

CHAPTER V

CONCLUSION

5.1 Research Conclusion

Based on the results of the SEM (Structural Equation Modelling) using SmartPLS and the results of the research described previously in chapter IV regarding the effect of Attitude, Subjective Norm, Perceived Behavioral Control, and Emotion on tourist Behavioral Desire during Post COVID-19 pandemic, it can be concluded that :

1. Attitude has a positive and not significant impact on Behavior Desire of tourists during Post COVID-19 pandemic. This means that when tourists take a roadtrip during Post COVID-19 pandemic experience their attitude does not really affect their Behavioral Desire.
2. Subjective Norm has a positive and significant impact on Behavior Desire of tourists during Post COVID-19 pandemic. This means that the higher the tourist Subjective Norm will affect Behavioral Desire of tourists when take a roatrip.
3. Perceived Behavioral Control has a positive and significant impact on Behavior Desire of tourists during Post COVID-19 pandemic. This means that the higher the tourist Perceived Behavioral Control will affect Behavioral Desire of tourists when take a roatrip.

4. Emotions has a positive and not significant impact on Behavior Desire of tourists during Post COVID-19 pandemic. This means that when tourists take a roadtrip during Post COVID-19 pandemic experience their Emotions does not really affect their Behavioral Desire.

5.2 Research Implications

After the researchers conducted the research, the results and discussions were obtained which could be used as implications for the tourism sector which includes academics and management. The implications are as follows :

1. Academics : This research is expected to provide information about tourists in responding to Attitude, Subjective Norm, Perceived Behavioral Control, and Emotion while traveling during Post COVID-19 period, which it will very different from the previous era which is Before and During COVID-19 era, tourists are tend to be more carefull to take a roadtrip. This study also examines Behavioral Desire to determine tourist behavior when traveling. This research also provides benefits for increasing knowledge to increase insight about The Effect Of Theory Of Planned Behaviour : Attitude, Subjective Norms, Perceived Behavioral Control and Emotions Toward Tourist Behavioral Desire During Road Trip In The Post Covid 19 Pandemic Stage.

2. Management : This research is expected to help the tourism sector to make tourism marketing strategies by tourists while traveling during the Post COVID-19 period. This allows marketers to make travel promotions with safe and comfortable hospitality so that match with tourists behavior are interested in traveling. In addition, this research can help managers in the tourism sector to find out what makes tourists feel vulnerable to travel. Therefore, this research can be a reference for actors in the tourism sector to carry out travel packages that are adaptive to COVID-19.

5.3. Research Recommendation

1. In order to represent respondents throughout Indonesia and accurate data The researcher suggests processing data with more respondents.
2. For further research in order to be able to add a variable the influence of Travel Constraint on Behavioral Desire. To find out the impact of what kind of Travel Constraint that make tourists Behavioral Desire change to take a roadtrip.
3. Further research is recommended to take respondents from abroad as a reference and see comparisons with respondents from Indonesia.
4. For the tourism industry sector, researchers suggest paying attention to health protocols at tourist destinations and making tourists feel comfortable and safe and want to return to travel during the Post COVID-19 period.