

## CHAPTER V

### CONCLUSION

#### 5.1 Research Conclusion

The objective of this study is to uncover the relationship between non-pharmaceutical intervention, attitude, subjective norm, perceived behavioral control, and domestic travel intention during the COVID-19 pandemic. The focus is about the extended theory of planned behavior by joining non-pharmaceutical interventions as the additional variable towards the behavioral intention of young adult travelers in Indonesia. The researcher uses primary data by distributing online questionnaires to Indonesian young adult travelers, age 18 to 30 years old. Afterwards, data processing is performed using SmartPLS 3.3.3 to test the four research hypothesis.

The result of the research test signifies that in building the intention to travel domestically during the COVID-19 pandemic, young adult travelers pay attention to both the opinion of their closest people and their own perception of their ability to do so. But, it also manifests that personal tendency and the application of non-pharmaceutical interventions of COVID-19 have minor or even no effect towards young adult traveler's intention to travel domestically during the Coronavirus outbreak.

## **5.2 Research Implication**

### **5.2.1 Theoretical Implications**

Specifically, this research contributes in broadening the theory of planned behavior by incorporating non-pharmaceutical interventions of COVID-19. It can assist the future study of tourist behavioral intention in a global pandemic setting as theoretical reasoning or base.

This research also can be a reference for the development of strategic marketing studies, potentially the curriculum enhancement in confronting the future pandemic. Moreover, it can be used as the literature matrix review for future research. Particularly for the tourism marketing area in global pandemic situation and non-pharmaceutical interventions context, considering the shortage amount of empirical study about the current variables that have been arranged.

### **5.2.2 Practical Implications**

Businesses in tourism industry such as transportation service, travel agencies, destination Management Company, and hotel can utilize the research finding as the basic information to increase their marketing strategy for higher profit. Company can adapt their marketing strategy to survive, gain competitive advantage, and win the market competition through understanding traveler's behavioral intention during a global public health disaster.

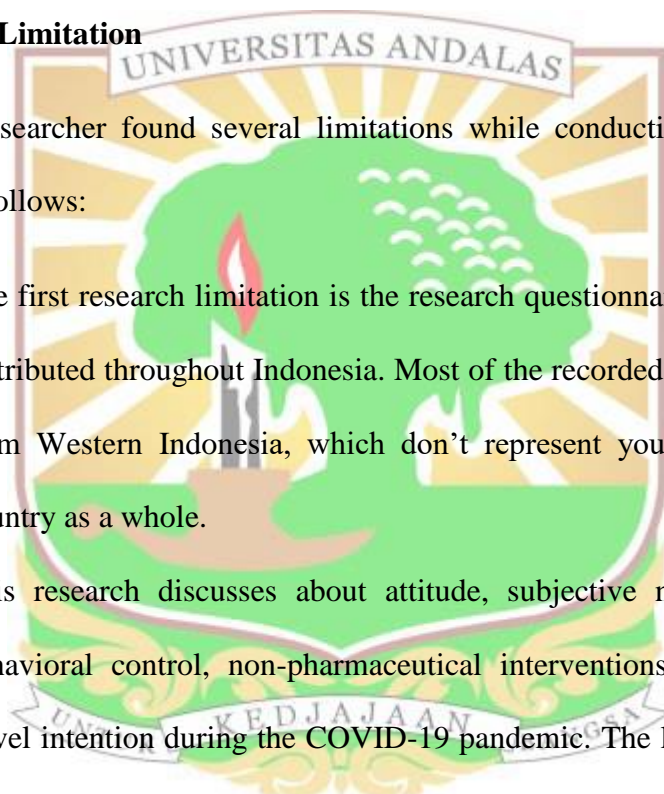
Specifically, this study found that only subjective norm and perceived behavioral control having influence towards domestic travel intention during the third semester of the pandemic, instead of attitude and Non-Pharmaceutical

Interventions. It means that individuals pay attention more to their self-confident and closest people's opinion in deciding to travel domestically on this time period through post pandemic. Thereof, the marketing manager of tourism businesses can shift the marketing focus from offering safety through strict health protocol implementation, to proposing quality time experience for family, group of friends, and colleagues.

### **5.3 Research Limitation**

The researcher found several limitations while conducting the research which are as follows:

1. The first research limitation is the research questionnaire is not evenly distributed throughout Indonesia. Most of the recorded respondents are from Western Indonesia, which don't represent young adult in the country as a whole.
2. This research discusses about attitude, subjective norm, perceived behavioral control, non-pharmaceutical interventions, and domestic travel intention during the COVID-19 pandemic. The limitation is that there are limited number of previous research discussed all the variables in one journal. Hence, the researcher needs to compile several different previous studies to formulate the research hypothesis.
3. Out of 309 distributed questionnaire, this research can only proceed 277 of them. Therefore, the research response do not reach 100%.



#### 5.4 Research Recommendation

There are several recommendations for the next researcher who are interested in studying similar topic:

1. The next researcher can create a more modest explanation in the subheading of the questionnaire to make the respondents easier to understand the variable context.
2. The next researcher can enrich the research horizon to all over Indonesia by involving respondents sample from Sabang to Merauke with an even distribution.
3. The next researcher can also conduct other variables to explain domestic travel intention during pandemic in a more detail manner and reliable referral.

