

The Effect of Theory of Planned Behaviour : Attitude, Subjective Norms, Perceived Behavioral Control and Emotions Toward Tourist Behavioral Desire During Family Road Trip in the Post COVID-19 Pandemic Stage

THESIS

*Thesis is submitted to fulfill the requirements for a bachelor degree in
Management Department – Faculty of Economic and Business*



Submitted by:

Adinda Putri Alista

1910523011

Supervisor :

Sari Lenggogeni, S.E,MM.Ph.D

**BACHELOR DEGREE MANAGEMENT DEPARTMENT
FACULTY OF ECONOMIC AND BUSINESS
ANDALAS UNIVERSITY**

BACHELOR DEGREE
MANAGEMENT DEPARTMENT
FACULTY OF ECONOMICS
ANDALAS UNIVERSITY

LETTER OF THESIS APPROVAL

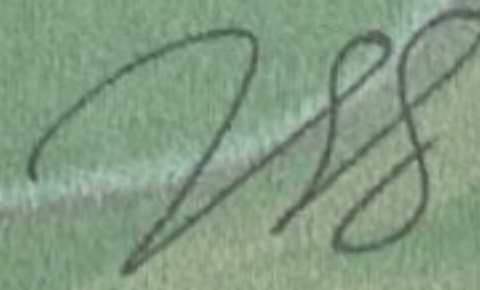
Herewith, stated that :

Name : Adinda Putri Alista
Student Member : 1910523011
Study Program : International Management
Concentration : Marketing
Title : The Effect of Theory of Planned Behaviour : Attitude, Subjective Norms, Perceived Behavioral Control and Emotions Toward Tourist Behavioral Desire During Family Road Trip in the Post COVID-19 Pandemic Stage

Has already passed the thesis seminar on November, 4th 2022 based on procedures and regulations, which are prevail in the faculty of economic.

Padang, December 22nd 2022

Thesis Supervisor



Sari Lenggogeni, S.E, MM, Ph.D

NIP. 197910142006042001

Approved:

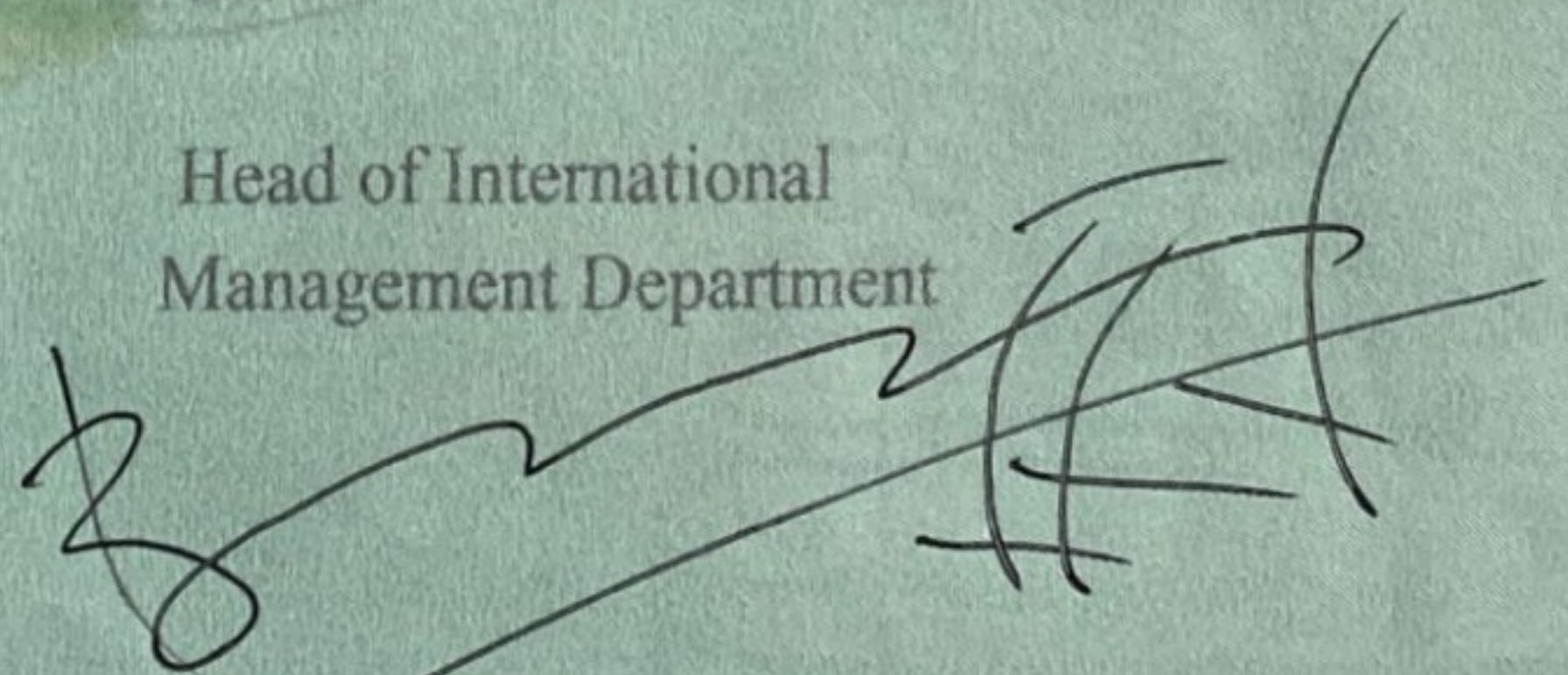
Secretary of Management
Department



Syafrizal, SE., ME., Ph.D

NIP. 197205011997021002

Head of International
Management Department



Berri Brilliant Albar, SE, M.M

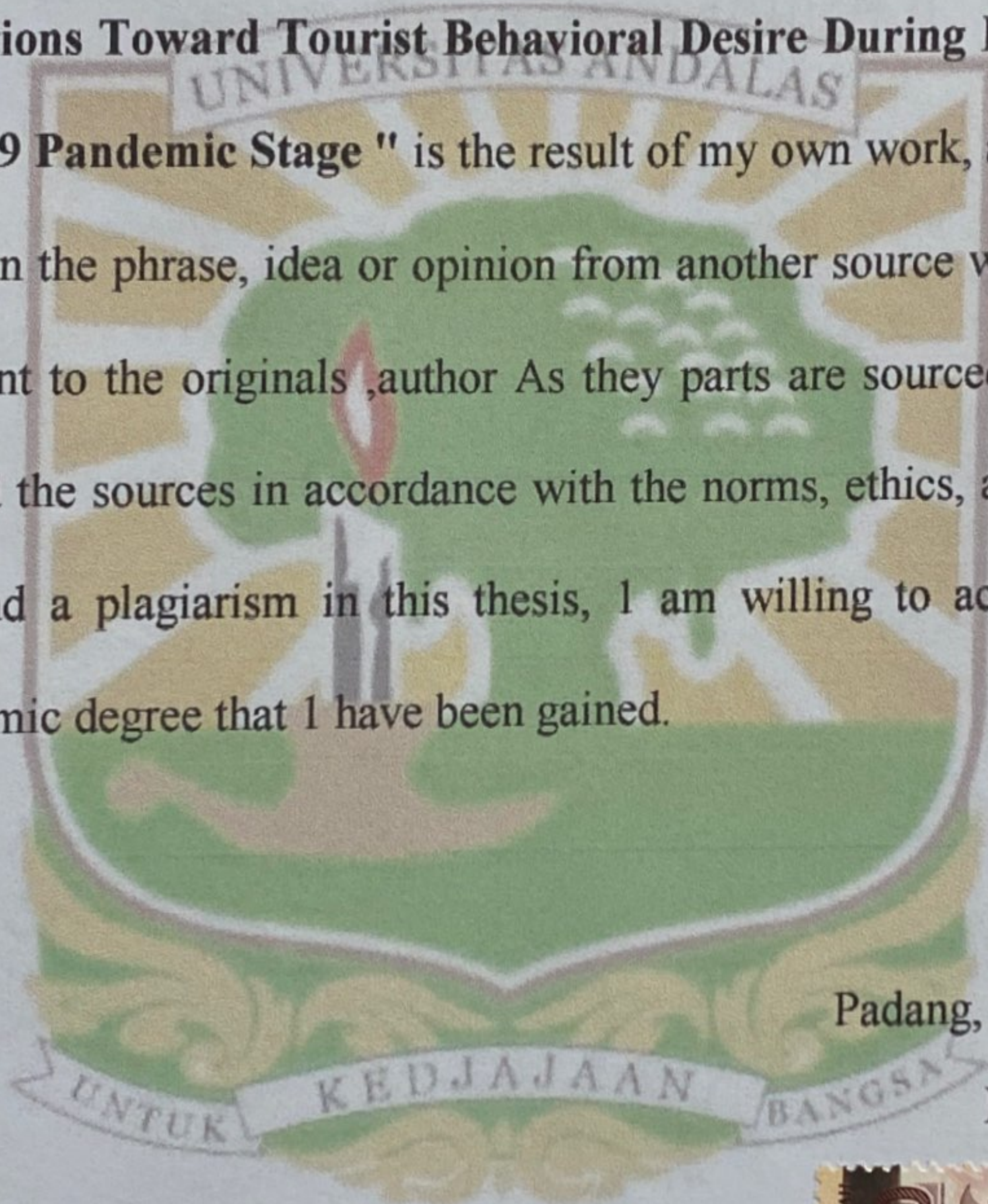
NIP. 198506152019031009

Alumni has already registered at faculty/university and get alumni number:

	Staff of Faculty/ University	
Alumni Number at Faculty	Name	Signature
Alumni Number at University	Name	Signature

LETTER OF STATEMENT

I am who undersigned this letter hereby declare that the thesis entitled: " **The Effect of Theory of Planned Behaviour : Attitude, Subjective Norms, Perceived Behavioral Control and Emotions Toward Tourist Behavioral Desire During Family Road Trip in the Post COVID-19 Pandemic Stage** " is the result of my own work, and there is no part or all parts that contain the phrase, idea or opinion from another source without giving citation and acknowledgment to the originals ,author As they parts are sourced from other people's work have included the sources in accordance with the norms, ethics, and rules of scientific writing. If they find a plagiarism in this thesis, I am willing to accept the sanction of revocation of academic degree that I have been gained.



Padang, December 22nd 2022

Person In responsible



Adinda Putri Alista

1910523011



Alumni Number at University

ADINDA PUTRI ALISTA

Alumni Number at University

a) Place/Date of Birth : Padang, 13 June 2001 b) Parents Name : Al Amin and Cut Hedyawista c) Faculty: Economic and Business d) Department: Management e) ID Number :1910523011 f) Graduation Date : 4 November 2022 g) Grade: With Great Honor h) GPA : 3.84 i) Length of Study : 3 years 3 month h) Parent's Address: Jl. Kampung Kalawi Komplek Kehutanan, Kuranji, Kota Padang Sumatera Barat

The Effect of Theory of Planned Behaviour : Attitude, Subjective Norms, Perceived Behavioral Control and Emotions Toward Tourist Behavioral Desire During Family Road Trip in the Post COVID-19 Pandemic Stage

Thesis by: Adinda Putri Alista

Supervisor : Sari Lenggogeni, S.E,MM.Ph.D

ABSTRACT

During the lockdown, negative emotions such as anxiety have turned into boredom, and difficulty has led to travellers exploring coping behaviors such as humour and nostalgia. Furthermore, the covid-19 pandemic has significantly altered the antecedents of tourist behavior, preference, where healing by travel mode choice appears to reduce negative emotions in tourists during times of crisis. This study aims to explore the effect of theory of planned behaviour : attitude, subjective norms, perceived behavioral control and emotions toward tourist behavioral desire during Post COVID-19. This study applied quantitative explanatory with online survey technique. In this study , the questionnaire was administered to 400 domestic tourist. The indicator were employed to address their attitude, subjective norms, perceived behavioral control and emotions toward tourist behavioral desire during Post COVID-19. This study found that Attitude, and Emotion has a negative effect result influence toward Behavioral Desire. The result also showed Subjective Norm and Perceived Behavioral Control, has significantly and positive influences Behavioral Desire

Keywords : Theory Planned Behavior, Attitude, Subjective Norm, Perceived Behavioral Control, Emotion, Behavioral Desire, Roadtrip, Post COVID-19

This thesis is already examined and passed on November 04th, 2022. This abstract already approved by supervisor and examiners:

Table with 3 columns for signatures and names of examiners: Sari Lenggogeni, Dr. Maruf, SE M. Bus, M. Phil, and Syafrizal, SE., ME., Ph.D.

Acknowledged by, Secretary of Management Department



Syafrizal, SE., ME., Ph.D NIP. 197205011997021002

**FINAL PROJECT PUBLICATION APPROVAL PAGE
FOR ACADEMIC INTEREST**

I am a student of Universitas Andalas, the undersigned below:

Name : Adinda Putri Alista
Student Member : 1910523011
Study Program : International Management
Faculty : Economics and Business
Type of Final Project : Skripsi

For the sake of scientific development, I agree to grant Universitas Andalas the right to the online publication of my final project entitled “The Effect of Theory of Planned Behaviour : Attitude, Subjective Norms, Perceived Behavioral Control and Emotions Toward Tourist Behavioral Desire During Family Road Trip in the Post COVID-19 Pandemic Stage” along with existing devices (if needed), Universitas Andalas also has the right to store, transfer media or format, manage, maintain, and publish my work mentioned above as long as I keep my name as the author or creator and as the owner of the Copyright. This statement I mad in truth.

Padang, Desember 26th 2022

The one who gave the statement,



Adinda Putri Alista

1910523011

ACKNOWLEDGEMENT

Praise be to Allah SWT, who has given His grace and gifts so that the author can complete the thesis entitled " The Effect of Theory of Planned Behaviour : Attitude, Subjective Norms, Perceived Behavioral Control and Emotions Toward Tourist Behavioral Desire During Family Road Trip in the Post COVID-19 Pandemic Stage " which is one of the requirements for completing undergraduate studies in the Department of Management, Faculty of Economics, Andalas University.

I also feel deeply indebted to a great many people who have inspired me and supported me during my study and writing of this thesis. In particular, I would like to thank:

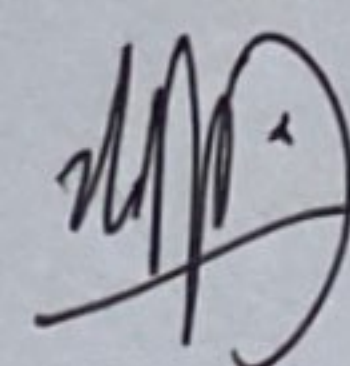
1. Mr. Efa Yonnedi, S.E., MMPM, Ak. CA as Dean of the Faculty of Economics, University of Andalas who has supported the process of learning at the Faculty of Economics, University of Andalas
2. Mr. Hendra Lukito, S.E., M.M, Ph.D as the Head of the Management Department and Mr. Arief Prima Johan, S.E, M.Sc as the Secretary of the Management Department who has helped from the proposal approval stage to the thesis seminar examination
3. Mr. Berri Brilliant Albar, S.E., M.M, as the Head of the International Management Study Program who has supported and taught me during the learning process
4. Maam Dr. Sari Lenggogeni, S.E., M.MI, Ph.D. as my supervisor. Thank you Maam for all the knowledge and insight that you have taught me throughout our research. It was fun and challenging at the same time. I'm beyond grateful to have a friendly relationship with you as my thesis advisor.
5. Mr. Dr. Maruf, S.E., M.Bus., M.Phil. and Mr. Syafrizal, SE., ME., Ph.D who have been pleased to be the examiners in my thesis seminar. Thank you for the insights and recommendations that have been given in order to improve my thesis.
6. All lecturers, teaching and administrative staff of the Management Department, Faculty of Economics who have been helping the learning process in lectures so far.
7. My parents, Papa Al Amin and Mama Cut Hediawista who have loved and supported me endlessly. I am so grateful to be your daughter and now I can proudly present you my bachelor's degree. I could never finish this without your continuous prayer and support. I

know that I will never be able to pay back for everything, but I really wish that I can continuously making you proud of me and can give you better things that you deserved.

8. My beloved brother Uda Abiy who has provided support both in terms of financial and motivation in completing this thesis, finally your little sister has acquired the bachelor degree. Thank you for supporting me.
9. Myself, thank you for putting up through all ups and down and stay on the track and be able to finish this. Cheers to (hopefully) brighter future ahead of us.
10. Mentors and best friend under the guidance of maam sari, Bang Fadhil, Kak Ami, Kak Qiqid, Kak Nadia and especially Kak Yola have become partners in the preparation of this thesis. Thank you for providing direction and input for this thesis. I hope this friendship will last forever even after we are scattered all over the world.
11. Putri Salvina Ferza my college life support system, thank you for your efforts during my studies on campus starting from 'maba' until we graduate. Finally all of our goals is achieved. I hope this friendship will last forever even after we are scattered all over the world.
12. My 911 li, and Fayza ,Thankyou for good listener and good advisor during my thesis progress. Always cheer me up when I'm feeling down,and who always seeing me crying while making this thesis.
13. My bestie since junior high school Makhluk Manis Allah a.k.a Lean On contain of Jihan and Shafa and also my bestie since senior high school Illiyana, Flami, and Reishi ,thankyou for good listener and good advisor during my thesis progress.
14. All member of TMC periode X ,Thankyou gave me valuable experience in organization
15. M.Int 2019, thanks for all the memories we had these past 4 years. I hope that each of us will be a great people and have a great future upon us.
16. For everyone I met and helped along the journey that I couldn't mention one by one. I hope everyone is doing well and living their best life. May Allah will always bless us

Padang, December 22nd 2021

Sincerely,



Adinda Putri Alista