

## **CHAPTER V**

### **CONCLUSION**

#### **5.1. Research Conclusion**

This research conducted quantitative approach which involves two sources. The first is primary source of data collected by spreading the online questionnaire to domestic tourists who are match with several requirements such as Indonesian Citizens domiciled in Indonesia during Pandemic COVID-19, tourist that have been travelling in the past 2 years until now, and tourists who have been nostalgic about their travel experiences before the pandemic. The data was processed through the hypothesis testing to analyse the effect that one or more variables are influencing the other variables. The second is secondary data from other literature, journal, books, publication and any other sources that can give reliable data.

This study objective is to examine the relationship between perceived risk, nostalgia coping behaviour, travel attitudes, and travel intention related with the pandemic crisis effect during new normal situation. This study is expected to enrich the theoretical acknowledge by reviewing the impact of sentimental attribute such as perceived risk and nostalgia coping on behaviour responses (travel attitude and travel intention). Besides, this study also examining how significant the influence of travel attitude in travel intention. Above all, this research will particularly contribute to help tourism industrial sector to cope and survive during pandemic crisis situation and given an insight that can be used during post-recovery of COVID-19 period.

The quantitative data from this study is processed through Microsoft Excel 2019 and SmartPLS3.28. From the sources of data, there are 5 hypotheses can be concluded and explained:

1. Perceived Risk have negative and significant influence on Travel Attitude. During pandemic crisis, all of domestic tourist have been perceiving the same threat which is COVID-19 virus. In responding the risk that tourists may perceived, most of domestic tourist is worry of getting infected by this coronavirus. Specifically, when they doing travel activities. However, perceived risk of COVID-19 has significantly influenced their travel attitudes. Where it can be concluded that the higher potential risk that they may perceived will leads the negative attitude on the idea of travelling.

2. Perceived Risk have negative and significant influence on Travel Intention. The risk of COVID-19 still occurring right now and faced by the all of people in this universe, without an exception with the domestic tourists. Domestic tourists have been facing quarantine time where they are unable to go outside either travelling several months ago. Even though the effect of quarantine has made an urgency need and desire for them to go on travelling/vacation, most of the respondent still have fear and worry to travelling at this moment. Which this research has been found the higher risk that tourist more perceived, the more will avoid to go on travelling during the new normal situation

3. Nostalgia Coping Behaviour is positively and significantly influence Travel Attitudes. Some point that has been noticed by the researcher specifically during quarantine time is many people are posting their nostalgia content to social media which reflected there are an urgency need of tourists' domestic to go on travelling since COVID-19 is become the most inhibiting factor from travelling. After conducting the research, this speculation has been solved. This research has been found nostalgia coping behaviour is significantly influence travel attitude. In addition, from the result of questionnaire, this research has addressed the additional question which questioning how the respondent visualize their nostalgia about travelling experience. Most of the answers is the respondent tend to see their old most of them is answering they tend to see their old photos/video, share their old travelling experience photo/video on social media, and remembering the moment. After having nostalgia about their past travelling experience, the researcher wants to know respondent's reaction towards their travel attitude. Most of respondents is agree that there is a positive attitude on travelling. Where it mostly agreed on the statements of travelling is worthwhile, enjoyable, fascinating, and pleasant. Therefore, it can be concluded that nostalgia coping behaviour is very important to established the tourist's positive attitude on the idea of travelling.

4. Travel attitude is positive and significantly mediates the influence of nostalgia coping behaviour and travel intention. First, this research has found nostalgia coping behaviour is significantly influence travel attitude. Then, it was found that travel

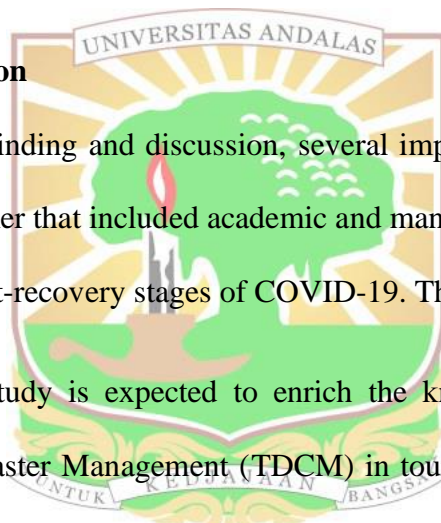
attitude has become the strong predictor that mediate the influence of Nostalgia Coping Behaviour and Travel Intention. It can be concluded that when the tourists have positive attitudes on travelling, it will significantly impact their travel intention

5. Travel Attitude is positive and significantly influence Travel Intention. This study has been found the more tourist have positive attitudes toward travelling the more they will have intention to go on travelling. This offers an insight attitude become a strong predictor that directly influence intention

## **5.2. Research Implication**

Based on this research finding and discussion, several implications that can be used tourism industry performer that included academic and management in responding the current situation and post-recovery stages of COVID-19. The implication as followed:

1. For academic, this study is expected to enrich the knowledge associated with Tourism Crises and Disaster Management (TDCM) in tourism marketing discipline. On responding the current urgent situation which refers to pandemic crisis, this research has been examine the theory implication of risk associated with COVID-19 impact on behavioural responses (travel attitude and travel intention). Since there are only limited study that examine the role of nostalgia on behavioural responses on tourism marketing study, this research also contributed to enhance and extent the knowledge to improving the better understanding of the concepts of nostalgia coping behaviour to travel attitudes and travel intention.



2. For management, this study is expected to provide idea that can be used as the elements for post recovery marketing communication plan. This allows marketer to design creative content related with nostalgia as the option to communicate and advertise their product/service to their customer. Besides, by examining the influence of perceived risk on behavioural attitude and intention, this research expected to help policy maker and destination management organization to provide the safety environment for their customer which in this context is tourists that can help them to reduce their risk perception (worry) to accumulate their travel activities during pandemic situation and post-recovery stage. Hence, this study can be a useful foundation and references for tourism industry performance especially tourism marketer to focus on their target market sentiment factor after the post-recovery stages of COVID-19 crisis.



### **5.3. Research Limitation**

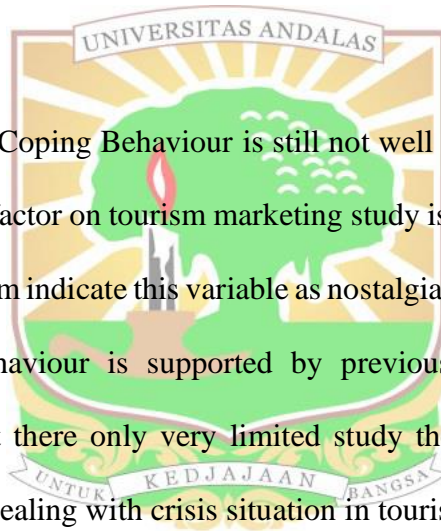
1. Since this study is targeting domestic tourist as their sample population, there are only limited data that can be processed in this research. Where only 370 respondents that capable to be analyzed regarding the less ability and tools to processed the very large data. Therefore, it may not be representative of the entire population.

2. This study is framed in Indonesian context with specific characteristics terms of COVID-19 measures and consequences in responding with the current situation. The results of the relationship between variable cannot be generalized because this study is focusing with the COVID-19 situation on the new normal stages of crisis. The theory

may not be applicable if the situation is changing and the findings may differ if it adapted on different stages of crisis.

3. Current research discuss about the role of nostalgia on travel intention. The limitation is the lack number of empirical studies that examine the nostalgia factor on tourism marketing field, especially the correlation with behavioural respond. The researcher cannot find the previous research that discuss all the variable in the same research, so the researcher should compile several past research findings in order to formulate the hypothesis of the study.

4. Variable of Nostalgia Coping Behaviour is still not well defined. Previous research that examined nostalgia factor on tourism marketing study is indicate nostalgia as form of emotion but less of them indicate this variable as nostalgia coping behaviour. Despite of nostalgia coping behaviour is supported by previous study that focusing on psychological study, but there only very limited study the research that discussing nostalgia appeals when dealing with crisis situation in tourism marketing study.



#### **5.4. Research Recommendation**

1. On acquiring more accurate interpretation of data, this researcher is suggested future research to gathered and processed bigger number of respondents
2. It would be advisable to open lines of research that involve to also targeting international tourists which come from another countries or cultures that facing different situations regarding the pandemic.

3. For future research to have a better research model than this research by including another variable such as subjective norm and perceived behaviour control (PBC) aspect to really understand of how perceived risk impact on travel attitude and travel intention. To develop this research, future study can also include travel decisions as the dependent variable that extent travel intention variable

4. For tourism marketer, this study has suggested them to conducted an advertising that able to influence tourists' attitude, so that they identify with the feeling that their travel experience will be pleasant and positive in order to reduce the perception of the risk from the fear of infection with COVID-19. To achieve this, tourism marketer can also provide nostalgia content to stimulate tourists' positive travel attitudes and intention to travel

5. Since tourists is very worry that they might getting infected with COVID-19, tourism managers and governments should convey a sense of the safety and quality of the tourism environment, in order reduce tourists' risk perception

