



Implementation of Tourists Intention to Visit in the Theory of Planned Behavior: A Literature Review

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Abstract: The intention to visit is one of the human behaviors that can be influenced by the Theory of Planned Behavior (TPB). However, there is also debate about the existence of an expansion in the TPB towards Visit Intentions as an effort to improve the TPB theory. This study aims to analyze the gap in the literature on the Theory of Planned Behavior and find an expanded Theory of Planned Behavior. The research uses Systematic Literature Review Papers with descriptive analysis and produces visualizations using VOSviewer. This research uses 31 International Indexed Journals (2010–2022) from the EBSCO, Science Direct, JSTOR, and Google Scholars databases which have been systematically analyzed. The results show that attitudes, subjective norms, and perceived behavioral control also strongly support TPB and extended TPB. It can be seen that 90.33% of researchers expand the theory more by adding direct variables, indirect variables, and moderation in research. Based on VOSviewer's visualization, it can be seen that studies on TPB traditional have often been analyzed before 2018. In contrast, in 2020 the variables that are often related to the intention to visit are related to adding the topic of social networking services and environmental experience. It was concluded that the indirect variables, direct variables, and moderating variables added to the expanded TPB generally played a role in strengthening the TPB model.

Keywords: Theory of Planned Behavior, Expanding Theory of Planned Behavior, Intention to Visit, Literature Review.

1. Introduction

Research on the concept of the Theory of Planned Behaviour (TPB) began around Ajzen's (1991) 1990s study, which was a development of the Theory of Reasoned Action. Many studies have used this theory to explain individual behavior (Han, Hsu, & Sheu, 2010b; Lam & Hsu, 2004; N. Lin & Roberts, 2020). This theory incorporates intention, subjective norms, and perceived behavioral control directly. Although many studies have discussed this theory, its application has been criticized by some researchers such as Sniehotta, Presseau, and Araújo-Soares, (2014). In their opinion, the assumption of *ceteris paribus* suggests that individuals are more likely to engage in behaviors they dislike, feel incapable of doing, or have no intention of doing, without considering moderation or other variables that influence behavior. Morren & Grinstein (2021) also stated that adding personal norms to the TPB model in subjective norm moderation can enhance cross-cultural environmental behaviors. Sun (2020) explained that an addition to the TPB theory includes one indicator, moral identity, and one moderating variable, confidence level. However, Nguyen, Nham, & Hoang (2019) revealed that the quantity of research refining the TPB model by adding variables such as implementation intentions and satisfying results is still limited.

The intention to visit for tourism is one of the human behaviors that can be influenced by the Theory of Planned Behavior (AL Ziadat, 2015; Fenitra et al., 2021; Hamid & Isa, 2015; Lam & Hsu, 2004). However, there is still a debate regarding the expansion of the Theory of Planned Behavior (TPB) on the intention of visit as an effort to refine the TPB theory (Agag & Colmekcioglu, 2020; Bae & Chang, 2021; Erul, Woosnam, & McIntosh, 2020; Han, Hsu, & Sheu, 2010a; Kesumayuda, MS, & Rouly, 2020; C. W. Lin et al., 2021). The limitations regarding the reinforcement of the TPB and the debate on the integrated TPB in the intention of visitation have become researchers' attractions. Therefore, the main objective of this research is to summarize and analyze studies on TPB with the intention of visitation. Then, The researchers examine studies that use the expanded TPB, which strengthens the traditional TPB in the intention to visit. Lastly, analyze the content or variables discussed in the expanded TPB.

The research questions in this study are as follows: How is the current knowledge about TPB in the intention to visit? How is the current knowledge about the reinforcement of the TPB in the intention to visit? What content is discussed in the effort to reinforce the TPB? In this context, this research contributes to the literature in several ways. First, although there have been several studies examining the TPB based on literature reviews or meta-analyses in various research fields such as social psychology, health studies, technology, and marketing (Ajzen, 1991; Armitage & Conner, 2001; McDermott et al., 2015), such studies are still limited in the tourism literature, comprehensively examining these theories based on literature review. Second, this research is expected to provide more comprehensive information to assist future researchers in quickly understanding the TPB knowledge framework and inspire further research.

2. Methodology

The literature selection process is presented in Figure 1. In the initial stage, limitations were imposed on the literature by including English-language literature. Then, duplications were eliminated from the obtained literature using Mendeley software. Next, filtering was done based on titles and abstracts. Subsequently, literature selection was performed based on eligibility criteria (inclusion and exclusion) according to the research topic by reading each literature individually.

The process of a systematic literature review paper is conducted in this research. This approach is preferred because a systematic literature review, according to Petticrew and Roberts (2008), is a method of mapping uncertain areas and identifying where little or no relevant research has been conducted but new studies are needed. Based on the systematic review process conducted by Petticrew and Roberts (2008), firstly, this research establishes the objectives of the review and the research questions for this study, as outlined in the introduction.

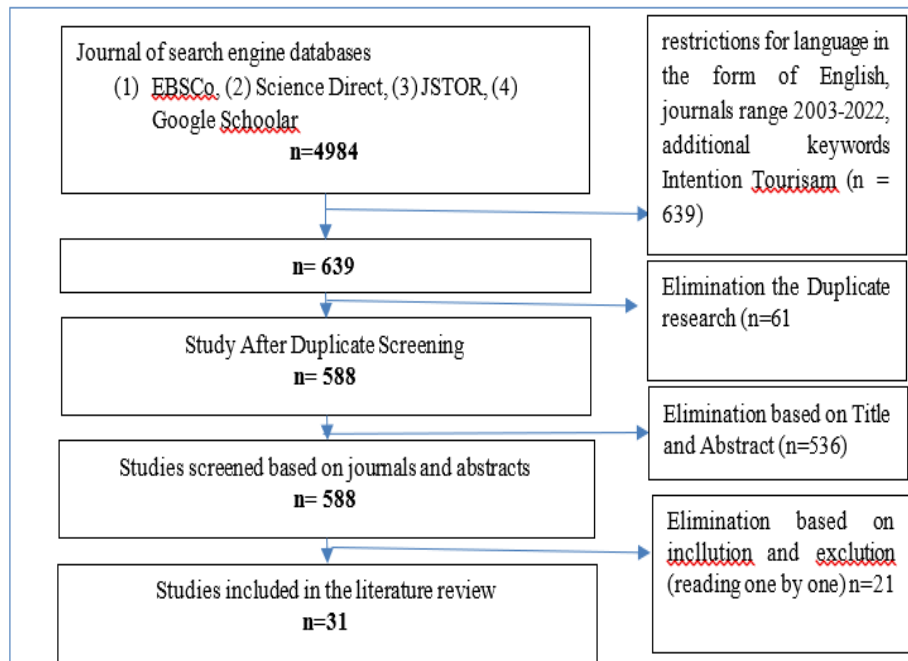


Fig 1. The literature selection process
Source: Researcher (2023).

Furthermore, this Systematic Literature Review Paper was conducted through a search of electronically available international journal-based data using three search engines: (1) EBSCO; (2) ScienceDirect; and (3) JSTOR. Manual searches were also performed on the Google Scholar search engine by entering the same keywords and selecting and choosing the relevant journals using the keywords "Extending of Theory of Planned Behavior", "Theory of Planned Behavior," and "Intention of Tourism".

Based on the search results from the website used as a data source, a total of 120 literature items were obtained from EBSCO, which were filtered down to 7 literature items. From JSTOR, 407 literature items were found, and from Science Direct, 4437 journals were initially identified, but after filtering, 206 literature items remained. Additionally, 20 literature items were obtained from Google Scholar. Therefore, a total of 639 literature items were gathered, which are candidates for primary study.

Then all the literature items were combined using Mendeley software, and filtered to determine whether the titles in the literature items were the same or not. Duplication elimination resulted in 61 literature items being removed. The number of literature items included in the title and abstract screening was 588. From these 588 literature items, further filtering was done based on suitability according to the abstract and title. A total of 52 literature items passed this screening and underwent individual identification, resulting in the selection of 31 literature items for further review in this study.

3. Results and Discussion

The Theory of Planned Behavior has increased since 2017 within the range of 2003-2022. Before 2017, only a few empirical studies used the Theory of Planned Behavior (TPB) in the intention to visit.

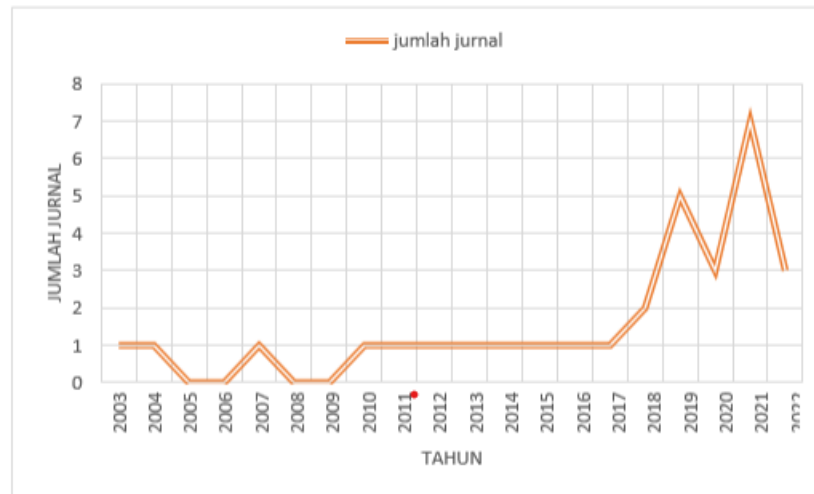


Fig 2. Distribution of articles from 2003-2022.
Source: Data is processed by the author (2023)

In addition to the yearly trend, it can be seen that the country with the highest research on TPB towards visitation intention is the Republic of China, followed by Indonesia, Korea, and other countries as depicted in Table 1. Table 1 also shows that researchers predominantly use the Structural Equation Model (SEM) as the method.

Table 1. Publication trends by research country and methods.

No	Authors	Country of Research	Method
1	Agag & Colmekcioglu (2020)	Mesir	SEM
2	Hamid & Isa (2015)	Indonesia	Factor Analysis
3	Boguszewicz-Kreft, Kuczamer-Kłopotowska, & Kozłowski (2022)	Jordania Dan Turkey	Multiple regression
4	Erul et al.(2020)	Turkey	SEM
5	Fenitra et al.(2021)	Indonesia	SEM
6	Han et al. (2010b)	Korea	SEM
7	Jalilvand, Ebrahimi, & Samiei (2013)	Iran	SEM
8	Japutra, Loureiro, Molinillo, & Ekinci (2019)	England	SEM
9	Joo, Seok, & Nam(2020)	Korea	SEM
10	Juschten, Jiricka-Pürerer, Unbehaun, & Hössinger (2019)	Austria	SEM
11	Khan, Chelliah, & Ahmed (2019)	India	SEM
12	Lam & Hsu (2004)	China	SEM
13	C. W. Lin et al.(2021)	Taiwan	SEM
14	Liu et al.(2021)	China	SEM
15	Martínez-gonzález, Parra-López, & Barrientos-báez (2021)	Kanada	SEM
16	Moghimehfar, Halpenny, & Walker(2018)	Kanada	SEM
17	Ramírez-castillo et al.(2021)	Meksiko	SEM
18	Shen & Shen (2021)	China	SEM
19	Wang (2016)	China	SEM
20	Zheng, Qiu, & Morrison (2023)	China	SEM
21	Lee(2009)	Korea	SEM
22	T. H. Lee (2007)	Taiwan	SEM
23	Goh, Ritchie, & Wang(2017)	Australia	SEM
24	Garay, Font, & Corrons (2018)	Spain	SEM
25	Seow, Choong, Moorthy, & Chan(2017)	Malaysia	SEM
26	Miller, Freimund, Metcalf, Nickerson, & Powell(2019)	America	SEM
27	Bamberg, Ajzen, & Schmidt(2003)	Germane	SEM
28	Pahrudin, Chen, & Liu(2021)	Indonesia	SEM
29	Hsu & Huang(2012)	China	SEM
30	Rao, Qiu, Morrison, & Wei(2022)	China	SEM
31	Al-Khaldy, Hassan, Abdou, Abdelmoaty, & Salem (2022)	Riyadh	SEM

Source: Data is processed by the author (2023).

Referring to Table 2, it can be seen that there was an interest in the previous authors in using additional variables to strengthen TPB in the intention to visit a tour. As much as 9.67% only used simple TPB in the form of attitudes, subjective norms, and perceived behavioral control in influencing visiting intentions; the remaining 90.33% of researchers extended more theory by adding direct variables, indirect variables, and moderation in research.

Table 2. The number of applications of the theory of planned behavior and the theory of planned behavior expanded.

No.	Theory	Number of Articles	Presentation (%)
1.	Theory Planned Behavior (TPB) Traditional	3	9,67
2.	Theory Planned Behavior (TPB) Extention	28	90,33

Source: Data is processed by the author (2023).

Table 3 shows that many indirect variables are used by researchers in the extended Theory of Planned Behavior toward visitation intention. The variables frequently used include Electronic Word of Mouth (EWOM), perceived risk, environmental experience, and perceived usefulness, while other variables are only used in 1-2 articles.

Table 3. Content discussed in the publication regarding indirect variables in visiting intentions.

Indirect variable on intention to visit	Number of publications using indirect variables	Indirect variable on intention to visit	Number of publications using indirect variables
Moral	1	Control Belief,	2
Justice	1	Pereceived Power or Perceived Usefulness, or Perceived Ease of Use	6
Islamic Religiosity,	1	E-wom	3
Perceived Risk,	3	Mindsets	1
Risk Awareness,	1	Travel Motives,	1
Risk Aversion,	1	Media Coverage	2
Satisfaction With Domestic Service	1	Social, Compatibility	1
Welcoming Nature,	1	Interpersonal Influence,	1
Sympathetic Understanding,	1	Self Efficacy,	2
Emotional Cloness	1	Technology Facilitation.	1
Biosphere Value,	1	Fear Covid 19	1
Environmental Knowledge	5	Values	1
Positive Emotional Experience	2	Product	1
Behavior Belief	2	Cognitive Image	1
Outcome Evaluation,	2	Shopping	
Normative Belief	2	Economic Compatibility	2
Motivation To Comply	2	Knowledge	1
Normative Belief	2	Non-Pharmaceutical Interventions	1
Novelty	1	Relaxation,	1

Source: Data is processed by the author (2023).

Table 4 shows that the direct variables used in addition to Attitude, Subjective Norms, and Behavioral Control are perceived in the TPB model, the researchers (Al-Khaldy, Hassan, Abdou, Abdelmoaty, & Salem, 2022; Goh, Ritchie, & Wang, 2017; Han et al., 2010; Juschten, Jiricka-Pürer, Unbehaun, & Hössinger, 2019; M. S. Lee et al., 2019; Moghimehfar, Halpenny, & Walker, 2018; Pahrudin, Chen, & Liu, 2021; Ramirez- castillo et al., 2021; Rao, Qiu, Morrison, & Wei, 2022; Shen & Shen, 2020; Wang, 2016; Zheng, Qiu, & Morrison, 2023) also uses shopping variables, Perception Covid, Congruity Theory, Intensity of SNS, Social Norms, Trip Experience, SNS Content, Place attachment, Specific attitude cognitive image, generic attitude, Environmental concern, and anticipated Emotion..

Moderating variables are in the form of health, Elaboration, and constraints. Variables that can act as direct and moderating variables are the intensity of SNS, trip experience, and SNS content (Al-Khaldy, Hassan, Abdou,

Abdelmoaty, & Salem, 2022; Miller, Freimund, Metcalf, Nickerson, & Powell, 2019; Moghimehfar et al., 2018; Pahrudin, Chen, & Liu, 2021; Seow, Choong, Moorthy, & Chan, 2017).

Table 4. The content discussed in the publication regarding direct and moderating variables intending to visit

Variable	Direct Variable	Moderation Variable
Shopping	√	-
Perception of Covid	√	-
Congruity Theory	√	-
Intensity of SNS	√	√
Social Norms	√	-
Trip Experience	√	√
SNS Content,	√	√
Health consciousness	-	√
Elaboration	-	√
constraint	-	√
Place attachment	√	-
Specific attitude, cognitive image	√	-
Environmental concern	√	-
Anticipated emotion	√	-

Source: Data is processed by the author (2023).

Figure 3 shows the Vosviewer result of 31 articles. It can be seen that there are many branches that discuss the expansion of the Theory of Planned Behavior, it can be seen that the Attitude, Subjective Norm, and Perceived behavior Control group is under 2014. Recently, it has used more of the theory of planned behavior with environmental indicators and social networks that are thought to influence intention to visit. So it is hoped that these indicators will be able to develop a model of the expansion of the theory of planned behavior. In this sub section, the results of this work are presented.

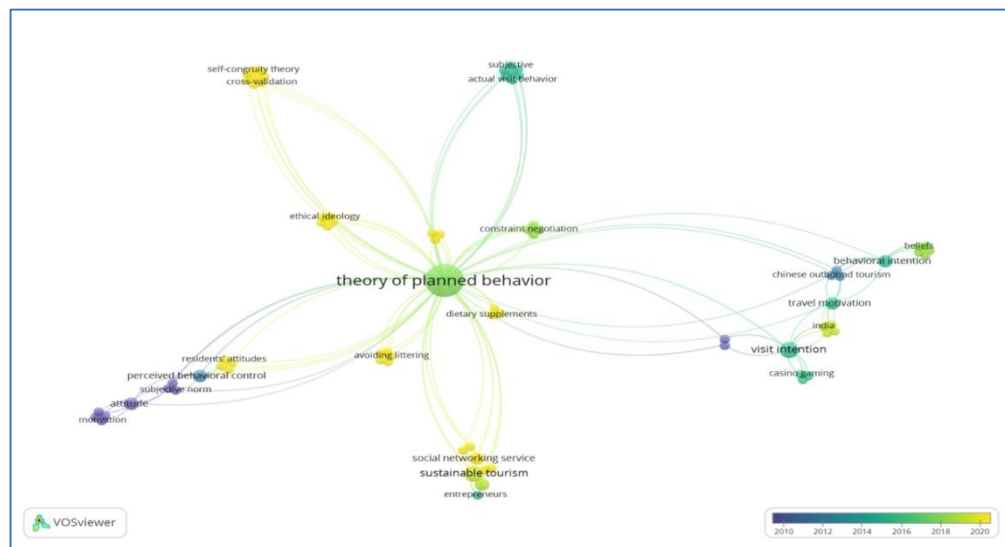


Fig 3. Overlay the theory planned behavior to intention to visit in VOSViewer.

Source: Data is processed by the author (2023).

The results are presented in a format that is accessible to the reader (e.g., in a graph, table, diagram, or written text). All graphs, tables, diagrams, and figures should be accompanied by text that guides the reader's attention to significant results. The text makes the results meaningful by pointing out the most important results, simplifying the results, highlighting significant trends or relationships, and perhaps commenting on whether certain results were expected or unexpected.

Ajzen (1991) revealed that The Theory of Planned Behavior consists of attitudes, subjective norms, and perceived behavioral control. The attitude variable is strongly supports the theory of Planned Behavior, of which 30 articles (Agag & Colmekcioglu, 2020; Boguszewicz-Kreft, Kuczamer-Kłopotowska, & Kozłowski, 2022; Al-Khaldy, Hassan, Abdou, Abdelmoaty, & Salem, 2022; Bamberg et al., 2003; Erul, Woosnam, & McIntosh, 2020; Fenitra et al., 2021; Garay, Font, & Corrons, 2019; Goh, Ritchie, & Wang, 2017; Hamid & Isa, 2015; Han, Hsu, & Sheu, 2010; Hsu & Huang, 2012; Jalilvand, Ebrahimi, & Samiei, 2013; Japutra, Loureiro, Molinillo, & Ekinci,

2019; Juschten, Jiricka-Pürner, Unbehauen, & Hössinger, 2019; Khan, Chelliah, & Ahmed, 2019; Lam & Hsu, 2004; M. S. Lee et al., 2019, T. H. Lee, 2007; Lee, 2009; Lin et al., 2021; Liu et al., 2021; Martínez- González, Parralópez, & Barrientos-báez, 2021; Moghimehfar, Halpenny, & Walker, 2018; Rao, Qiu, Morrison, & Wei, 2022; Pahrudin, Chen, & Liu, 2021; Ramírez-castillo et al., 2021; Seow, Choong, Moorthy, & Chan, 2017; and Shen & Shen, 2020) show that attitude significantly influences the intention to visit tourism. Whereas Joo, Seok, & Nam, 2020 revealed that it was not significant in their intention to visit.

Furthermore, Subjective Norms also show strong support for the theory of planned behavior and extended behavior theory, where there are 29 that support TPB showing that attitudes significantly affect the intention to visit a tour. Meanwhile, Japutra et al. (2019) and Ramírez-castillo et al., (2021) revealed that the intention to visit tourism was not significant. Furthermore, perceived behavior control shows strong support for planned behavior theory and expanded behavior theory where there are 29 that support TPB showing that attitudes significantly influence intention to visit tourism. Meanwhile, Shen & Shen, (2020) revealed that perceived Behavioral Control is not significant in the intention to visit tourism.

As explained above, the variables used in expanding the Theory of Planned Behavior or TPB show that the indirect variable Ease to use in Garay, Font, & Corrons, (2019) research is not significant, while other variables are indirectly significant to the intention of visiting tourists. This supports that even though the TPB theory is expanded, these variables support the expanded TPB in influencing visiting intentions. Likewise the direct variables, only SNS and trip (Al-Khaldy, Hassan, Abdou, Abdelmoaty, & Salem, (2022) and EWOM (Ramírez-Castillo et al., 2021) stated that they were not significant. The moderating variables which were not significant, only occur in research (Al-Khaldy, Hassan, Abdou, Abdelmoaty, & Salem, (2022).

4. Conclusion

The intention to visit for tourism is one of the human behaviors that can be influenced by the Theory of Planned Behavior. However, there is also a debate regarding the expansion of the Theory of Planned Behavior (TPB) towards the intention of visitation as an effort to improve the TPB theory. This study aims to analyze the gap in the literature on the Theory of Planned Behavior and find an expanded Theory of Planned Behavior. A systematic literature review paper was conducted, and a total of 31 publications were analyzed. The results showed that there is an interest among previous researchers in using additional variables to strengthen the TPB in the intention to visit for tourism, accounting for 90.33% of the total research publications. Attitude, subjective norm, and perceived behavioral control also strongly support both the Theory of Planned Behavior (TPB) and the extended theory of behavior (Extended TPB). The indirect, direct, and moderation variables added in the extended TPB generally play a role in strengthening the TPB model. These results are expected to become one of the quantitative research models using more indicators based on expanded TPB.

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