



Tehory Of Planned Behavior to Prediction Tourists' Visiting Intentions In Lembata Regency During The Covid-19 Pandemic

Hamzah Nazarudin
Politeknik Negeri Kupang
Kupang, Indonesia
alhimza@gmail.com

Anastasia Imelda Sayd
Politeknik Negeri Kupang
Kupang, Indonesia
imel.sayd@gmail.com

Abstract This study aims to determine the behavior of tourists visiting tourist attractions in Lembata regency during the Covid-19 pandemic using Planned Behavior Theory. The population in this study were domestic tourists, both men and women who visited tourist attractions in Lembata regency during the Covid-19 pandemic. The samples in this study were several domestic tourists, both men and women who visited tourist attractions in Lembata regency during the Covid-19 pandemic who had characteristics according to the needs in the study that could be used as respondents. The sample determination technique uses the opinion of Hair et al. (2010) that is, the determination of the number of representative samples depends on the number of indicators (Questionnaire items) multiplied by 5 to 10. The number of samples in this study was, sample = number of indicators (questionnaire items) 17 items = $(17 \times 5) = 85$, so that the number of samples in this study was 85 respondents. Data collection techniques include observation by making direct observations in the field, and distributing questionnaires in the form of questions that are distributed to respondents. The data analysis technique uses multiple Linear Regression analysis. results of the study it can be concluded that partially and simultaneously. there is a positive influence of attitude variables, subjective noma and behavioral control on the intention of visiting tourists to Lembata regency during the Covid-19 pandemic, the better the attitude, subeyective norms and behavioral control, the higher the intention of tourists to visit Lembat district during the Covid-19 pandemic.

Keywords: *TPB, Visiting Intentions, Covid 19, tourism in Lembata Regency*

I. INTRODUCTION

The covid-19 pandemic is not over yet and the emergence of the new Omicron virus has had a far-reaching impact on the tourism sector in Indonesia, Tourism recovery is a new agenda with a primary focus on health and the economy. Each stackholder, both the government as a policy maker, tourism business actors (hotel service business actors, tourist tourism business actors) and related parties. trying to find a solution to find the right formula for the recovery of tourism in

Indonesia. This condition will affect tourist visits in Lembata regency.

An effort to attract tourist visits to Lembata regency during the Covid-19 pandemic is to provide safety and security guarantees for tourists through the implementation of strict health protocols. this condition affects the behavior of consumers who visit tourist attractions,

Consumer behavior is an important element in marketing strategy, most research related to consumer behavior is oriented towards producers' policies in packaging products, This is considered effective in achieving the target market of a product to be sold, in addition to its significant influence on future product development, analyzing consumer behavior can also contribute to the determination of development direction policies (Loudon and Bitta, 1979, (Williams, 2006)[1], including tourism development, in other terms, understanding consumer behavior (tourists) is capital in developing HR facilities and infrastructure and the character of tourist products, which are in accordance with market preferenusing and have a selling value.

In the theory of consumer behavior, there are various models of consumer behavior with diverse approaches. Kotler (2007){2}, using approaches through cultural, social variables, While Howard (1989){3} added product variables, Howkins and moutthersbough analyzed consumer behavior with 2 approaches, namely internal and external approaches.

Despite some of those approaches, there is also an approach with the TPB (Theory of Planned Behaviour) model proposed by Ajzan and Fishbein (1991){4}, can embrace that approach, The variables contained in the theory of planned behavior (TPB) are attitudes, subjective norms, behavioral control, intentions. In this study, the authors used variables of planned behavior theory to measure the intention to visit tourists in Lembata district during the COVID-19 pandemic.

Lembata Regency is one of the regencies in the province of East Nusa Tenggara (NTT) has a variety of interesting tourist destinations to visit. One of the tourist icons in Lembata regency that is famous for domestic and foreign tourists is the cultural tourism of whaling in Lamalera village, Lembata regency. However, the spread of the covid 19 virus has an impact on the level of tourist visits, both domestic and foreign tourists to Lembata regency, According to Lembata News.com, the Regent of Lembata explained that the Covid-19 pandemic had an impact on all sectors of people's lives, especially the tourism sector which felt a direct impact, namely a very drastic decrease in tourist visits in Lembata regency (Lembata News.com; 23/2/2021). {5}.

Based on this phenomenon, several problems can be identified as follows:

1. Whether attitudes, subjective norms and behavioral control have a partial effect on the intention of tourists to visit tourist attractions in Lembata regency during the Covid-19 pandemic.
2. Whether attitudes, subjective norms and behavioral controls have a cumulative effect on the intentions of tourists visiting the Lembata regency during the COVID-19 pandemic

II. LITERATUR RIVIEW

The theory of planned behavior is a development of the previous theory, namely the theory of reasoned action proposed by Icek Ajzen and Martin Fishbein. Reasoned action theory is a theory used to estimate a person's behavior. The theory of reasoned action has two main predictions in assessing a person's intention to behave, namely attitudes towards behavior and subjective norms (Ajzen, 1991) {6}.

The theory of reasoned action was later expanded and modified again by Icek Ajzen into a theory of planned behavior. According to Ajzen the theory of reasoned action can only be used for behaviors that are completely under the control of the individual, and is not appropriate if it is used to explain behaviors that are not completely under the control of the individual due to the presence of other factors that tend to hinder or favor the achievement of the individual's intention to behave, then Ajzen in the Theory of planned behavior (TPB) added one antecedent factor, namely perceived behavioral control. kemudian Ajzen dalam Theory of planned behavior (TPB) menambahkan satu faktor antecedent, yaitu perceived behavioral control.

In the theory of planned behavior explains that the behavior of a person will arise due to the intention to behave. The theory of planned behavior is devoted to the specific

behavior of a person and to all behaviors in general. A person's intention to behave can be predicted by three things, namely attitudes towards behavior, subjective norms and perceived control of behavior. Attitude toward the behavior is the entire evaluation of a person regarding his positive or negative to display a certain behavior. Subjective norms are a person's beliefs regarding the demands of others that are considered important for him to be willing to show or not to display certain behaviors. Perceived behavioral control is a person's perception of his ability to display certain behaviors (Ajzen, 1991) {6}.

Understanding the Theory of Planned Behavior according to some of the researchers above, it can be concluded that the Theory of Planned Behavior is an intention that arises from an individual to behave and the intention is caused by several factors from internal and external. Intention is influenced by three variables, namely attitude toward the behavior, subjective norms and perception of behavior control. In this study. The Theory of Planned Behavior is used as an approach to explain the factors that influence the intention of tourists to visit tourist attractions in Lembata regency during the Covid-19 pandemic. According to Fishbein and Ajzen (1975) {7}, the Theory of planned Behavior (TPB) explains an individual's intention to behave is determined by three factors, namely: 1. Attitude towards the behavior, 2. Subjective norms, 3. Perception of behavioral control.

III. RESEARCH METHODS

This type of research is a quantitative study that aims to determine the behavior of tourists visiting tourist attractions in Lembata regency during the Covid-19 pandemic using the Theory of Planned Behavior (TPB). the population in this study was domestic tourists, both men and women who visited Lembata regency tourism objects during the Covid-19 pandemic.

The samples in this study were several domestic tourists, both men and women who visited tourist attractions in Lembata regency during the Covid-19 pandemic who had characteristics according to the needs in the study that could be used as respondents.

The sample determination technique uses the opinion of Hair et al. (2010) {8} i.e. Determination of the number of representative samples depending on the number of indicators (Questionnaire items) multiplied by 5 to 10. The number of samples in this study was sample = number of indicators (Quiz items) 17 question items = (17 x 5) = 85, so that the number of samples in this study was 85 respondents. Data collection techniques include observation by making direct observations in the field, and distributing questionnaires in the form of questions that were distributed to respondents. Data analysis techniques use Multiple Linear Regression analysis.

IV. RESULT

Multiple Linear regression analysis

Multiple linear regeresi analysis aims to determine the influence of independent variables, namely the Attitude variable (X1), the subjective Norm variable (X2) and the Behavior Control variable (X3) on the dependent variable, namely the visiting intention variable. Statistical calculations in multiple regression analysis will be explained in the table

Table 1
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	4.308	1.989		2.166	.033		
x1	.511	.153	.342	3.371	.000	.412	2.170
x2	.457	.133	.451	3.339	.000	.250	4.130
x3	.226	.170	.181	3.342	.000	.270	3.671

a. Dependent Variable: y

below:

Based on the table above can be derived multiple linear regression equations as follows, $Y = 4.302 + 0.511X_1 + 0.457X_2 + 0.226X_3$, it shows that the variables Attitude (X1), Subjective norm (X2), and behavioral control (X3) = 0 then the visiting intent variable is 4,308, Coofysicecent vakue $b_1 = 0.511$, if the attitude value (X1) increases by 1 point, and other independent variables remain, then the visiting intention variable will increase by 0.511. Coofyent value $b_2 = 0.457$, if the subjective norm (X2) increases by 1 point, and other independent variables remain then the visiting intention variable will increase by .0.457. The coofisient value of $b_3 = 0.226$, if the behavioral control (X3) increases by 1 point, and other independent variables remain, the visiting intention variable will increase by 0.226. This means that the high and low of visiting intentions can be predicted through the high and low of attitude variables, subjective norms and behavioral control. or attitudes, subjective norms and behavioral control affect the intention of tourists to visit tourist attractions in Lembata regency during the Covid-19 pandemic.

Coeffisient determination

Determination analysis is used to determine of influence contribution between independent variables and dependent variables, $R^2 = 0$ then there is no contribution of influence that the independent variable gives to the dependent variable, or the independent variable used in the model does not explain the influence of the dependent variable. $R^2 = 1$, then the influence that the independent variable exerts on the dependent variable is perfect, or the independent variable used in the model can explain 100% of the dependent variable, The statistic calculation of the coofisient determinant can be described in the table below:

Table 2
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.627 ^a	.589	.523	2,137

a. Predictors (constant, x3,x1,x2

b. Dependent variabel y

Based on the table above, the value of R Square is 0.589 or 58.9%,. This explains that the influence of attitude variables, subjective norms and behavioral control on tourists' visiting intentions in Lembata district during the Covid-19 pandemic was 58.9%.

Hypothesis

The hypothesis in this study is: $H_0 =$ suspected X_1, X_2, X_3 has a partial and simultan effect on tourists' visiting intentions. Test statistics are used t test, if t counts $>$ t table then the hypothesis is accepted and if t counts $<$ t table then the hypothesis is rejected.. Can compare alpha value (0.05) with significant value (P value), if P value $>$ 0.05 then H_0 is accepted and H_a is rejected. If the P value $<$ 0.05 then H_a is accepted and H_0 is rejected.

Based on the results of the comparison between the free variable and the bound variable in the coofcient table, the significant value of P Value obtained is 0.000. so that when compared with an alpha value of 0.05, the significant value / P-Value is smaller than the alpha value ($0.000 \leq 0.05$). This suggests that H_0 refuses and H_a is accepted or attitudes, subjective norms, and behavioral control have a significant effect on the intention to visit tourists in the Lembata regency. Based on the results of the comparison of t count and t table, it shows that the value of t counts the vaiabel attitudes, subjective norms and behavioral control is greater than the value of t table, namely the value of t count X_1 of 3,371, the value of t count X_2 is 3,339, the value of t count X_3 is 3.34 greater than the value of t table of 1,988. Because the calculated t value is greater than the t table value, H_0 is rejected and H_a is accepted or attitudes, subjective norms, and behavioral controls have a significant effect on the visiting intention of tourists in Lembata district.

The F test is used to simultaneously test the influence of variables X_1, X_2, X_3 on variable y. The results of the F test calculation can be seen in the following table:

Table 3. Anova**ANOVA^b**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	289.361	3	100.348	52.941	.000 ^a
Residual	81.341	80	1.787		
Total	326.702	83			

a. Predictors: (Constant), x₃, x₁, x₂

b. Dependent Variable: y

Based on the results of statistical testing with the F test method in the table above, where the significant level obtained is smaller by 0.000 than the significance standar which is 5% or 0.05. And based on the results of the comparison between F count and F table where F counts 52.941 is greater than F table by 2.71. So it can be concluded that Ho di tolak and Ha are accepted or attitudes, subjective norms, and behavioral control have a simultaneous effect on the visiting intentions of tourists in Lembata regency

V. CONCLUSION

Based on the results of the study it can be concluded that partially and simultaneously. there is a positive influence of

attitude variables, subjective noma and behavioral control on the intention of visiting tourists to Lembata regency during the Covid-19 pandemic, the better the attitude, subeyective norms and behavioral control, the higher the intention of tourists to visit Lembat district during the Covid-19 pandemic.

VI. SUGGESTION

The results of this study can be used as consideration by the Lembata regency government to identify the behavior of tourists visiting Lembata district during the COVID-19 pandemic

REFERENCES

- [1]. Loudon, D.L., dan Bitta, A.J.D., 1979, Consumer Behavior: Concepts and Applications, United States of America: McGraw-Hill.
- [2]. Kotler, P., dan Keller, K.L., 2007, Manajemen Pemasaran, Edisi ke-12, Jakarta: PT Indeks.
- [3]. Howard, J.A., 1989, Consumer Behavior in Marketing Strategy, New Jersey: Prentice-Hall, Inc. Howard (1989){s}
- [4]. Ajzen, I. 1991. The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50, 179-211.
- [5]. Lembata News.com ;2021
- [6]. Ajzen, I. 1991. The theory of planned behavior. Organizational Behavior and Human Decision Processes, 50, 179-211.
- [7]. Fishbein, M., dan Ajzen, I., 1975. Belief, Attitude, Intention and Behavior, An Introducing to Theory and Research, Philippines: Addison-Wesley publishing Company, Inc.
- [8]. Hair, J. et al. 2010. Multivariate Data Analysis (7th Edition). 7th edn. New Jersey: Prentice Hall International Inc

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

