

Antecedents of Tourists' Intention to Visit Bali Post Pandemic COVID-19

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Abstrak

Tujuan penelitian ini menguji peran pengetahuan dan sikap wisatawan berdasarkan informasi pada objek destinasi wisata terkait pengelolaannya pasca pandemi covid-19. Begitu juga maraknya informasi melalui media sosial maupun media digital dalam memberikan informasi terkait dengan profil produk layanan yang ditawarkan sehingga membentuk pengetahuan serta sikap yang dapat mengkonstruksi niat wisatawan dalam berkunjung ke Bali pasca pandemi covid-19. Pada penelitian ini menggunakan pendekatan kuantitatif dimana pengembangan kerangka konseptual didasarkan pada kajian empiris penelitian terdahulu mengenai hubungan pengetahuan dan sikap terhadap niat berkunjung wisatawan. Sampel yang digunakan pada penelitian ini adalah 100 responden dengan menggunakan teknik purposive accidental sampling. Teknik analisis data menggunakan Smart-PLS3. Hasil penelitian ini mengungkapkan adanya pengaruh, pengetahuan tidak memberikan dampak signifikan terhadap niat berkunjung, pengetahuan memberikan dampak positif dan signifikan terhadap sikap wisatawan, sikap wisatawan memberikan dampak positif dan signifikan terhadap niat berkunjung wisatawan. beriklutnya dari penelitian ini dapat merekomendasikan bahwa pentingnya pengetahuan dan pembentukan sikap sehingga mempengaruhi tingginya niat wisatawan untuk berkunjung ke bali pasca pandemi covid-19

Kata kunci: *Pengetahuan, Sikap, Niat*

Abstract

The aim of this research is to examine the role of tourists' knowledge and attitudes based on information on tourist destinations related to their management after the Covid-19 pandemic. Likewise, the proliferation of information through social media and digital media in providing information related to the profile of product services offered so as to form knowledge and attitudes that can construct Tourists' intentions to visit Bali after the Covid-19 pandemic. This research uses a quantitative approach where the development of a conceptual framework is based on empirical studies of previous research regarding the relationship between knowledge and attitudes towards tourists' intention to visit. The sample used in this research was 100 respondents using purposive accidental sampling technique. The data analysis technique uses Smart-PLS3. The results of this research reveal that there is an influence,

knowledge does not have a significant impact on visiting intentions, knowledge has a positive and significant impact on tourists' attitudes, tourist attitudes have a positive and significant impact on tourists' visiting intentions. Furthermore, this research can recommend that the importance of knowledge and attitude formation influences the high intention of tourists to visit Bali after the Covid-19 pandemic.

Keywords: *Knowledge, Attitude, Intention*

INTRODUCTION

Tourism tourism is a sector that has been the basis of the economy in Bali for a long time. The development of the tourism sector in Bali has been starting to develop since the 1930s, so one very basic thing is interest in Balinese culture, where Bali, which was not familiar with promotional media at that time, only relied on promotions. and provide knowledge about tourism objects that are more or less known to tourists, both local and foreign, and ultimately the development of the tourism sector in the 1970s became the milestone for the highest tourism surge, so that this development influenced civilization and experience which later became the main sector developed to achieve quality Bali, tourism as an experience so it is necessary to develop a culture that is different from other regions, with a culture of friendliness and mutual cooperation as an experience for tourists to come to one area, which is seen in the differences to develop and introduce tourism as a world tourism potential, namely because of the natural beauty that many areas have, while the tourism strategy to promote tourism is to maintain the potential it has with the aim of not experiencing degradation, and try not to lose it, so that involvement is needed and can provide maximum benefits to Balinese people as actors and supporters of Balinese culture which provides tourism attraction(Putra et al., 2023).

In the post-pandemic era, tourism development experienced a setback. Of course, this is inversely proportional to the growth rate of the spread of Covid-19 in Indonesia, which is increasing every day. Over the span of one year, the pandemic has killed the tourism sector. Many tourists do not dare to undertake tourism activities. Many hotels and tourist attractions dare not operate. Since the implementation of the New Normal policy, little by little tourism has returned to enthusiasm and recovered. However, the growth rate is very slow (Endraswati, 2022;Wardana et al., 2023). On the other hand, information media related to Covid-19 aims to ensure that the spread of Covid-19 can be handled optimally. This information will be very useful to help the public and government regarding the distribution map of Covid-19, so that its further spread can be anticipated.

The knowledge possessed by tourists is important so that attitudes are formed in accordance with research (Wardana et al., 2022) states that knowledge can have a positive and significant influence on attitudes. So are (Sudarmawan et al., 2022; WARDANA et al., 2021; Wardana, Tresnasari, et al., 2023) in his research it was found that the knowledge factor had a positive and significant effect on a person's attitude towards an object. Also supported by research results from (Susanti et al., 2023; Wardana & Sudarmawan, 2023)states that knowledge can predict intentions in this cause and effect relationship because knowledge is a person's ability to interpret incoming information, then attitude acts

as an evaluation process based on cognitive, affective and psychomotor aspects. Next (Febrian & Budianto, 2023) stated in his research that knowledge has a positive and significant effect on intention. Research conducted by (Jusri et al., 2023; Wardana, Sudarmawan, et al., 2023) found that attitudes have a significant influence in influencing consumers' intentions to visit tourist attractions.

Therefore, researchers are interested in knowing the relationship between tourist knowledge and attitudes in constructing it so that it can be integrated in forming intentions. By knowing the relationship between these variables, you can directly provide recommendations regarding policies that can support the recovery of the tourism sector. So that in the future tourism in Indonesia can develop better even during the Covid-19 pandemic.

RESEARCH METHODS

The research was designed with a quantitative approach. A quantitative approach is applied in data collection, literature review, field research, data analysis, and presenting analysis or writing results. In connection with the research conducted, the research respondents selected were academics in the tourism sector who really know and understand and have complete information about the ins and outs of tourism conditions. In quantitative research, the data collection technique determined is the questionnaire technique with a questionnaire instrument. Population as the entire object or phenomenon being studied. A generational population consisting of objects or subjects that have certain quantities and characteristics determined by the researcher to be studied, then conclusions are drawn. The population in this study were tourists who visited Bali after the Covid-19 pandemic. The sample used was 100 respondents. The data collection technique in this research is using a questionnaire. The scores for answer choices for statements or questions for the questionnaire submitted for positive and negative questions are as follows:

Table 3.1 Questionnaire Scale Score for Questions Asked

Strongly disagree	1	2	3	4	5	Strongly agree
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Each question is related to the two variables above (independent variable and dependent variable). In the operationalization of this variable, all variables are measured by measuring instruments in the form of questionnaires that fulfill differential semantic scale type questions. In this research, data management was used using Smart-PLS3 software. By using quantitative descriptive analysis and inferential analysis. The indicators considered valid have an AVE value above 0.5. Next, to test the causality relationship, assess the comparison of the T-Table and T-statistic values, namely it must be greater than 1.96 and the maximum P-Value value is 5%

RESULTS AND DISCUSSION

Based on the respondent characteristics test that has been carried out, it can be seen that the majority of the 100 respondents studied were filled in by male respondents, 53%, while 47% of the respondents were female. Most of the respondents studied were 54%

married, the remaining 46 respondents or 46% were not married. Based on age, it is known that 39% of respondents are 16 - 25 years old, 34% are 26 - 35 years old, 18% are 36 - 45 years old, 8% are 46 - 55 years old, 1% are > 55 years old. Based on education, 53% of respondents had a bachelor's degree, and the second 30% had a high school education, the remaining 9% had a diploma and master's degree. Next, 48% of the respondent's job data are private employees, and the second 24% are students, 9% are self-employed, next 8% are BUMN/BUMD employees, 7% have other jobs, has a civil servant job of 3% and the last has a retired job of 3%. Finally, the characteristics of respondents based on income were 29% who had a monthly income of Rp. 2,500,001 – Rp. 5,000,000, as many as 24% have a monthly income of Rp. 7,000,001 ≤, as many as 19% have monthly income ≤ Rp. 2,500,000, the next 17% have a monthly income of Rp. 1,000,001 – Rp. 5,000,000 and the last 1% have an income of Rp. 5,000,001 – Rp. 7,000,000.

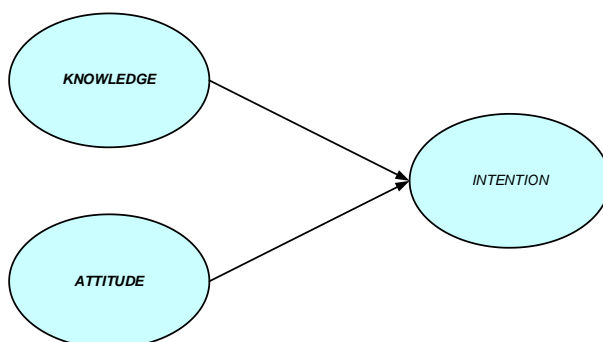


Figure 1. Conceptual Framework

Table 1 Outer Loading Values

Indicator	Knowledge	Tourist Attitudes	Intention to Visit
X1.1	0.871		
X1.2	0.951		
X1.3	0.963		
X2.1		0.891	
X2.2		0.931	
X2.3		0.899	
X2.4		0.976	
X2.5		0.831	
X2.6		0.953	
X2.7		0.941	
Y.1			0.932
Y.2			0.931
Y.3			0.941
Y.4			0.897
Y.5			0.898

The validity test results of 15 indicators with Outer Loading values all more than 0.7 can be interpreted as indicating that all indicators are valid.

Table 2. Path Correlation

Variable	AVE
Knowledge	0.895
Attitude of local tourists	0.877
Intention to visit	0.872

Table 3 Cronbach's Alpha Value

Variable	Cronbach's Alpha
Knowledge	0.876
Attitude	0.979

Next, knowledge, tourist attitudes (X2) and intention to visit have an AVE value above 0.5, so these results can illustrate that the development of indicators in the model can measure latent variables. So this result can be said to be valid. Based on the Cronbach's Alpha value above 0.6, namely the knowledge variable 0.962, the tourist attitude variable 0.968, and the intention variable to visit 0.987, all the variables above are reliable and can be entered into the model and can be continued to hypothesis testing.

Table 4. Path Correlation

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Q Statistics (IO/STERRI)	P Values	Results
KNOWLEDGE -> INTENTION	0.039	0.029	0.115	0.361	0.741	Not Supported
KNOWLEDGE -> ATTITUDE	0.851	0.852	0.030	26,751	0,000	Support
ATTITUDE -> INTENTION	0.879	0.896	0.106	8,220	0,000	Support

Path analysis is used to test correlation in this research. The results of the data show that knowledge does not have a significant impact on intentions. This is proven by the results of the t-statistic value of 0.361 (<1.96) with a p-value of 0.741 (>0.05) and The original sample estimate value is 0.039. So it can be concluded that the knowledge variable cannot

have a significant impact on intention so that hypothesis H1 is rejected. The results above show that knowledge has a positive and significant impact on attitudes. This is proven by a t-statistic value of 26.751 (>1.96) with a p-value of 0.000 (<0.05) and a positive original value of 0.851, so the direction of the relationship between knowledge and attitude tourists is positive and significant. So it can be concluded that the knowledge variable has a positive and significant impact on attitudes so that hypothesis 2 is accepted. Attitude has a positive and significant impact on intention. This is proven by the t-statistic value of 8,220 (>1.96) with a p-value of 0.000 (<0.05) and the original value is positive 0.879, so the relationship between attitude and intention is positive and significant. So it can be concluded that attitudes have a positive and causally significant impact so that hypothesis 3 is accepted.

CONCLUSION

Based on the results of research conducted by the author regarding the influence of knowledge on visiting intentions through tourist attitudes. The results of the influence test on the research model show that there is no significant influence between knowledge and intention to visit. There is a positive and significant influence between knowledge and tourist attitudes. There is a positive and significant influence between tourist attitudes and intention to visit. So this conclusion provides an idea for tourist destination managers that tourist knowledge that has been formed through social media and digital media does not necessarily influence tourists' intentions to visit, while attitudes in accordance with cognitive, affective and psychomotor considerations can influence tourists' intentions to visit Bali after the Covid pandemic. -19

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