside DIY had taken decisions to revisit Ledok Sambi during the pandemic. This can be seen from the results of the correlation analysis for all variables found in the *p-value* which is more than 5% (p > 0.05).

The result of the correlation analysis between monthly income with the intention to revisit was obtained with a *p-value* from all variables of more than 5% (p > 0.05). This shows that there is no significant correlation between income and a decision to revisit. Ledok Sambi visitors come from various circles. This is because a visit to Ledok Sambi is not subject to an entrance fee, nor do visitors need to hire a mat. The visitors only pay for parking and should they wish to buy food or enjoy the facilities provided by the managers.

Based on the correlation analysis done for all Planned Behavior theory variables with tourist characteristics, with a *p–value* of more than 5% (p > 0,05), it shows that there are no significant correlations between tourist characteristics that is age, sex, frequency of visits, work, place of origin, and income per month against the desire to revisit Ledok Sambi during a pandemic (Table 8).

The correlation test is obtained by a correlation coefficient value of 0.687 and a *p-value* of 0.000 from the attitude variable against the revisit intention. The result shows a strong correlation but with certainty between the attitude variable with the revisit intention. The correlation test done between subjective norms against revisit intention had a correlation coefficient value of 0.762 with a *p-value* of 0.000. The result shows that there is a strong correlation with certainty between subjective norms with a revisit intention. The correlation test result between the behavior control perception against the revisit intention had a correlation coefficient value of 0.877 and a *p-value* of 0.000. It can be seen that there is a very strong correlation between behavior control perception with a revisit intention. The results of this research show that the variables of attitude, subjective norms and behavior control perception have a significant correlation with the revisit intention.

4.5 Analysis of Tourists' Desire to Revisit with Respondents' Characteristics

This section explains the distribution of respondent's answers based on respondents' characteristics for each research variable. This analysis was done to see if there were

Table 8. Correlation Analysis

Variable		F	*Pearson Correlation*	*Sig. p-value*
Age	Attitude	175	-0.031	**0.341**
	Subjective Norm	175	0.019	**0.404**
	Perceived Behavior Control	175	0.011	**0.441**
	Revisit Intention	175	0.003	**0.483**
Sex	Attitude	175	-0.096	**0.102**
	Subjective Norm	175	0.099	**0.097**
	Perceived Behavior Control	175	-0.033	**0.331**
	Revisit Intention	175	-0.088	**0.123**
Frequency of Visits	Attitude	175	0.049	**0.260**
	Subjective Norm	175	-0.038	**0.309**
	Perceived Behavior Control	175	-0.024	**0.376**
	Revisit Intention	175	0.032	**0.338**
Work	Attitude	175	0.053	**0.244**
	Subjective Norm	175	0.031	**0.341**
	Perceived Behavior Control	175	0.066	**0.194**
	Revisit Intention	175	0.106	**0.083**
Place of Origin	Attitude	175	0.031	**0.341**
	Subjective Norm	175	0.069	**0.181**
	Perceived Behavior Control	175	-0.014	**0.426**
	Revisit Intention	175	-0.036	**0.317**
Income per month	Attitude	175	-0.019	**0.402**
	Subjective Norm	175	0.000	**0.498**
	Perceived Behavior Control	175	0.047	**0.270**
	Revisit Intention	175	0.044	**0.281**
Revisit Intention	Attitude	175	0.687**	**0.000**
	Subjective Norm	175	0.762**	**0.000**
	Perceived Behavior Control	175	0.877**	**0.000**

**. Correlation is significant at the 0.01 level (1-tailed).

differences in answers based on respondents' characteristics. The figures obtained are answer score average values based on the respective respondent characteristics.

A difference of an average value 0.01 was found for tourists aged 18 to 24 years and over 25 years of the level of correspondence for both age groups including in the high criterion. Given the results of the correlation analysis which has been given above it can be seen that there is not a significant correlation between age and the revisit intention.

Based on the background of sex, the average value of both male and female tourists is the same that is, 2.78. The level of correspondence of tourists with the higher figure in behavioral control perception is for males at 3.29. Whereas the variable which has

a low correspondence level is the subjective norms for males at 2.43. The respondent correspondence level average value for both sexes at the high level is because it is located in the range 2.51–3.25. The correlation analysis results given above show that there is no significant correlation between sex and the revisit intention.

An analysis based on the frequency of visits shows that first time visitors to Ledok Sambi have a high average value of 3.21. The average value level of respondent agreement is based on the visit frequency groups all of which are in the high criteria level. As a result, it can be seen from the correlation analysis given above that there is no significant correlation between tourist visit frequency with the revisit intention.

Based on the tourists' work background, each work group has a high correspondence level average value because the value obtained is between 2.51–3.25. As a result, from

Table 9. Distribution of Questionnaire Answers Based on Respondent Characteristics

Characteristic		Attitude	Subjective Norm	Perceived Behavioral Control	Revisit Intention	Mean
Age	18–24 years	2.72	2.48	3.24	2.66	**2.77**
	Above 25 years	2.69	2.52	3.27	2.65	**2.78**
Sex	Male	2.72	2.43	3.29	2.66	**2.78**
	Female	2.70	2.55	3.23	2.65	**2.78**
Visit Frequency	Once	3.40	2.78	3.70	2.96	**3.21**
	2–3 times	2.72	2.54	3.29	2.63	**2.80**
	Over 3 times	2.48	2.25	2.99	2.66	**2.59**
Work	Student	2.70	2.47	3.23	2.61	**2.75**
	Civil servant	2.64	2.55	3.22	2.62	**2.76**
	Private Sector Worker	2.56	2.36	3.06	2.62	**2.65**
	Business-person	2.79	2.67	3.41	2.57	**2.86**
	Housewife	2.80	2.52	3.38	2.95	**2.91**
	Other	2.83	2.52	3.32	2.57	**2.81**
Place of Origin	DIY	2.73	2.58	3.26	2.73	**2.79**
	Outside DIY	2.40	2.44	2.82	2.55	**2.55**
Income per month	Rp 0 – Rp 999 999	2.70	2.47	3.19	2.56	**2.73**
	Rp 1 m* – Rp 2 999 999	2.74	2.57	3.28	2.62	**2.80**
	Rp 3 m – Rp 4.999.999	2.70	2.39	3.21	2.81	**2.78**
	> Rp 5 m	**2.67**	**2.52**	**3.32**	**2.63**	**2.79**

* Key: m = million

the correlation analysis given above it can be seen that a person's work background does not have a correlation with the intention to revisit Ledok Sambi in a pandemic.

Seen from the tourist's place of origin, the group originating from Yogyakarta has an average value of 2.79. While the group for outside Yogyakarta has an average value of 2.55. From both these figures it can be seen that the tourist correspondence levels are both in the high criterion level. For this reason, from the correlation analysis that has been done it can be seen that there is no correlation between the place of origin with the revisit intention (Table 9).

Based on income per month, the data shows that each income group is at a high level of correspondence. The highest average value is for tourists who have an income of Rp 1 000 000 – Rp 2 999 999 and a figure of 2.80. Whereas for tourists who have an income below Rp 1 000 000 per month are the group which has the lowest average score that is 2.73. As a result, it can be seen that based on the correlation analysis conducted there is no correlation between income per month with an intention to revisit Ledok Sambi during the pandemic.

The analysis of the level of respondent correspondence based on background shows that there is no difference in the criteria levels. The level of correspondence for all groups of tourist characteristics is high as it is found at the level 2.51–3,25. As a result, based on the above correlation analysis it can be shown that the background of the tourist has no significant correlation with tourist intention to revisit Ledok Sambi during a pandemic.

5   Conclusion

This research has sought to show the correlation between tourist behavior in a pandemic period with the aim of making a return visit. Based on the results of this correlation analysis the *p-value* for all variables in the Planned Behavior concept to tourist characteristics shows that the level of correlation is over 5% ($p > 0.05$). This shows that there is no significant correlation between a tourist's characteristics that is, age, sex, visit frequency, work, place of origin, and income per month with a desire to revisit Ledok Sambi during a pandemic.

This research also shows that all the variables in the Planned Behavior concept have a significant correlation to the aim of revisiting during the pandemic. The research results appear to be in accord with a number of earlier research papers and strengthens what has been done by previous research projects [25][26][27].

A research limitation is the quantitative method in looking at tourist intent to revisit a tourist attraction during the pandemic. This research recommends follow up research, in particular to look at the influence of the use of social media against the intention to revisit Lembok Sambi. Social media can also be made as one of the determining factors to the subjective norm variable because social media now is possessed by almost everyone as a result in addition to parents, superiors, and friends, social media can become an important determining factor or influence over someone to take a particular action.

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