

The Impact of Destination Attributes to Traveling Decision in New Normal

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Abstract

After surviving the covid-19 epidemic, civilization must eventually adjust to a new normal. Currently, certain situations are unpredictable and cannot be anticipated or projected based on previous historical data. After enduring the lengthy quarantine and the tremendous mental stress brought on by the complicated circumstances, the priority for most individuals is to take vacations. Traveling to various locations that provide a variety of holiday experiences becomes a viable option to selecting. What attribute of a destination has become more important to individuals when they decide to travel? This study investigates the significance of destination attributes to travel decisions in the new normal. In this study, regression is used to analyze data collected randomly from 150 respondents. The study's results indicate that the primary factor influencing a visitor's choice to go or not is activities. The findings of this research will aid the tourism sector in developing strategies for visitor-oriented activities. Another critical advantage is recognizing that customer behavior directly impacts a company's long-term success.

Keywords

Destination Attributes, Traveling Decision, New Normal.

1. Introduction

The coronavirus disease 2019 (COVID-19) pandemic has caused a significant impact on various sectors of life (Wilson & Chen, 2020). Tourism is one of the sectors hardest hit by multiple restrictions imposed by the government as a policy to deal with the pandemic (Nagaj & Žuromskaitė, 2021). The ongoing COVID-19 pandemic makes people consider in detail when making the decision to travel (Wilson & Chen, 2020). The pandemic has restricted interpersonal interaction and has affected many industries, including the tourism industry (Seyitoğlu & Ivanov, 2021). Since the COVID-19 outbreak, the crisis has been huge due to restrictions on the use of transportation by countries' authorities around the world, and global mobility has ceased (Abu-Rayash & Dincer, 2020). Travel restriction and social distancing make it more challenging to survive the pandemic (Sharma et al., 2021). Without a doubt that COVID-19 has had two big impacts on the tourism industry. The first one is the travel restrictions that discourage people from traveling, and the second is the increase of travel anxiety due to the perceived risk of COVID-19 (Bratić et al., 2021).

Destination attributes comprise all elements of a non-home location that attract travelers away from their homes (Kerdpitak, 2019). During the tourist's stay in a destination, they get to experience a variety of destination attributes and then evaluate the performance of each attribute on its own (Kwanisai & Vengesai, 2016). The factor of 'what to do' (activity) and 'how to get' (accessibility) have influenced the decision-making of the travelers (Björk & Jansson, 2008). Other research also found that destination attributes are the factors that can lead an individual traveler to select one destination over another once the decision to travel has been made (Singh & Tiwari, 2016). Traveling decisions by the tourist start with collecting information about some aspects of their travel (Fodness & Murray, 1998). Previous research showed that tourists who have higher perceptions of the destination attributes are more likely to have positive memorable experience. It increase behavioural intentions to revisit (Shuib et al., 2015). Past study has acknowledged that destination attribute had important role in supporting the performance of tourism and significantly influenced the destination image (Chahal & Devi, 2015). Accessibility of the location determines the travel decisions of individuals and households (Tóth & Dávid, 2010). By understanding the accessibility of a destination based on where tourists live, it can help tourist site managers to be able to see the opportunities that exist and to implement strategies to activate them (Hooper, 2015).

The tourism industry must respond to the tourism disaster caused by COVID-19. Tourism is the industry that cannot sustain without the mobility of tourists (Sharma et al., 2021). Firstly, tourists are pushed by their needs, want to decide 'whether to go', and then are pulled by destination's attributes to make a decision of 'where to go' (Singh & Tiwari, 2016). Based on the phenomena that occur, this article aims to investigate the significant relationship of destination attributes to travel decisions in the new normal.

2. Literature Review

Destination attributes focused in this study are activity, accessibility, ancillary, and travel decision (Marais et al., 2017). Activity refers to what to do during the vacation; many choices can be prepared for a traveller with quiet and calm activity. Other people can also choose adventurous and active vacation (Björk & Jansson, 2008). Activities carried out by visitors can be active or non-active activities, such as sitting, relaxing with family, visiting certain objects in tourism destination, shopping for souvenirs, cycling in the open air around, culinary in the open air restaurants, and indoor or outdoor or outdoor outdoor sport. The accessibility cover how the traveller get the chosen destination it means the transportation to use, traveller can go for example by foot, bike, car, bus, boat or airplane (Björk & Jansson, 2008). It is referred also to the infrastructure facilities such as roads, airports and railways (Chahal & Devi, 2015). The transportation used by the traveller that cover the distance between the origin and the destination also involve the amount of travel time (waiting and parking) and travel cost (Geurs & van Wee, 2004). Ancillary service include health care facilities, effective communication system, tour guide, qualified employee to serve visitors (Marais et al., 2017). Previous study shows that other ancillary service components such as security, telecommunication, and internet services make tourist stay more comfortable (Tukamushaba et al., 2016). Meeting the needs of visitors through additional services can also increase positive feedback and maintain a stable competitive advantage (Fedorko, 2019). Decisions concerning *where* to go on vacation involve what place or destination to visit or if you make the choice of staying at home (Björk & Jansson, 2008). Travel decisions is the beginning of tourism activities, the type of tourist destination and the characteristics of different tourism activities is the main factor affecting the travel decisions, the background of tourist such as everyday working life, environment and travel habit are also the key affecting travel decision (Liu et al., 2015). The traveller goes through the stages problem recognition, information search, evaluation of alternatives, product choice, and outcomes (Björk & Jansson, 2008).

3. Methods

The research method used in this analysis is linear regression, 150 respondents involved in this study with the questionnaire distributed with random sampling in three months. All statistical calculations, including those for multiple regression analysis, were performed using SPSS. The questionnaire is divided in two stages, the first one is to capture demographic profile of the respondents and the second is to capture the response relating to the four main variables. This study focuses on activity accessibility and ancillary service variables, which based on previous literature analysis are said to have a relationship with travel decisions (Liu et al., 2015; Tukamushaba et al., 2016; Björk & Jansson, 2008). Based on this analysis, then in this study, hypothesis testing was used with the following design:

- Hypothesis 1 Activity attribute is had significant relationship to travel decision.
- Hypothesis 2 Accessibility attribute is had significant relationship to travel decision.
- Hypothesis 3 Ancillary service attribute is had significant relationship to travel decision.

4. Results and Discussions

The questionnaire is a 4 point Likert - scale survey consisted of 20 items. The Cronbach's alpha test conducted shows that the overall score was 0,886 was showed in Table 1, Table 2 showed 20 items were retaining with the factor loading was above 0,169. A total of 150 respondents were usable for this study to answer the questionnaire related to destination attribute in the new normal, as can be seen in Table 1, in demographic profile, most respondents were female (58%), whose highest education attained was undergraduate (54,67), most of the respondent aged is above 22 years old (74%), in term of occupation the highest score is students (38%) and the preferred destination is still in the city (41,33%). It means that they still consider that to travel in the city is still more safe than go to other province or abroad.

Table 1. Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .886 | 20 |

Table 2. Item Statistics

| Indicators | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Q1 – Activity | 58.6333 | 25.496 | .560 | .878 |
| Q2 – Activity | 58.5933 | 25.478 | .613 | .877 |
| Q3 – Activity | 58.7733 | 25.613 | .459 | .882 |
| Q4 – Activity | 58.6000 | 25.826 | .565 | .878 |
| Q5 – Activity | 58.6667 | 25.982 | .447 | .882 |
| Q6 – Activity | 58.4533 | 26.518 | .398 | .883 |
| Q7 – Activity | 58.5533 | 26.719 | .380 | .884 |
| Q8 – Accessibility | 58.5533 | 25.564 | .588 | .877 |
| Q9 – Accessibility | 58.7333 | 25.606 | .525 | .879 |
| Q10 – Accessibility | 58.6333 | 26.126 | .542 | .879 |
| Q11 – Accessibility | 58.6267 | 26.423 | .438 | .882 |
| Q12 – Accessibility | 58.6533 | 25.221 | .540 | .879 |
| Q13 – Ancillary Service | 58.6733 | 25.738 | .448 | .882 |
| Q14 – Ancillary Service | 58.5667 | 25.871 | .555 | .879 |
| Q15 – Ancillary Service | 58.6267 | 25.685 | .568 | .878 |
| Q16 – Ancillary Service | 58.5667 | 26.301 | .437 | .882 |
| Q17 – Ancillary Service | 58.7400 | 26.153 | .421 | .883 |
| Q18 – Travel Decision | 58.4933 | 26.359 | .447 | .882 |
| Q19 – Travel Decision | 58.4133 | 25.882 | .497 | .880 |
| Q20 – Travel Decision | 58.6200 | 25.620 | .536 | .879 |

Table 3. Demographic Profiles

| Demographic Profiles | n | % |
|-----------------------------------|-----|--------|
| Gender | | |
| Male | 63 | 42% |
| Female | 87 | 58% |
| Age | | |
| > 22 years old | 111 | 74,00% |
| 12-18 years old | 4 | 2,67% |
| 19-22 years old | 35 | 23,33% |
| Highest Education Attained | | |

| | | |
|---------------------------------|-----|--------|
| Diploma degree | 7 | 4,67% |
| Undergraduate | 82 | 54,67% |
| Graduate | 15 | 10,00% |
| Primary or secondary | 46 | 30,67% |
| Occupation | | |
| BUMN | 2 | 1,33% |
| Lecturer | 3 | 2% |
| Freelance | 1 | 0,67% |
| Teacher | 1 | 0,67% |
| Part time | 1 | 0,67% |
| House wife | 17 | 11,33% |
| Civil state officer | 8 | 5,33% |
| Private employee | 48 | 32% |
| Students | 57 | 38% |
| Entrepreneur | 12 | 8% |
| City of Origin | | |
| Jabodetabek | 108 | 72% |
| West Java | 22 | 14,67% |
| Central Java | 11 | 7,33% |
| East Java | 2 | 1,33% |
| Outside Java | 7 | 4,67% |
| Destination | | |
| Inside and outside the province | 2 | 1,33% |
| In the city | 62 | 41,33% |
| In the province | 38 | 25,33% |
| Other country | 1 | 0,67% |
| Other province | 47 | 31,33% |

Table 4. Model Summary of Travel Decision

| Model Summary | | | | |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .880 ^a | .775 | .770 | 13.78050 |

Table 5. Coefficients Model

| Coefficients | | | | | | |
|---------------------|---------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 30.358 | 13.000 | | 2.335 | .021 |
| | Activities | .462 | .079 | .447 | 5.860 | .000 |
| | Accessibility | .297 | .067 | .314 | 4.419 | .000 |
| | Ancillary | .179 | .062 | .186 | 2.912 | .004 |

Table 6. Anova Result

| ANOVA | | | | | | |
|--------------|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 95303.116 | 3 | 31767.705 | 167.285 | .000 ^b |
| | Residual | 27725.717 | 146 | 189.902 | | |

| | | | | | |
|--|-------|------------|-----|--|--|
| | Total | 123028.833 | 149 | | |
|--|-------|------------|-----|--|--|

In Table 5, the test results show that activities, accessibility, and ancillary service have a good relationship with visitor decisions. These three variables, namely destination attributes, provide good opportunities for visitors decision. More deeply, the test results are known based on the coefficients model (Table 4, Table 6), which partially knows the relationship between variables and answers the research hypothesis.

Activity and Travel Decision

First, directly that activity has a positive relationship showed with coefficient 0.447 and the significance value of activity is < 0,005. This means that the higher visitor considers well the activities to do during the vacation in the new normal. This result can be recommendation for tourism industry to give improvement in this point, supported also with the result of previous study that showed outdoor adventure activities as a form of sustainable tourism have potential implications for our understanding of, and engagement with, sustainability, mental health and wellbeing (Hanna et al., 2019). Recommendations from several previous research studies explain that there is a good relationship between activity attribute and travel decisions.

Accessibility and Travel Decision

The results of the current study show that the correlation value of accessibility on visitor decisions is 0.314 (Table 5) and the significance value is <0,005. Compared to activity attribute, the correlation results are clearly still lower than visitor confidence in relation to travel decisions. This means that it is known that the priority scale that can be determined in changing visitor decision. Despite being in second place, the results of the study show that accessibility has a significant relationship with travel decisions. Referred to Table 3 that showed most of visitors decide to visit destination in the city, visitor was still confidence with the availability of accessibility to tourism destination in the new normal. On the other side, relating to the choice of travel equipment, visitors have reduced the use of public transportation (Kuo, 2021). Previous study also found that for the first trip after the pandemic, visitor travel in the country by car with their family (Ivanova et al., 2021).

Ancillary Services and Travel Decision

The smallest score shows in ancillary service shown with the score of 0,186. This result was in line with previous study that found safety and security have received little attention as standalone destination attributes (Kwanisai & Vengesai, 2016). Despite being the third place, the result showed that ancillary service had significance value is <0,005. The availability of tour guide, health care facilities and service, security still affected travel decision of visitors. The tourism management should put emphasize the ancillary service in the new normal.

5. Conclusion

Health, economics, and the environment are all affected by the COVID19. Tourism is one of the worst-hit industries during the covid-19 Era. Since tourism activities can improve mental health and well-being, therefore people are still searching the tourism destination without neglecting the covid-19 health protocol. During the outbreak, people are more likely to stay in their own city, and large families with young children are more likely to travel short distances than other groups of tourists. The COVID-19 pandemic is still ongoing, but the tourism industry is expected to recover. Based on the phenomena that occur, a study related to travel decision is carried out on consumer behavior of the visitor in the new normal. With the opening of several tourist attractions in the new normal, several factors will be considered by visitors to be able to make travel decision, including destination attributes. A quantitative study was carried out where the results of the study found activity, accessibility and ancillary service had significant relation to travel decision. It is immediately known that activity became the first consideration to travel decision, tourism management appears to prioritize visitors ‘activity in tourism area, outdoor activities can be a consideration for management to provide for visitors, by always maintaining the number of visitors and health protocols. Second attribute that affected travel decision was accessibility, it indicated that visitors was still confidence with the transportation to get the tourism destination. The study also showed that the most visitors still choose tourist destination in the city during the pandemic. Ancillary service was the last appealing indicators to visitors. It indicated that visitors really believe that the management has followed all the health protocol requirements as an effort to keep visitors from covid 19. The findings

of this study explain that activity is the biggest consideration for the visitor to make a decision whether they want to travel or not. The results of this study are useful for tourism industry in determining strategies referring to activities that can be offered to visitors. Another most important benefit is understanding that consumer behavior provides a direct stimulus to the sustainable performance of the company. There are recommendations from this study as a goal for further research. It is recommended for further research to examine the mediation of other variables related to consumer behavior such as revisit intention.

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