

CHAPTER V

CONCLUSION

The research and its findings will be discussed in this chapter. This chapter will also discuss the study's limitations and the implications for future research directions.

5.1 Research Conclusions

This study use quantitative research, using hypothesis testing as the primary source of data collection, to examine the effect of one or more factors on other variables. The purpose of this study is to investigate the impact of Tourist Experience, Perceived Risk, and Travel Constraints on Tourist Behavior in the post COVID-19 Pandemic . This study has three development hypotheses. After testing on SmartPLS 4.0.8.4 utilizing tests such as descriptive statistical measures of the outer model (convergent validity, discriminant validity, and reliability test), and measurement of the inner model (R-square and T tests), three hypotheses can be concluded:

1. Tourist Experience Positively impact on Tourist Behavior. It can be said that the higher of Tourist Experience, it can influence the Tourist Behavior for road trip in the post COVID-19 pandemic.
2. Perceived Risk Positively impact on Tourist Behavior, it means the higher Perceived Risk , the higher impact on Tourist Behavior for road trip in the

Post COVID-19 pandemic. Tourist still considered about risk tourism that will happen in the road trip. In tourism, a study that investigated the impact of risk perception on tourist satisfaction and intention to return to the same destination found that risk perception led travelers to behave more cautiously. Risks can arise related to different aspects of tourism thinking. These are described in the literature as financial, performance-related, physical, psychological, social and general risks.

3. Travel Constraints positive and not significant impact on Tourist Behavior. In addition, COVID-19 has had a significant impact on people's travel behavior. In this study, travel constraints do not have a direct effect on tourist behavior; there are other constraints that affect tourist behavior more. For health reasons, many travelers may be very anxious about travel, especially international travel. At the same time, most countries restrict the movement of people (eg in and out) and access to other countries is very inconvenient and expensive. Because of these internal and external obstacles, tourist travel behavior has changed amid a global pandemic

5.2 Limitation

While performing this investigation, the researcher becomes aware of various limitations. As a result, the researcher expects that in the future, other researchers interested in discussing the same topic will be able to overcome these limitations and develop greater findings. The following are the study's limitations:

1. Data collection was conducted through an online survey targeting exclusively people with an internet connection because the target of this research is in all regions of Indonesia.
2. In this study, some of the information provided by respondents did not reflect the actual situation. For example, respondents filled out all the question points whether they agreed or did not decide. This can be caused by several factors. The first is the mental condition of the respondent when completing the survey, in a rush or jealousy because they think about other problems. Second, the respondent did not want detailed information about the meaning of the statement, so the respondent answered after speculating about their understanding of the statement conveyed by the researcher in the questionnaire.
3. Researchers only examine how the influence of Tourist Experience, Perceived Risk, and Travel Constraints on Tourist Behavior so do not know and compare with other variables which are also influence the process of Tourist Behavior.

5.3 Research Implication

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 Risk and Travel Constraints while traveling during the post COVID-19 period. This research also provides benefits for increasing knowledge to increase insight about the effect of Risk and Travel Constraints on Tourist Behavior during the post COVID-19 pandemic.

2. Management

This research is designed to assist the tourism industry in developing tourism marketing strategies for tourists traveling during the post COVID-19 period. This enables marketers to create travel advertising that include safe and comfortable health practices, so tourists are interested in returning to West Sumatera without feeling apprehensive. Furthermore, this research can assist tourism managers in determining what makes tourists feel vulnerable to travel. As a result, this study can be used as a guide for tourism industry players to create COVID-19-compliant trip packages.

5.4. Research Recommendation

1. To ensure that responders from all throughout Indonesia are represented and that data is reliable.
2. The researcher advises that data be processed with more respondents. Further study is needed to be able to include more types of Perceived Risk and Travel

Constraints. To investigate the impact of emotional factors that cause anxiety and to go on a road trip.

3. Researchers recommend paying attention to health precautions in tourist areas and making tourists feel comfortable and safe so that they will want to return to traveling during the post-COVID-19 period, despite the fact that Indonesia is now in an epidemic period.
4. In the current context of uncertainty, tourism marketers must have a solid awareness of all important aspects that promote and restrict travel in order to design strategies that will assist attract passengers during and after the pandemic. Furthermore, the importance of attitudinal elements in travel decisions must be reconsidered, as an anticipated 'new normal' during and after the pandemic may call into question certain assumptions about travel behavior.

