TRAVELLING BEHAVIOR DURING PANDEMIC SITUATION:STUDY ON EAST JAVA SOCIETY IN INDONESIA

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Abstract:	The purpose of this study is to determine the influence of situational factors, risk perceptions and attitudes towards travel behavior during Covid-19. The world of tourism is a very sluggish business due to the Covid-19 virus. Many travel businesses have been hit hard enough and are trying to survive bankruptcy due tothe changing situation due to the pandemic. The research method used is quantitative research by conducting a survey of 153 respondents domiciled in East Java, who carried out tourism activities in the last 1 year. East Java is one of the groups of people which was like to travel domestically. The data collection technique uses a questionnaire with a Likert scale. This study used multiple regression analysis as an analytical tool to test hypotheses. The data from the questionnaire results were analyzed to test factors and test variables using SPSS 24. The results of this study show that situational factors, risk perceptions and attitudes have a significant positive effect on travel behavior during the pandemic.
Keywords:	*Situational Factors, Risk Perception, Attitude, Traveling Behavior, Covid-19*

1. Introduction

The world of tourism has become a very sluggish business due to the *Covid-19 (Coronavirus Disease-19*) virus. Many travel businesses do not get *income* until they experience bankruptcy. The decline in the number of tourists is the reason behind the difficulty of the tourism business operating. Figure 1 The Development of the Number of Tourist Visits 2018-2020 shows that in 2018 and 2019 the number of tourist visits was still fairly stable but in 2020 the number of visits by tourists experienced a drastic decrease. The percentage decrease in the number of touristsfrom March to April was 66%, and the decline in one year was 87%.

Figure 1. Development of the Number of Tourist Visits 2018-2020
Source: Wonderful Indonesia

Data from the Central Statistics Agency (BPS) and the Ministry of Tourism and Economy Creative which surveyed before the pandemic, showed that tourists from East Java were the

most traveled for domestic vacations in the country. Cahigas et al (2022) also search about traveling intention to Bali Indonesia, and most of their respondent is people who lives at East Java. So this study focus to search the travelling behavior of East Java society during Pandemic situation.

The existence of various new regulations and changing environmental conditions is what causes *people's traveling behavior* to change. Because each customer has their own way to choose the market they want to choose (Reviews, 2020). The change in the current situation is a determinant of the decision in making a purchase. Indonesia has set several regulations such as PSBB (Large-Scale Social Restrictions), mandatory wearing of masks correctly, and mandatory to have a health card (e-HAC) if entering a new area. The many regulations that are actually intended to suppress positive cases of Covid-19 in Indonesia have caused people to prefer to stay at home. PSBB is a policy that limits community activities outside the home, be it school, office, religious activities, using transportation, and visiting public facilities. While the e-Hac card (Electronic – Health Alert Card) is a health alert card. This card is used to monitor the arrival of visitors from an area quickly. Because the situation factor affects people's purchasing decisions (Badgaiyan & Verma, 2015). The research conducted by Jha et al. (2019) is a supporter of the *above statement*.
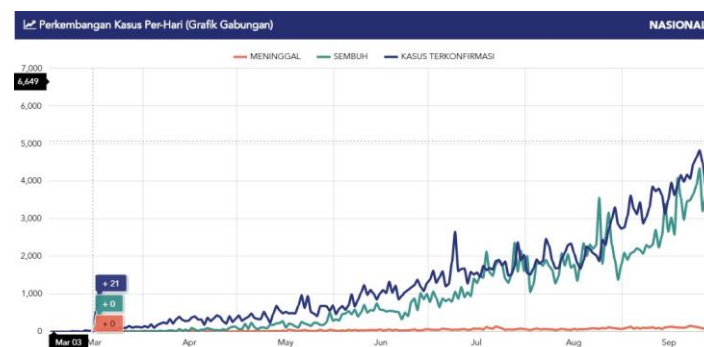

Figure 2. Development of Covid-19 Cases in Indonesia
Source: Covid-19 Handling Task Force

In Figure 2, it can be seen that covid-19 cases in Indonesia are still experiencing a fairly high increase. A total of 287,000 cases were confirmed, 214,000 recovered and 10,000 died as of September 2020. Until now, the level of confirmed and recovered is still advancing rapidly at the same time, so Indonesia is still in a Covid-19 state of emergency. With the development of increasingly high cases, this is what makes people worry about the risks they will get if they carryout tourist activities.

The high risk that will be obtained by the community will also influence them to be more aware of their health. Risk perception is a triggering factor that can influence how individuals make decisions. Risk according to Bauer, 1960 is an uncertainty avoided by customers (Li et al., 2020).

Study from Katadata (2020) about Increased Healthy Lifestyle shows that there is an increase to healthy behavior such as: the use of a handsanitizer, consuming multivitamins, and also doing sports activities. To reduce the possibility of transmission of Covid-19, now the community has better maintained personal hygiene and also the surrounding environment. By washing your hands, consuming multivitamins to doing sports. Therefore, the perception of risk is a driving factor in purchasing decisions (Yang et al., 2016).

Changes in people's behavior that are more *concerned* also make changes in attitudes

(*Attitudes)* on people's tourism behavior. Attitude is a picture of a person's feelings in responding to an object or idea, according to Kotler (2001) (Consumer et al., 2016). People who used to like to travel in crowded or trending areas*,* but now become more fond of vacationing to tourist attractions that tend to be quieter / *private.* In addition, people also have to do a rapid test every time they carry out tourist activities that make their tourist activities different because of the newactivities that they must prepare every time they go on a tour.

The changes that have occurred have not stopped business people or the government from finding solutions to deal with the ongoing pandemic. Some of the solutions that have emerged include *Private Tour, Travel Bubble and also Virtual Tour.*

1. *Private Tour,* is a category of tours that can be enjoyed or carried out alone or with the closest family only. This type of tourism is now in great demand by customers because that way they can take a vacation without worrying about contracting the virus because they meet many people.
2. *Travel Bubble,* is a collaboration carried out by 2 countries in opening tourist destinations in their countries so that the tourism sector in that country can survive. The conditions that must be obeyed are countries that are invited to work together must be successful in reducing the growth rate of Covid-19 in their countries. Tourists visiting the country of cooperation should not visit areas other than those that have been determined.
3. *Virtual Tour,* is a tourist activity to a place but virtually *using* an application or website. Due to the Covid-19 pandemic, there are many parties who hold *virtual tours.* The reason this type of tourism was chosen is because with *a virtual tour*, people can still run tourist activities but without having to meet with many people. Some examples of websites that provide *virtual tour* services include: Indonesia Virtual Tour and also Heritage Museum.

Websites or *online* sites that are well known and trusted by the public to help them in booking their *online traveling* activities include:

1. *Traveloka.com*
   Traveloka is one of the most well-known travel companies in Southeast Asia. The services offered by traveloka are very diverse ranging from hotels, transportation, tour tickets to hotel packages and transportation.
2. *Tiket.com*
   Tiket.com, which initially only focused on booking transportation tickets, later expanded the service to offer hotels, concert tickets, etc.
3. *Booking.com*
   Booking.com is a long-established service provider since 1996 in the Netherlands. Booking.com also offers a wide variety of things ranging from hotels, plane tickets, train tickets, cars, and more.
4. *Pegipegi.com*
   Pegi-pegi.com has been established since 2012. Pegi-pegi.com is also one of the trusted and well-known travel service providers. They have collaborated with many hotels, airlines, and also train trips.
5. *Agoda.com*
   It has been established since 2005 and is still a well-known and trusted travel service company. Agoda has many branch offices not only in Indonesia but also abroad.

Based on these phenomena and backgrounds, researchers are interested in researching how people behave towards their tourist preferences, judging from several other *variables: situational factors, risk perception* and *attitude*. Also supported by the research that has been mentioned, this study aims to find the influence of *situational factors, risk perception* and *attitude* on *traveling behavior* during Covid-19.

Situational Factors

Situational factors are a factor that influences people's purchasing decisions. Because each customer has their own way to choose the market they want to choose (Reviews, 2020). The change in the current situation is a determinant of the decision in making a purchase. The current environmental situation that has changed due to the Covid-19 pandemic has made people more selective when going on tourist trips. The desire to protect yourself and comply with government regulations by wearing masks and avoiding physical contact with many people is a change in people's behavior today. From this, the tourism business will be difficult to carry out sales activities. Because the situation factor affects people's purchasing decisions (Badgaiyan & Verma, 2015). The influence of the situation greatly affects *traveling behavior*. From research conducted by Jha *et al*. (2019), *situational factors* have 2 (two) indicators, namely:

1. *Purchase Channel Choice*
   Purchase channel choice is a choice owned by the public in making purchases, namely through desktops and cellular. In the travel *purchase channel business, the choise* owned by the public is to make purchases through online or offline. However, during a pandemic like today, offline purchases are very avoided because of the rules to minimize physical contact with other individuals. So that way online purchases are the most recommended and popular choice for now. The choice in placing an online order can be in the form of an application or *website*.

2. *Time Pressure*
   The time they have is a determinant for people to make purchases. The speed of online purchases is more in demand. They don't need to spend a lot of effort to book tourist activities. Situational influence on consumer behavior is defined as behavior that is adapted to the circumstances when consumers will decide to buy or consume a product. The act of buying can be viewed as a two-way interaction in which the consumer situation interacts with individual factors (interaction of the situation of people) or with the type of product or service offered (interaction of the product situation).

Risk Perception

Risk *perception* is a potential loss from existing uncertainty, according to Ko et al., (2004). Risk perception is a triggering factor that can influence how individuals make decisions. Risk according to Bauer, 1960 was an uncertainty that customers avoided. (Li et al., 2020). Perception of risk is a driving factor in purchasing decisions (Yang et al., 2016). During the Covid-19 pandemic, people will become more critical in determining the decision of their tourist activities because of the impact that will be caused. The risks that exist are not only dangerous for yourself but also have an impact on others. This will be an obstacle in their purchasing decisions. Based on research conducted by (Fihartini & Ramelan, 2017), the indicators of risk perception are as follows:

1. Financial risk
   Financial *risk* is a risk of loss in the form of money. In this Covid-19 condition, there are

concerns that exist in the community regarding their financial risks. The difficulty of their economy during this pandemic requires them to choose what needs should be prioritized, and tourism activities are tertiary needs so that existing interests or demands have dropped drastically.

2. Social Risk

Social risk is a perception that the product/service purchased will be able to cause disapproval from family or friends. This risk can eliminate their position in an organization or group. In this Covid-19 condition, the social risk that exists is the exile of people who have carried out tourist activities. This happens because the environment is very health conscious and encourages everyone to follow existing health protocols.

3. Risk of information insecurity

The risk of information insecurity is how service providers manage their customers' personal data. The confidentiality of personal data is something that is considered by the public.

4. Product Risk

Product risk is a perception and concern if the product purchased does not match expectations, this happens because it incorrectly captures the information provided.

5. Time Risk

Time risk is a perception if time, comfort and also effort will be wasted when buying a product. When placing an online order, of course, you have to look at the details and one by one facilities so that it takes a lot of time.

6. Shipping Risks

Shipping risk is a loss if the product is delivered incorrectly or delayed delivery of the product. In the travel business, this risk is like making an online booking and then an error system so that the booking data is not processed.

Attitude

Attitude is a picture of a person's feelings in responding to an object or idea, according to Kotler (2001) (Consumer et al., 2016). There are 2 types of attitudes, namely attitudes that describe the likes or dislikes of something. If the community gives a positive attitude picture, the possibility of a purchase is even greater, but on the contrary, if the attitude described is a dislike, then rejection may be accepted. It is very important to understand the attitudes of the community, because that way the company can understand the characteristics of the community, according to (Setiadi, 2008). The existence of Covid-19 has changed the attitude that exists in the community to be more *aware* of health, such as wearing masks, maintaining distance, using *hand sanitizers*, etc.

According to research that has been carried out by Khotimah *et al.* (2016), it is known thatthere are 3 related indicators, namely:

1. Cognitive

Cognitive is a belief possessed by a person towards an object of attitude. Cognitive is something that a person believes in. In the conditions of Covid-19, people believe that the way to break the chain of spread of Covid-19 is to keep their distance, use masks, *stay at home*. When traveling, of course, you must still follow the existing health protocols. Thisis what makes the *traveling behavior* owned by society has changed

2. Affective

Affective is a picture of the feelings that have on an object. What is meant by affection is an individual's personal assessment of an existing product or service. The increasing number of rules and stages that go through if you travel is one of the things that is not

likedbut important for their safety.
3. Konatif
Conative is a tendency to behave on an object according to the attitude that the individual has. When the individual is a person who is aware of the importance of health in the current condition, then avoiding activities outside the home is something that will be done. The impact that arises due to this change in *traveling behavior* is a decrease in public interest in traveling.

Travelling Behavior

Travelling behavior is the response of society after obtaining information and evaluating it. Travel behavior is a concept that includes travel frequency, travel distance, and travel time that are influenced by several elements such as environment and activity, according to Mokhtarian & Cao, (2008) and Van Wee, (2002). So that travel behavior is a response received by the community based on the environment and activities. In the current pandemic conditions, the traveling behavior owned by the community has changed because the environment and existing activities are also different. If in the past the activities they did were normal without having to do social distancing, it is different from now. The surrounding environment is not supportive of carrying out tourist activities, as for the social environment, it also becomes different because of fears and fears of contracting Covid-19.

Situational Factors towards Travelling Behavior

According to Suttikun, (2015) with the research title "*An Investigation Of Environmental And Situational Factors Affecting Tourists' Behavioral Intention To Choose Bangkok As Their Final Destination*" shows that foreign tourists are interested in visiting Bangkok if there is a lot of time or supporting facilities. Each customer has their own way of choosing the market they want to choose (Reviews, 2020). The change in the current situation is a determinant of the decision in making a purchase. The changing condition of Indonesia today is a driver of changing people's purchasing behavior. From this study, it can be seen that *situational factors* have an influence on *traveling behavior.*
H1: *Situational factors have* a significant effect on *Traveling Behavior*

The Effect of Risk Perception on Traveling Behavior

According to Cui (2017) in a study entitled **"*An Overview of Tourism Risk Perception*"** In the last year, tourists have been more concerned with safety when they *travel*. The perception of tourist risk itself is a quantitative assessment given by tourists from existing security. 3 Views in the perception of tourist risk : subjective, objective and cognition. According to Ko et al., (2004) Risk *perception* is a potential loss from existing uncertainty. Risk perception is a triggering factor that can influence how individuals make decisions. Therefore, the perception of risk is a driving factor for purchasing decisions (Yang et al., 2016). So the result of this study is that the perception of risk affects *traveling behavior.*
H2: *Risk Perception has* a significant effect on *Traveling Behavior*

The Effect of Attitude on Traveling Behavior

According to Marteen Kroesen (2017) from her research entitled **"*Do Attitudes Cause Behavior Or Vice Versa? An Alternative Conceptualization Of The Attitude-Behavior Relationship In Travel Behavior Modeling*"** Attitudes themselves have an important role in determining a person's travel behavior. According to Kotler, (2001) Attitude is a picture of a person's feelings in responding to an object or idea. There are 2 types of attitudes, namely

attitudes that describe the likes or dislikes of something. If the community gives a positive attitude picture, the possibility of a purchase is even greater, but on the contrary, if the attitude described is a dislike, then rejection may be accepted. The existence of Covid-19 has caused the emergence of negative traits in the form of rejection of tourist trips. From this study, it is known that the attitude (*attitude*)owned by consumers will affect *traveling behavior*.

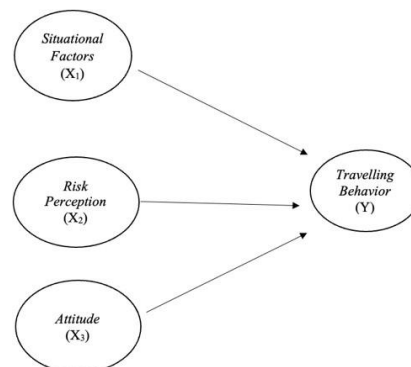H3: *Attitude has* a significant effect on *Traveling Behavior*

Figure 3. Analytical Model

2. Research Method

The research method used in this study is quantitative. Meanwhile, the sample used in this study was 153 men or women who traveled more than once in the past year, domiciled in East Java and aged 20-55 years. The data used in this study is primary data so that data collection is carried out by distributing questionnaires, where the questionnaire consists of 19 questions and respondents fill in on a Likert scale of 1-5. Operational definitions of variables and indicators can be seen in Appendix 1.

3. Results and Discussion

Based on table 1, it can be seen that the resulting constant is 3,577 which means that if the *situational factors* (X_1), *risk perceptions* (X_2), and *attitude* (X_3) variables are zero, the costanta value (α) is 3,577. Then, the regression coefficient for *the situational factors* variable (X_1) is 0.197 which means that it can be explained that every 1 (one) unit of change in the value of *the situational factors* variable (X_1) will increase *the traveling behavior* (Y) by 0.197 units with *risk perceptions* (X_2) and *attitudes* (X_3) is constant. Meanwhile, the regression coefficient for *the situational factors* variable (X_1) is 0.197 which means that it can be explained that every 1 (one) unit of change in the value of *the situational factors* variable (X_1) will increase *the traveling behavior*
(Y) by 0.197 units with *risk perceptions* (X_2) and *attitudes* (X_3) is constant. The regression coefficient for *the risk perceptions* variable (X_2) is 0.073 which means that it can be explained that every 1 (one) unit of change in the value of *the risk perceptions* variable (X_2) will increase *the traveling behavior* (Y) by 0.073 units assuming *situational factors* (X_1) and *attitude* (X_3) is constant. And the regression coefficient for *the attitude* variable (X_3) is 0.406 which means that it can be explained that every 1 (one) unit of change in the value of *the attitude* variable (X_3) will increase *the traveling behavior* (Y) by 0.406 units assuming *situational factors* (X_1) and *risk perceptions* (X_2) is constant.

Table 1. Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients			Standardized Coefficients	t	Sig.
		B		Std. Error	Beta		
1	(Constant)	3,577		1,013		3,531	0,001
	SF	0,197		0,076	0,182	2,585	0,011
	RP	0,073		0,030	0,179	2,399	0,018
	A	0,406		0,070	0,435	5,788	0,000

a. Dependent Variable: TB

Test f

Table 2. F Test Results
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	168,122	3	56,041	37,191	,000b
	Residual	224,519	149	1,507		
	Total	392,641	152			

a. Dependent Variable: TB
b. Predictors: (Constant), A, SF, RP

The test uses a significance level of 0.05 or by using the formula F calculate < F table (H0 accepted) and vice versa. The multiple linear regression model in table 3 is appropriate/suitable to explain the influence *of situational factors* (X1), *risk perceptions* (X2), attitudes (X3) and *travelling behavior* (Y). This can be seen from the resulting F calculate value of 37.191 with a significant level below 5% or 0.05, which is 0.000.

Test Result t

Table 3. Test Results t

Model		Unstandardized Coefficients			Standardized Coefficients	t	Sig.
		B	Std. Error		Beta		
1	(Constant)	3,577	1,013			3,531	0,001
	SF	0,197	0,076		0,182	2,585	0,011
	RP	0,073	0,030		0,179	2,399	0,018
	A	0,406	0,070		0,435	5,788	0,000

a. Dependent Variable: TB

Based on Table 4, the significance value for *the situational factors* variable (X_1) was obtained by $0.011 < 0.05$, *the risk perceptions* variable (X_2) was obtained by $0.018 < 0.05$, and *the attitude* variable (X_3) was obtained by $0.000 < 0.05$. Thus, it can be stated that *the situational factors* variable (X_1) partially affects the *traveling behavior* variable (Y), *the risk perceptions* variable (X_2) partially affects the *traveling behavior* variable (Y) and *the attitude* variable (X_3) partially affects the variable *travelling behavior* (Y).

Correlation Coefficient (R) and Coefficient of Determination (R^2)

Table 4.

Test Results of Correlation Coefficient (R) and Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,654a	0,428	0,417	1,228
a. Predictors: (Constant), A, SF, RP				

The explanation of the test results of the correlation coefficient (R) and the coefficient of determination (R^2) in Table 5 is as follows: (1) The value of R or the value of the correlation coefficient of 0.654 or 65.4% means that the relationship between the independent variable and the dependent variable has a fairly strong relationship because the value is not close to 0; (2) The value of R^2 or the value of the coefficient of determination showing the number 0.428 or 42.8% means that the percentage of influence of independent variables on dependent variables of the remaining 42.8% is influenced by other variables that were not studied in this study.

The Effect of Situational Factors on Traveling Behavior

Based on multiple linear regression tests, it can be seen that the regression coefficient shows that *the situational factors* variable (X_1) have a positive influence on *traveling behavior* (Y). The results of the t-test stated that *the situational factors* variable (X_1) had a significant influence on *traveling behavior* (Y) or the first hypothesis was accepted. This means that *situational factors* (X_1) have an influence on *traveling behavior* (Y) which is depicted through *purchase channel choice* and *time pressure indicators*.

This study chose to use *the situational factors* variable (X_1) because the researcher considered based on the phenomenon of companies engaged in the world of tourism becoming very sluggish businesses due to the Covid-19 virus (*coronavirus* disease-19). Many travel businesses do not get income until they go bankrupt. So, travelers or consumers are thinking back to taking a trip because of an unsupportive situation. The change in the current situation is a determinant of the decision in making a purchase. The current environmental situation that has changed due to the Covid-19 pandemic has made people more selective when going on tourist trips. In addition, researchers also have the support of previous research Puspitasari et al. (2016) that situational factors influence purchasing decisions. However, this study is not in line with the results of the study conducted by Safina (2019).

The Effect of Risk Perceptions on Traveling Behavior

Based on the multiple linear regression test, it can be seen that the regression coefficient shows that the *risk perceptions* variable (X_2) has a positive influence on *traveling behavior* (Y). The results of the t test stated that *the risk perceptions* variable (X_2) had a significant

influence on *traveling behavior (Y)* or the second hypothesis was accepted. This means that *risk perceptions* (X_2) have an influence on traveling behavior (Y) which is described through indicators of *financial risk,* social risk, risk of information insecurity, product risk, time risk, and delivery risk.

This study chose to use the *variable risk perceptions* (X_2) because researchers considered the research statement of Gunawan et al. (2017) that consumers will only make decisions when the level of consumer confidence is higher than the perception of risk. If the opposite happens, consumers are likely to look for other alternatives. So, when the Covid-19 pandemic occurs, people will become more critical in determining the decision of their tourist activities because of the impact that will be caused. The risk is not only dangerous for yourself but also affects others.

According to Ningsih et al. (2020) risk perception is a perception of uncertainty and undesirable consequences of using a product or service. The perception of risk greatly affects the level of trust. The smaller the risk perception of an individual, the greater the level of trust, and vice versa. In addition, researchers also have the support of previous research Gunawan et al. (2017) and Ningsih et al. (2020) that perception risk affects purchasing decisions.

The Effect of Attitude on Traveling Behavior

Based on the multiple linear regression test, it can be seen that the regression coefficient shows that the *attitude* variable (X_3) has a positive influence on *traveling behavior* (Y). The results of the t test stated that *the attitude* variable (X_3) had a significant influence on *traveling behavior*

(Y) or the third hypothesis was accepted. This means that *attitude* (X_3) has an influence on *traveling behavior (Y)* which is described through cognitive, affective, and conative indicators.

This study chose to use *the attitude* variable (X_3) because researchers considered the theory of Kotler and Gary (2008) in Fadhila et al. (2020) that consumers' purchasing decisions have two factors that can be between purchase intentions and purchase decisions. The first factor is the attitude of others, and the second factor is the unexpected situational factor. There are several dimensions of consumer attitudes that will influence purchasing decisions, including cognitive components, affective components, behavioral components. The Covid-19 pandemic has changed the attitudes that exist in the community to be more *aware* of health, such as wearing masks, maintaining a minimum distance of 2 meters, using *hand sanitizers*, etc. In addition, researchers also have the support of previous research Sarwoko and Churiyah (2007) and Fadhila et al. (2020)that *attitude* (X_3) affects purchasing decisions.

4. Conclusion

Based on the results of the study, it can be concluded that several statements are as follows: (1) *Situational factors* have a positive and significant influence on *traveling behavior*; (2) *Risk perception* has a positive and significant influence on *traveling behavior;* (3) *Attitude* has a positive and significant influence on *traveling behavior*. There are several suggestions for *tour and travel* businesses to provide a *platform* for the public to make online bookings. Seeing that people prefer to place orders *online* because it is faster. In addition, *the tour and travel* business is expected to be able to provide health insurance because it still enforces strict health protocols. By paying attention to these two things, the *tour and travel* business will be better prepared to face existing environmental changes such as Covid-19. In addition, for subsequent researchers, the advice that can be conveyed after conducting this study is that the next researcher is expected to consider expanding the scope of the sample to different

regions such as West Java, Jakarta, or outside the island. Deepening research and adding other variables that are still related to research. This study also only examined three variables that there are actually other variables that can be studied for other products that may have different results.

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