Consequences of Anxiety Level in Marine Tourism in Indonesia

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Abstrak

Tujuan dari penelitian ini adalah untuk menyelidiki dan menganalisis hubungan antara tingkat kecemasan dan niat berwisata ke tempat wisata bahari di Indonesia. Sampel penelitian terdiri dari 200 responden. Metode pengambilan sampel adalah directional sampling. Analisis data dilakukan dengan menggunakan metode model persamaan struktural (SEM). Studi telah menunjukkan bahwa tingkat kecemasan memiliki dampak positif pada niat perjalanan, tingkat perjalanan memengaruhi niat mengunjungi tujuan, dan tingkat kecemasan memengaruhi niat mengunjungi tujuan.

Kata Kunci : Tingkat Kecemasan, Rencana Perjalanan, Rencana Kunjungan Tujuan.

Abstract

The purpose of this study was to investigate and analyze the association between anxiety levels and travel intentions to marine attractions in Indonesia. The research sample consisted of 200 respondents. The sampling method is directional sampling. Data analysis was performed using structural equation modeling (SEM) methods. Studies have shown that anxiety levels have a positive impact on travel intentions, travel levels affect visit destination intentions, and anxiety levels affect visit destination intentions.

Keywords: Anxiety Levels, Planned Itineraries, Planned Destination Visits.

INTRODUCTION

Indonesia is currently developing a number of tourist attractions, including maritime tourism. To encourage visitors to travel and reach their destinations, Indonesian maritime tourism should pay close attention to visitor safety. An individual's usual amount of dread or worry is referred to as their anxiety level. People's interest in traveling is referred to as tourism intent, and their intention to visit a certain tourist location is referred to as destination visit intent. In order to better understand how anxiety levels and travel intents affect destination intentions, researchers set out to uncover and study these relationships.

Anxiety Level

When a person is confronted with a task that necessitates focus and action, anxiety serves as a diagnostic tool to alert them. It is an essential component of their life and follows them throughout their lives. Thus, anxiety is defined as the worry or unease that people experience in the face of unknown events, but it also has a function to play in their personal growth and in becoming a well-rounded person.

Travel Intention

A vacation or trip intention is one that is accompanied by little fear and a strong sense of security.

Destination Visit Intention

This idea alludes to travelers' propensity to look about a specific location and buy the different goods that location has to offer. It is possible to interpret the willingness to travel as the desire to travel to a specific location.

Hypothesis Development

We conclude that the degree of anxiety has a favorable effect on travel intentions based on the findings of testing Hypothesis 1. This finding is in line with a prior study by Engel et al. match. (2022), which revealed a favorable correlation between anxiety levels and travel intentions. The current study confirms earlier research by Engel et al. (2022), which demonstrated that reducing anxiety levels could encourage more people to travel.

H1 : *Anxiety level* **has an positive effect to** *travel intention*

The results of testing Hypothesis 2 lead us to the conclusion that anxiety level influences travel intention in a way that is favorable. This finding is in line with a prior study by Engel et al. (2022), which revealed a positive correlation between anxiety levels and intention to travel to a particular location. The current study confirms earlier research by Engel et al. (2022), which suggests that raising anxiety levels may encourage tourists to travel to particular locations.

H2 : *Travel intention* **has an positive effect to** *destination visit intention*

We can infer from the outcomes of testing Hypothesis 3 that travel intentions have a favorable influence on the decision to travel to a particular location. This conclusion is in line with earlier research by Engel et al. (2022), which revealed a favorable correlation between travel intentions and destination visit intents. The current study confirms earlier research by Engel et al. (2022) that suggests encouraging consumers to visit particular travel destinations can help shape their travel intentions. Based on the study's findings, it can be said that respondents had a motivation to travel, a desire to travel, a sense of luck, and a dedication to travel.

H3: *Anxiety level* **has an positive effect to** *destination visit intention*

METHODS

Hypothesis testing, which involves formulating and evaluating three hypotheses, is part of the research approach employed in this study. This method seeks to assess presented hypotheses by investigating the characteristics of correlations, potential discrepancies across groups, and interactions between various components within a certain context. Primary data for this study was gathered directly from survey respondents by distributing questionnaires through the Google Forms platform. The survey included 200 respondents in total. A cross-sectional methodology was used to select the time period for this study, which collects data from several respondents at a particular time point (Sikaran and Bogie, 2017). Indicators from earlier research are used to measure the study's variables (Sengel et al., 2022). Our data is derived from original sources. The study also used a cross-section methodology, which simultaneously gathers data from numerous items. Structural equation modeling (SEM) is the data analysis method used in this study.

RESULT AND EXPLANATION

Table 1. The Result of Hypothesis Testing
The result of hypothesis testing

Hypothesis	Estimate	P-value	Decision
Anxiety levels positively influence travel intentions	0.375	0.000	Supported
Travel intentions positively influence destination visit intentions	1.318	0.000	Supported
Anxiety levels positively influence intentions to visit a destination	0.702	0.002	Supported

Resources: AMOS Software

CONCLUSION

The outcomes of the established hypotheses yield several conclusions as follows:

1. The research findings indicate a positive relationship between anxiety level and travel intention.
2. The study's results demonstrate a positive correlation between travel intention and destination visit intention.
3. The research findings reveal a positive association between anxiety level and destination visit intention.

Suggestions For Further Researches

1. We advise undertaking more study to take into account additional factors that could affect the target visit intent variable.
2. Since they might result in different results, future studies are advised to develop hypotheses looking at potential mediating or moderating effects.

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