

# Motivation Versus Risk: Study of Domestic Tourists Revisit Intention to Bali on Pandemic COVID-19

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## **Motivation Versus Risk: Study of Domestic Tourists Revisit Intention to Bali on Pandemic COVID-19**

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**Abstract**--The tourism industry is the one that has been hit the most by the COVID-19 outbreak. Bali is one of the most popular tourist destinations among both local and international visitors, and its economy is heavily reliant on the tourism industry. The purpose of this study is to investigate how push-pull motivation and perceived health risk affect the attitude of tourists and their impact on the intention to return to Bali. The respondents are 200 Indonesians who have visited Bali. On SMART-PLS version 3.0, structural equation model analysis was employed for data analysis. The results show that all four determinants of domestic tourist revisit intention, including push motivation ( $\beta=0.273$ ,  $p < .001$ ), pull motivation ( $\beta=0.394$ ,  $p < .001$ ), perceived health risk ( $\beta=-0.170$ ,  $p < .01$ ), and attitude ( $\beta=0.185$ ,  $p < .01$ ) significantly affect revisit intention. Recommendations are made to the government and businesses in the tourism industry to improve the revisit intention of domestic tourists.

**Keywords**--COVID-19, marketing, motivation, risk, tourism growth.

## Introduction

The tourism sector is the sector most affected by the COVID-19 pandemic. The province of Bali is one of the most sought-after tourism destinations by both domestic and foreign tourists so that its economy is highly depend on the tourism sector. Around 1.05 million foreign tourists are expected to visit Bali in 2020. The number of visitors was a sliver of what it had been the prior year (Kovalenko et al., 2021; Liubarets et al., 2021). The coronavirus (COVID-19) pandemic, which had effectively immobilized Bali's tourism sector, was to blame for the reduction in international tourists. Since the closing of international flights at Ngurah Rai Airport, the life of the tourism sector in Bali relies on domestic tourists. Therefore, parties involved in the tourism sector must pay attention to the factors that increase the intention of domestic tourists to visit Bali again. Cultural tourism and ecotourism have positive and significant influence on sustainable tourism development efforts (Wardana et al., 2019).

One of the reasons for returning to travel is the attitude of tourists (Suid et al., 2017; Liu et al., 2018; Hasan et al., 2019). In tourism, attitude is the overall evaluation of tourists traveling to an area based on the perception of the product and the attributes of the tourism destination. In general, the better the attitude towards the behavior, the stronger a tourist's intention to visit a tourist area. Understanding why people travel and what factors influence their behavioral intention to revisit a destination is useful for tourism planning and marketing. In traveling, tourists are strongly influenced by their motivation to return to visit destinations (Sullivan et al., 2018). One of the most cited motivational models is the pull and push factors model. Push motivation is an inherent desire to travel outside the city, while pull motivation is an external attraction for people who are traveling (He & Luo, 2020). Increasing amenities and attractions can increase tourist motivation to visit (Martaleni et al., 2021).

The need for safe travel is a key factor shaping the travel patterns of many tourists. Broadly speaking, tourism should be developed in destinations that are considered safe and physically secure. Tourists in recreation usually choose destinations that not only meet their needs and desires but also have minimal risk (Chi & Han, 2020). Among these risks, health risks are significantly associated with tourist travel decisions, especially during the COVID-19 pandemic. Risks to one's health, such as the risk of contracting a virus, play an important role in deciding on a destination and a tourism provider (Bratić et al., 2021). The involvement of local communities in the development of sustainable rural tourism by managing resources as an element of competitive advantage has an important role (Wardana et al., 2020). Based on the background of the problem, the main issue is how do push motivation, pull motivation, and perceived health risk affect the attitude of tourists and their impact on the intention to return to Bali.

## Literature Review

According to Moutinho (2011), motivation is defined as an inner need or a condition that directs a person to take certain actions to achieve a feeling of being fulfilled. With regard to tourism, travel motivation relates to why a tourist travels

to a certain place or destination. Motivation is the basis for understanding why tourists behave in certain ways, because it reflects the intrinsic needs of each individual (Mutanga et al., 2017).

Among the many theories of tourism motivation, the push-pull theory has been widely used in the study of tourism destination selection and decision-making processes (He & Luo, 2020). Push factors are considered as socio-psychological needs that predispose a person to travel and pull factors are factors that attract the person to a certain destination after the push motivation has started. Push factors are internal to the person and form the desire to travel, while pull factors are external to the individual and arise due to destination attraction (Tu, 2020). The results of research conducted by He & Luo (2020), show that attraction motivation has a positive and significant effect on revisit intentions. However, the relationship between push motivation and intention to revisit was not significant. The results of the research by Salsabila & Alversia (2020), show that push motivation can influence tourists to have the intention of traveling again. The relationship can be found directly or through attitudes, which can later influence travel intentions. The relationship between attraction motivation and travel intention was not found in this study.

The research of Baniya et al. (2017), stated that the pull factor had a positive and significant effect on the intention to revisit but the driving factor was not significant. The study results of Sullivan et al. (2018), revealed that travel motivation has a positive effect on tourist attitudes, as well as travel intentions. Research Hsu et al. (2010), stated that motivation affects attitudes towards destinations. Research conducted (Ciasullo et al., 2019), states that individual responses to holistic destination attributes which are pull motivation factors have a positive effect on individual attitudes towards destinations. The concept of the relationship between motivation and attitudes other than the tourism context has also been investigated, such as the research of Mahendra et al. (2017); Adegboyega (2018); Raza et al. (2018); Lo & Lin (2020); Ferrer et al. (2020); MAGHSOUDI et al. (2021), in the field of education, research by Novela et al. (2020); Hermawan (2021), in the field of online shopping, as well as research by Mustamin et al. (2019), in the health sector.

Risk is an incident associated with an unexpected and unwanted outcome (Ritchie & Jiang, 2019). Perceived risk is generally known as the perception of negative consequences for purchasing products, consuming services, or carrying out activities (Chua et al., 2020). The tourism industry is vulnerable to global risks that can lead to perceptions of travel risk. In other words, when making travel decisions, tourists tend to pay more attention to certain risks. Thus, perceived travel risk should be assessed using measures related to the context of interest. Travel risks that may occur include health, physical, psychological, performance, financial, equipment, social, and time factors (Huang et al., 2020). Among these risks, health risks are significantly associated with tourists' travel decisions (Chua et al., 2020).

Perception of travel health risk refers to the assessment of the likelihood that a travel-related health hazard will occur at a destination within a certain period (Chien et al., 2017). Recently, the COVID-19 pandemic has spread, international



travel safety has become a global concern (World Health Organization, 2020). The pandemic is increasingly infecting 210 countries around the world and causing very high economic damage to the tourism industry (UNWTO, 2020). With the COVID-19 pandemic affecting global destinations, health risks in travel decision-making continue to be highly relevant. Research conducted by Bae & Chang (2021), states that the perception of risk in COVID-19 has a negative and significant effect on attitudes and behavioral intentions. The results of Perić et al. (2021), show that the perception of risk hurts travel intentions, namely the perception of respondents showing a decrease in travel plans during the pandemic. The Neuburger & Egger (2021), study found that perceived COVID-19 risk, perceived travel risk, and willingness to change or cancel travel plans increased significantly during the pandemic. Research conducted by Giao (2019), states that perceived health risk will affect individual attitudes.

Attitude towards a behavior can be defined as "the degree to which a person has a favorable or unfavorable evaluation or judgment of the behavior" (Ajzen, 1991). In general, tourist attitudes consist of cognitive, affective and behavioral components. Tourist attitudes describe psychological tendencies that are expressed by positive or negative evaluations of tourists when engaging in certain behaviors (Liu et al., 2018). Hasan et al. (2019), argues that the positive attitude of tourists is very important in conditioning behavioral intentions because they can push tourists towards the behavior or keep them away from the behavior. At this point, the attitude towards the return visit is the conditioned behavioral intention. Research conducted by Suid et al. (2017); Liu et al. (2018); Hasan et al. (2019), states that attitude has a positive and significant effect on revisit intentions. The concept of the relationship between attitudes and behavioral intentions other than in the context of tourism has also been studied, such as the research of Rahmayanti et al. (2021); Chawla & Joshi (2020), in the context of e-wallet, Zulfiqar (2019), in the context of entrepreneurship, and Harun et al. (2020), in the context of the fashion industry.

From a consumer perspective, visitor behavior can be divided into three stages: pre-visit, during a visit, and post-visit (Chen & Funk, 2010). While the visitor's intention to behave in the future refers to the appropriate assessment of visitors to return to the same destination and their willingness to recommend it to others (Chan, 2018). The concept stems from the behavioral intention to repurchase. He & Luo (2020), define revisit intention as the intention to re-visit after the customer is satisfied with the goal and is willing to consume again or introduce and recommend the product to others. Indicators to measure the intention to revisit according to Chan (2018), include, (a) traveling longer, (b) intending to return, (c) recommending, (d) sharing experiences.

Therefore, the main objectives of this study are as follows:

- To understand the effect of push motivation, pull motivation, perceived health risk on attitude.
- To understand the effect of push motivation, pull motivation, perceived health risk, attitude on revisit intention.

Based on the literature review and above objectives, the following hypotheses were formulated:

- H1: Push motivation has a positive and significant effect on revisit intention.  
 H2: Push motivation has a positive and significant effect on attitude.  
 H3: Pull has a positive and significant effect on revisit intention.  
 H4: Pull motivation has a positive and significant effect on attitude.  
 H5: Perceived health risk has a positive and significant effect on revisit intention.  
 H6: Perceived health risk has a positive and significant effect on attitudes.  
 H7: Attitude has a positive and significant effect on revisit intention.

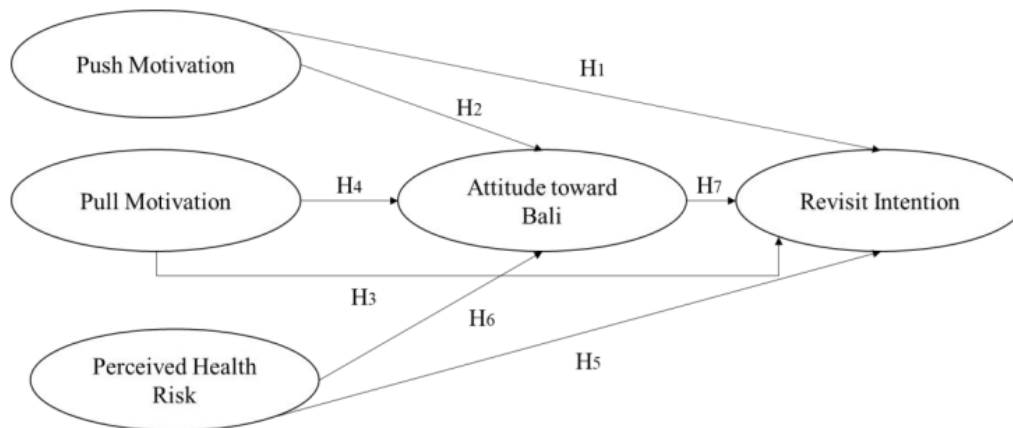


Figure 1. Conceptual framework

## Methodology

This research uses associative research with a quantitative analysis approach. The population of this study is all domestic tourists in Indonesia. The sampling technique used is purposive sampling because the number of samples cannot be determined with certainty (Chen, 2010; Li et al., 2018; Sumadi, 2016). The criteria used are Indonesian citizens and have visited Bali. The number of samples collected is as many as 200 respondents. Questionnaires were collected through direct distribution to domestic tourists visiting Bali in April-June and also through online questionnaires to domestic tourists who were outside Bali at the time of the study. Structural equation model analysis was used for data analysis on SMART-PLS version 3.0. Measurements of each variable include 1) Push motivation variable according to Wijaya et al. (2018), states that push motivation consists of several measurements such as a) self-development, b) relaxation, c) relationship improvement and measurements 2) pull motivation consists of a) cleanliness of facilities, b) destination familiarity, c) value for money and proximity, d) local tourist attraction, e) travel support facilities; 3) The perceived health risk has a measurement according to Chua et al. (2020), namely, perceived vulnerability, perceived severity, and perceived psychological risk, and 4) Attitude variables according to Chua et al. (2020), include the following, (a) is a good thing, (b) is a desirable thing, (c) is a pleasant thing, (d) is a valuable thing, (e) is enjoyable.

The instruments used were tested for validity and reliability to measure what they wanted to measure and to know the consistency of the responses given by the respondents. Testing the validity of the instrument using the Product Moment correlation technique from Pearson with a minimum limit of  $r = 0.3$  (Sugiyono, 2017). Instrument reliability testing is done by calculating the reliability coefficient of Cronbach's Alpha with a minimum limit of Alpha coefficient  $> 0.6$  (Sekaran, 2003). Both tests used the SPSS 24.0 computer program.

## Discussion

### Hypothesis testing results

There are seven hypotheses tested using Partial Least Square (PLS). This test carried out using the t-test (t-test) on each path of influence between variables. In PLS statistical test of each hypothesized relationship is carried out using the bootstrap method on the sample. Testing with bootstrap is also intended to minimize the problem of abnormal research data. The results of testing the direct influence on the structural equation analysis are presented in Table 1 and Figure 2 below.

Table 1  
Hypothesis test results

		Path Coefficient	P-Values
H1	Push Motivation -> Revisit Intention	0.273	0.000
H2	Push Motivation -> Attitude	0.216	0.006
H3	Pull Motivation -> Revisit Intention	0.394	0.000
H4	Pull Motivation -> Attitude	0.286	0.006
H5	Perceived Health Risk -> Revisit Intention	-0.170	0.001
H6	Perceived Health Risk -> Attitude	-0.359	0.000
H7	Attitude -> Revisit Intention	0.185	0.003

Source: Primary data processed, 2021

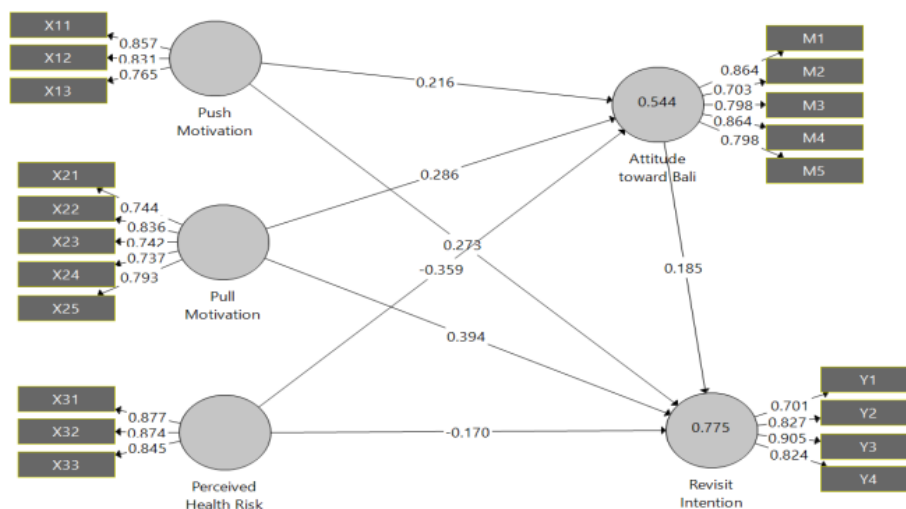


Figure 2. SEM model

### The influence of push motivation on revisit intention

The results of the analysis show that push motivation has a positive and significant effect on the revisit intention. This means that the higher the push motivation felt by tourists, the higher the intention to return to Bali. Vice versa, the lower the push motivation felt by tourists, it will reduce the intention to visit again prospective tourists. This finding can be interpreted that if tourists feel low push motivation, then it will be able to make a significant contribution in reducing the intention to revisit prospective tourists. The results of this study are in accordance with previous research by Salsabila & Alversia (2020); Sullivan et al. (2018), which states that push motivation has a positive and significant effect on revisit intentions. About push motivation, if tourists have high internal motivation, their intention to visit again will be higher.

### The influence of pull motivation on revisit intention

The results of the analysis show that pull motivation has a positive and significant effect on revisit intentions. This means that the higher the pull motivation felt by tourists, it will increase the intention to revisit tourists. Vice versa, the lower the perceived pull motivation of tourists, it will reduce the intention to revisit tourists. This finding can be interpreted that if tourists feel that the pull motivation is low, then it will be able to make a significant contribution in reducing the intention to revisit tourists. The results of this study are in accordance with previous research by Baniya et al. (2017), who stated that pull factors have a positive and significant effect on revisit intentions, as well as the study of Sullivan et al. (2018), found that pull motivation has a significant impact on travel intentions.



### **The influence of perceived health risk on revisit intention**

The results of the analysis show that perceived health risk has a negative and significant effect on revisit intentions. This means that the higher the perceived health risk perceived by tourists, the lower the revisit intention to tourists (Kim et al., 2009; Wilson, 2019). Vice versa, the lower the perceived health risk perceived by tourists, the higher the revisit intention of potential domestic tourists. This finding can be interpreted that if tourists feel that the perceived health risk is low, then it will be able to make a significant contribution in making the intention to return to Bali to be higher for tourists. The results of this study are in accordance with previous studies by Bae & Chang (2021); Perić et al. (2021); Neuburger & Egger (2021), who stated that perceived health risk has a negative and significant effect on revisit intentions.

### **The influence of push motivation on attitude**

The results of the analysis show that push motivation has a positive and significant effect on attitudes. This means that the higher the push motivation felt by tourists, the better the attitude of tourists towards Bali will be. Vice versa, the lower the push motivation felt by tourists, the attitudes of tourists will get worse. This finding can be interpreted that if tourists feel low push motivation, then it will be able to make a significant contribution so that the attitude of tourists towards Bali will be worse. The results of this study are by previous research by Salsabila & Alversia (2020), research showing that push motivation can affect tourist attitudes, as well as Sullivan et al. (2018), which states that push motivation has a positive and significant effect on attitudes.

### **The influence of pull motivation on attitude**

The results of the analysis show that pull motivation has a positive and significant effect on attitudes. This means that the higher the pull motivation felt by tourists, the better the attitude of tourists towards Bali will be. Vice versa, the lower the pull motivation felt by tourists, the attitudes of tourists will get worse. This finding can be interpreted that if tourists feel that the pull motivation is low, then it will be able to make a significant contribution so that the attitude of tourists towards Bali will be worse. The results of this study are by previous research by Sullivan et al. (2018); Hsu et al. (2010); Ciasullo et al. (2019), mention that the pull motivation factor has a positive and significant effect on individual attitudes towards destinations.

### **Influence of perceived health risk on attitude**

The results of the analysis show that perceived health risk has a negative and significant effect on attitudes (Um et al., 2006; Zhang et al., 2018). This means that the higher the perceived health risk felt by tourists, the better the attitude of tourists towards Bali will be. Vice versa, the lower the perceived health risk perceived by tourists, the attitudes of tourists will be worse. This finding can be interpreted that if tourists feel that the perceived health risk is low, then it will be able to make a significant contribution so that the attitude of tourists towards Bali will be less good. The results of this study are by previous research by Han et

al. (2019); Manikandan (2020); Zhao (2019), who mention that perceived risks such as risks to health have a negative and significant effect on individual attitudes.

#### **Influence of attitude on revisit intention**

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The results of the analysis show that the attitude has a positive and significant effect on the intention to revisit. This has the meaning that the better the attitude felt by tourists, it will increase the intention to revisit tourists (Gede Budasi & Wayan Suryasa, 2021; Purnaya, 2016). Vice versa, the worse the attitude felt by tourists, it will reduce the intention to revisit tourists. These results indicate that the values contained in attitudes have a significant impact on the intention to revisit tourists. Attitudes that are measured based on indicators of traveling to Bali are good things, desirable things, fun things, valuable things, and delicious things proven to be able to influence the intention to revisit tourists. This finding can be interpreted that if tourists feel a bad attitude towards Bali, then it will be able to make a significant contribution in reducing the intention to revisit tourists. The results of this study are in accordance with previous research by Suid et al. (2017); Liu et al. (2018); Hasan et al. (2019), which state that attitude has a positive and significant effect on revisit intentions.

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#### **Conclusion**

Based on the results of the research, discussion and interpretation that have been described in the previous chapter concerning several theories and the results of previous studies, the following conclusions can be drawn push and pull motivation has a positive and significant effect on the intention to revisit prospective domestic tourists to Bali also has a positive and significant effect on attitudes. The higher the perceived health risk perceived by prospective tourists, the lower the intention to revisit tourists to Bali, also the higher the perceived health risk felt by tourist, the attitudes of tourists to Bali are getting worse. The last, attitude has a positive and significant effect on the intention to revisit tourists to Bali, so the better the user's attitude towards Bali, the higher the intention to revisit tourist.

Based on the results of this study, several things can be suggested as follows. Advice for management engaged in the tourism industry, with empirical evidence that push motivation, pull motivation, perceived health risk, and attitudes are able to make the intention to revisit prospective domestic tourists become higher, the management must always carry out strategies to increase push motivation, pull motivation, perceived health risk, and the attitude of tourists so that the intention to visit again will increase. With empirical evidence that an increase in push motivation, pull motivation, and a decrease in perceived health risk, is able to make the attitude of domestic tourists towards Bali become better, the management must always carry out strategies to increase push motivation, pull motivation, and reduce the perceived health risk of domestic tourists so that the attitudes of prospective domestic tourists are getting better.

### Suggestions for researchers

Based on the weaknesses of the results of this study, it can be suggested to the next researcher the following things, the first is in further research, it is possible to expand the research respondents not only to domestic tourists, but also to international tourists. The next researchers can conduct a study from a different perspective, namely from a consumer perspective and continue the impact of push motivation, pull motivation, perceived health risk, attitudes, and other revisit intentions.

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