CHAPTER I

INTRODUCTION

1.1 Research Background

Since its first outbreak in the late 2019 in Wuhan, China, the spreading of COVID-19 has never been showing an end. The pandemic viciously spread to 210 countries, including Indonesia, in less than a quarter of 2020 (Sugihamretha, 2020). It then continues to deploy and has reached the third semester with the world total confirmed COVID-19 case on January 3rd 2021 is 83,326,479 with the total death of 1,831,703 (World Health Organization, 2020). In Indonesia itself, the cases has rapidly growing since March 2nd 2020 to January 3rd 2021 reaching 758,473 confirmed cases with 22,555 deaths (World Health Organization, 2020).

This crisis has been infecting multi-dimension of economic sectors in a worldwide scale, and the most of it is tourism. In general, the international tourism in all regions has sunk to 70% due to travel restrictions ("UNWTO World Tourism Barometer and Statistical Annex, October 2020," 2020). In Indonesia, accumulatively the number of tourist visits since the pandemic has been diminishing significantly. Based on BPS Data, compare to June 2019, the declining number of tourist visits to the country in June 2020 reached 88.82% (*Badan Pusat Statistik*, n.d.).

Every government in the world is in a complete panic in dealing with COVID-19 outbreak. Several regulations such as travel restrictions, closing borders, hygiene rules are strictly set up. According to UNWTO report on January

to March 2020, 100% of worldwide destinations have enacted travel restrictions in numerous levels of ways. As of May 18th 2020, only 3% of them are decided to loosen up the restrictions and 75% continued to completely closed their borders for international tourism (*Restrictions on Tourism Travel Starting to Ease but Caution Remains, UNWTO Reports | UNWTO*, n.d.).

The country where the COVID-19 outbreak firstly discovered, China, was already at the stage of recovering. Even on May 2020, the government has lifted the lockdown regulation on Mainland China and there was no findings of domestic reported case. Therefore, people in China gain their confidence again to go out and travel, which boost the domestic travel confidence to 60 percent at its first two weeks. The young and the non-family below the age of 30 were studied to be the most enthusiast in dominating the first wave after China lockdown. That fact can be said reasonable, as the most infected people of COVID-19 are the elders and the ones with medical records (Enger et al., 2020).

Based on World Health Organization's report, countries of the Western Pacific Region have enforced tight non-pharmaceutical interventions (NPIs) against COVID-19 to delay the transmittal. The actions are among four classifications: personal protective measures, environmental measures, social and physical distancing measures, and travel related measures. Even in a new normal phase, WHO suggested the continuous implementation of NPI at least until the transmission off COVID-19 has ended (Region & Sar, 2020).

In Indonesia, the government has released Regulation of the Minister of Health of Republic of Indonesia Number 9th of 2020 about Large-Scale Social Restrictions (PSBB) on April 3rd 2020 as an attempt to suppress the growth of COVID-19 within the country. The regulations are including the non-pharmaceutical interventions that the citizens are expected to follow: self-isolation, quarantine, social distancing, and hygiene protections (Jogloabang, 2020). However, the increasing number of COVID-19 was not under control while the national GDP had reduced to 5.3% in the second quarter (Sparrow et al., 2020).

In June 2020, Indonesian government decided to loosen up the country's Large Scale Social Restrictions (PSBB) and announced the preparation for the New Normal. But, this decision argued to be reckless, because the infection rate suddenly has been raising since then and the government seems to only focus on the short term recovery for both health and economy (Sparrow et al., 2020). Indonesian citizens gained trust issues towards the regulations since its implications remained uncertain (Olivia et al., 2020). Moreover for travelers, convincing cooperation between all components of the tourism industry is important to reassure their perspective on travelling during this time (Guridno & Guridno, 2020).

Indonesian complicated COVID-19 pandemic situation must have impacted individuals' travel intention in multiple aspects. This research is conducted by applying the extended theory of planned behavior to analyze the real condition of traveler behavioral intention during the health crisis. TPB has been proven to be useful in explaining the decision making process of traveler in plenty of studies (Lam & Hsu, 2006; Meng & Choi, n.d.; Meng & Cui, 2020). It has also been used

in several tourism research regarding to pandemic situations (Han et al., 2020; Sánchez-cañizares et al., 2020). The original TPB uses three determining variables in predicting behavioral intentions; attitude towards behavior, subjective norm, and perceived behavioral control. However, the extended theory of planned behavior practice by adding non-pharmaceutical interventions as determining variable is considered infrequent. Whereas the adoption of the NPIs measured has served as the main tools in dodging the Coronavirus infection even more, at least until the vaccine is discovered (Region & Sar, 2020).

Therefore, this research is conducted to predict travelers' behavioral intentions using the extended TPB by adding non-pharmaceutical interventions as another determining variable. Also, as there are still so many travel restrictions implemented for international travel, this research will only focus on studying the travel intention for domestic travel in Indonesia of young adult travelers.

1.2 Problem Statements

Based on the description on the background, the problem can be formulated as follows:

1. How is the influence of attitude on domestic travel intention during the COVID-19 pandemic?

2. How is the influence of subjective norm on domestic travel intention during the COVID-19 pandemic?

3. How is the influence of perceived behavioral control on domestic travel intention during the COVID-19 pandemic?

4. How is the influence of non-pharmaceutical interventions on domestic travel intention during the COVID-19 pandemic?

1.3 Research Objectives

Based on the problem identification, the objectives of the research are:

1. To investigate and analyze the impact of attitude on domestic travel intention during the COVID-19 pandemic.

2. To investigate and analyze the impact of subjective norm on domestic travel intention during the COVID-19 pandemic.

3. To investigate and analyze the impact of perceived behavioral control on domestic travel intention during the COVID-19 pandemic.

4. To investigate and analyze the impact of non-pharmaceutical interventions on domestic travel intention during the COVID-19 pandemic.

1.4 Research Contribution

1.4.1 Academic Contribution

This research exercised non-pharmaceutical intervention in the theory of planned behavior in the non-pharmaceutical intervention industry by investigating The Impact of Non-Pharmaceutical Interventions for COVID-19 on Domestic Travel Intention: The Extended Theory of Planned Behavior.

1.4.2 Practical Contribution

This research participates in tourism marketing execution to focus on the target market sentiment after the post-recovery stages of COVID-19 crisis. Hence, the tourism marketing could better understand communicating and delivering their service to tourist, especially on Indonesia tourism.

1.5 Research Scope

1.5.1 Theoretical Scope

The theoretical scope of this research will be focusing on five variables: attitude, subjective norm, perceived behavioral control, non-pharmaceutical intervention, and domestic travel intention.

1.5.2 Contextual Scope

The research's contextual extent will be the independent traveler's age 18 – 30 who are more likely to travel domestically throughout Indonesia.

1.6 Research Outline

In an attempt to examine the problem mentioned above, it is necessary to compile and distribute the research into 5 chapters as follow:

Chapter 1: Introduction

The first chapter of this study will illustrate the background of the research, the problem statements, and the objectives of the research, the significance of the research, the research scope and the research organization.

Chapter II: Literature Review

The second chapter will support this study by using previous studies that are relevant to the topics raised in this study. The previous studies can also be used to support the hypothesis generation for this study.

Chapter III: Research Method

The third chapter will elaborate the methods that will be used in the study. This chapter also identify the amount of sample and population needed for the research which could help in generating the influence the independent variables has on the dependent variable.

Chapter IV: Result and Discussion

The fourth chapter contains the result of the analysis of the study, the characteristic of the respondent, and the descriptive analysis.

Chapter V: Conclusion and Suggestion

The fifth chapter will show the conclusion from the analysis and research that has already been conducted. This chapter will also show the positive or negative influence between the variables and provide advises for future researches.