

CHAPTER V

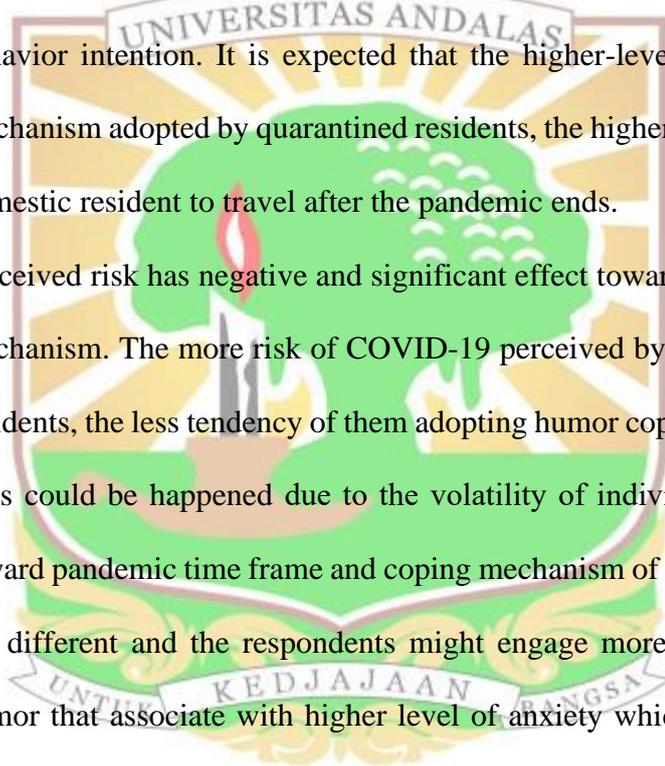
CONCLUSION AND RECOMMENDATION

This chapter will include a conclusion based on the analysis and discussion of the research presented in the previous chapter, as well as the assessment of the study's limitations, implications and potential development for future research consideration.

5.1. Conclusion of Research

The aim of this research is to examine the relationship between the perceived risk of COVID-19, humor coping mechanism, and the travel behavior intention of the quarantined residents. This research concerns about perceived risk of COVID-19 and how this variable influences the quarantined residents' behavior intention while mediated by humor coping mechanism. It is conducted using quantitative approach that includes the collection of primary data from the quarantined resident in Indonesia who at least travel once domestically and/or abroad in the last two years. The online questionnaire was distributed through social media and collected using Google Form. There are 350 respondents that comes from various cities and provinces in Indonesia. In the formulation of the four hypotheses, various tests such as descriptive statistics, measurement outer model (convergent validity, discriminant validity, and reliability test), and inner model measurement (R-Square and T-Test) are administered using SmartPLS3.28 after the data has been collected and compiled in Microsoft Excel. The following are the findings of the analysis:

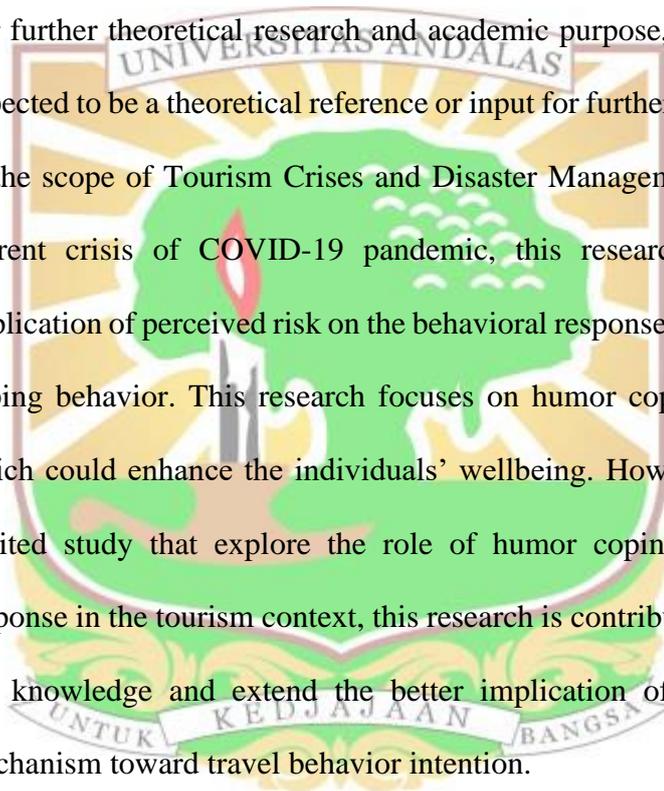
1. Based on the result of this research, perceived risk of COVID-19 indeed inhibits low travel behavior intention. Perceived risk is significantly having negative influence on travel behavior intention. With its two dimensions of perceived risk, the perceived severity and perceived vulnerability of COVID-19, it is expected that lower perceived risk can lead into higher travel behavior intention from the domestic residents.
2. Humor coping mechanism has a significant positive effect toward travel behavior intention. It is expected that the higher-level humor coping mechanism adopted by quarantined residents, the higher the tendency of domestic resident to travel after the pandemic ends.
3. Perceived risk has negative and significant effect toward humor coping mechanism. The more risk of COVID-19 perceived by the quarantined residents, the less tendency of them adopting humor coping mechanism. This could be happened due to the volatility of individuals' response toward pandemic time frame and coping mechanism of each individuals are different and the respondents might engage more in maladaptive humor that associate with higher level of anxiety which could lead to higher perceived risk.
4. Based on the result of this study, humor coping mechanism has a negative and significant mediating effect between the perceived risk and humor travel behavior intention.



5.2. Implication of Research

The researcher came up with several implications based on the findings of the research that can be used to enhance the understanding about behavioral tourism studies for the researcher, academics and also might contribute to the post-crisis recovery management of tourism which would be beneficial for tourism stakeholders.

1. For further theoretical research and academic purpose, this research is expected to be a theoretical reference or input for further studies relating to the scope of Tourism Crises and Disaster Management. Within the current crisis of COVID-19 pandemic, this research explores the implication of perceived risk on the behavioral responses, along with the coping behavior. This research focuses on humor coping mechanism which could enhance the individuals' wellbeing. However, within the limited study that explore the role of humor coping in behavioral response in the tourism context, this research is contributing to build up the knowledge and extend the better implication of humor coping mechanism toward travel behavior intention.
2. For managerial of tourism marketing industry and stakeholders, this research is expected to contribute to the COVID-19 post-crisis recovery management in tourism sector. By understanding how the quarantined resident perceive the risk of COVID-19, which accounts for the health risk and their coping mechanism, the tourism marketing could have a better understanding with the psychological well-being of tourist in



order to deliver better service on tourist, especially in Indonesia. It is also expected to help the policy maker and tourism organization to adopt and comes with a better solution on how to make a fun and safety environment for the travelers. Relatively to the research finding that the higher perceived risk of COVID-19, the lower tendency of tourist to travel. The tourism marketer should assess and comply to the health protocol and make sure the hygiene of their tourist site. As for the tourism marketing communication plan, adopting humorous approach in advertising and promoting tourism destinations might help as it proven to positively influence the travel behavior intention. Thus, this research can be an underpinning knowledge and reference for tourism stakeholders to better understand the behavioral factor of the travelers in the post-crisis recovery stages of COVID-19 pandemic.

5.3. Limitation of Research

When conducting the study, the researcher discovered the following limitations:

1. The research has limitations due to the bias response by the respondents. Since it collects response from across Indonesia, the targeted respondent comes from various area and there is limitation on data that could be processed. The condition and policies of COVID-19 in each cities and provinces might different which could lead to the different perception and response of each individual.

2. This research is set in Indonesia during the crisis time frame, which are volatile to change within a short period of time. The particular COVID-19 measures and implication cannot be generalized. Although this research could be a reference, it may not be applicable if the situation has change.
3. The coping humor mechanism are closely related to the behavioral response of an individual. However, in the behavioral tourism context, there is a limitation of empirical studies that explore the role of humor coping mechanism in the field of tourism. Even though humor coping mechanism is mainly discussed by previous study that focusing on psychological study, the humor appeals in tourism study are most likely related to the marketing area, not the tourist behavior.

5.4. Research Recommendation

Following are several recommendations based on the findings of current research for those who are interested in conducting similar research in the future:

1. Future research should create a comprehensive questionnaire, yet still understandable and attractive so that the respondents could easily understand and willing to fill the questionnaire properly and correctly.
2. For the next researcher, it is recommended that more samples be obtained in order to prevent biases in respondents' responses and to provide a more representative sample of the population.

3. For future research that interested to explore the role of humor in tourist behavior are recommended to use a better research model than this research, which including variable such as humor styles, theory of planned behavior and protection motivation theory, in order to fully comprehend of how perceived risk and humor coping mechanism influence travel behavior intention. It also can be related to the relation of humor to the context of tourists' personalities in order to deeper understand how does humor affects them.
4. For future research that interested to explore the travel behavior intention during crises, especially COVID-19 pandemic, are recommended to bear in mind the volatility of COVID-19 time frame along with the policies in the targeted population which could lead different individual's response toward the crises.
5. To develop this research, future study can extend the variable into travel decisions as the dependent variable to see the conversion rate and also understanding the decision-making process of tourist.

