

Cognitive, Affective, And Desire Factors In Predicting Domestic Tourism Intention: Application Of The Model Of Goal-Directed Behavior

Ericko Grady¹, Sabrina O. Sihombing^{2*}

^{1,2} Faculty of Economics and Business, Universitas Pelita Harapan, Tangerang, Indonesia

Abstract

Tourism is one of the sectors that the COVID-19 pandemic has directly impacted. The decline in domestic and foreign tourists impacts the country's economy. Therefore, this study aims to test the theory of Goal-Directed Behavior in predicting the intention to visit local tourists during the Covid-19 pandemic. This study uses a quantitative approach and uses a purposive sampling strategy to obtain data through the distribution of online surveys. Two hundred nine respondents met domestic travel requirements in the past year. Structural Equation Modeling (SEM) is used as an analytical tool in testing research hypotheses. The analysis showed that the relationship between attitudes, subjective norms, perceived behavioural control, anticipated positive emotions, and anticipated negative emotions was mediated by desire towards intention.

Keywords: goal-directed behaviour, travel intention, purposive sampling, SEM

INTRODUCTION

Tourist attractions in Indonesia are fascinating places to visit. The rising number of yearly domestic tourist excursions in Indonesia evidences this. According to BPS statistics, there were 264,337,518 tourists to Indonesia in 2016 and 303,403,888 visitors in 2018. According to the BPS, the total foreign exchange for the tourist industry in 2015 was \$10,761 billion, and it was \$16,426 billion in 2018. However, the COVID-19 epidemic that ravaged the world in 2020 proved to be the most challenging year for the tourism industry. On the travel.detik.com website, the Deputy for Destination Development and Infrastructure of the Ministry of Tourism and Creative Economy indicated that the number of domestic visitors was only about 120 million to 140 million people. This is a drop of up to 61 per cent from 2019.

On March 2, 2020, the first case of COVID-19 in Indonesia was verified. President Joko Widodo said that two Indonesian individuals had tested positive for the SARS-CoV-2 virus. On April 10, 2020, the government adopted a Large-Scale Social Restriction (PSBB) policy to halt the spread of COVID-19. The government's strategy of closing tourist attractions costs the tourism industry a lot of money. Shinta Kamdani, deputy general chairman of the Indonesian Chamber of Commerce and Industry (Kadin), disclosed that the Indonesian tourist sector lost more than Rp. 10 trillion during the government's implementation of the PSBB program. The government amended the PSBB policy

Correspondence address:

Sabrina O. Sihombing

Email : sabrina.sihombing@uph.edu

Address : Universitas Pelita Harapan, UPH Tower, Lippo Karawaci, Tangerang, Indonesia

to Enforcement of Community Activity Restrictions (PPKM) in response to the community's goals, notably Micro, Small, and Medium Enterprises (MSME), which the government first applied on January 11, 2021. This is done to support Indonesia's economy. According to BPS, the open unemployment rate in August 2020 was 7.07 per cent, while in February 2021, the open unemployment rate was 6.26 per cent.

The government is trying to open tourist attractions to reduce the unemployment rate and improve the country's economy. Restrictions accompany opening these tourist attractions on the number of visitors to ensure that health protocols are implemented. In tourism during a pandemic, most of the research focuses only on the economic and social impacts of holidays (Brough et al., 2021), changes in the use of modes of transportation when travelling (Politis et al., 2021), and others. As far as researchers are concerned, very few studies focus on factors influencing tourist behaviour on domestic vacations in the scientific literature (Almlöf et al., 2021). To fill the research gap, the model of Goal-directed Behavior (MGB) is used as the basic theory of this research. Using the MGB as a research framework for examining individual intentions is appropriate. MGB is used because MGB combines will, non-intention, and motivation effectively to provide precise predictions regarding decisions and behaviour (Perugini & Bagozzi, 2001). Therefore, this study applies goal-directed behaviour theory to predict tourist intentions to vacation domestically.

LITERATURE REVIEW

Theory of Goal-Directed Behavior (TGDB)

TGDB is a socio-psychological theoretical model that academics use to predict individual intentions or behaviour (Perugini & Bagozzi, 2001, 2004). TGDB is a development of Ajzen and Fishbein's Theory of Reasoned Action (TRA) and Ajzen's Theory of Planned Behavior (TPB), which is a development of TRA. TRA and TPB are exemplary socio-psychological theories employed by researchers all around the globe to anticipate a person's intentions or conduct in any discipline. According to TRA, the way a person makes decisions in rational behaviour is established by volitional or cognitive processes governed by the purpose of doing an action.

Because this theory solely examines a person's cognitive condition, TRA has limits in predicting behaviour that does not need unique abilities or resources over time (Ajzen & Madden, 1986). The extended TRA into TPB to continue adapting to current challenges by including non-intentional factors such as perceived behavioural control as predictors of behavioural intention variables. Intentions are impacted by subjective views and conventions and perceived behavioural control, representing a person's confidence and capacity to do an action. Researchers have widely regarded TPB as a more exact hypothesis in forecasting a person's intentions and conduct than TRA for all of the above reasons. TPB's limitation is that it cannot understand a person's prior conduct and the motive and affective components of that action (Perugini & Bagozzi, 2001). TPB cannot also anticipate the feelings that a person experiences when executing a particular activity. The abovementioned challenges inspired (Perugini & Bagozzi, 2001) to create TPB and suggest TGDB resolve TPB's limitations.

TGDB applies motivation (desire), emotional response (positive and negative anticipated emotions), and habit processes (past behaviour) to TPB to better comprehend human intents and behaviour. When this extra variable is added to TGDB, it becomes more predictive than TPB (Ji, 2017). According to MGB, a person's intention to execute a specific activity is driven by the desire to conduct a specific behaviour. Attitudes, subjective norms, perceived behavioural control and anticipated excellent and negative emotions contribute to desire. According to (Jung et al., 2018), behaviour results from motivational, emotional, and habitual factors. Previous behaviour is a good predictor of desire, intention, and behaviour factors (Perugini & Bagozzi, 2001). In TGDB, the desired variable mediates the influence of the attitude variable, subjective norm, perceived behavioural control, and anticipated emotion on an individual's behaviour. Previous research utilizing MGB revealed significantly more variation in intentions and behaviour than TPB and TRA.

TGDB has been used to understand better people's intentions, such as the decision to buy sporting goods among millennials (Yim & Byon, 2019), the intention to visit Haeundae beach (Lee et al., 2019), Korean wine tourists (Lee et al., 2017), the intention to visit adventurous Vietnamese tourists (Bui & Kiatkawsin, 2020),

buyer behaviour of online duty-free shoppers (Choi & Park, 2020), intention to revisit in ecotourism destinations (Jin et al., 2020), cruise ship tourist decision making (Xu et al., 2021), the volitional process of playing video games (Holevová, 2018).

Until recently, TGDB has not been employed as a theoretical basis for interpreting a person's conduct as a superior theory to TPB. MGB, as a goal-directed consumption activity, might be an experimental paradigm for investigating domestic holiday goals (Bagozzi & Dholakia, 1999). TGDB uses consumer emotions to predict behaviour (Bagozzi & Dholakia, 1999; Phillips & Baumgartner, 2002).

Visit Intention

According to (Kotler & Keller, 2016), the intention to visit is consumer behaviour in which they want to visit a location based on their experiences and desires in that destination. The intention is described as how hard a person is willing to attempt and how determined they are to behave (Octavius & Antonio, 2021). In (Octavius & Antonio, 2021), intention is defined as a person's subjective willingness to engage in specific acts. The intention is a direct cause of conduct (Ajzen, 2002). The willingness of visitors to visit a location is referred to as their intention to visit. Based on the engagement correlation, tourism experts discovered that tourist involvement could favourably increase visitors' propensity to visit a specific place (Choo et al., 2016).

Envy boosts the desire to visit a location or purchase material items (Machado et al., 2021). A person's choice to visit a place is based on the advantages acquired, as determined by a logical estimate of the costs and benefits of the information collected (Siang et al., 2020). Researchers frequently utilize intention as a variable to study consumer behaviour. Intention and expectation are used interchangeably, albeit expectancy may have a more concrete consequence. This method is a development of TRA (Ajzen & Madden, 1986) and TPB (Hill et al., 1977). A person's desire to come might rise if they acquire more information from others and are willing to share pleasant experiences (Zhao et al., 2021).

Two elements might impact a person's intention to attend. To begin, macro variables such as government policies, taxes and subsidies, social standing, state economic conditions, and culture can influence a person's conduct. Second, micro variables such as income level and personal preferences, consumer values, health requirements, and other reasons might impact a person's inclination to visit (Zhao et al., 2021). Intentions might take the shape of positive words, suggestions, purchases of products or services, business travels, and foreign visits, depending on the type of activity. As a result, consumer intentions differ depending on the type of conduct (Aydin et al., 2020).

Attitude

Attitude is a person's conviction in a particular activity after considering the benefits and drawbacks of that conduct (Ajzen & Madden, 1986). Attitude has long been seen to be one of the essential aspects that might impact a person's decision-making. When the outcome of a behaviour evaluation is good, a person is more likely to engage in that activity (Ajzen & Madden, 1986). Attitude relates to a person's assessment of the consequence of a certain activity, which is also influenced by previous experiences (Kashif et al., 2018). Attitude can be thought of as an evaluative notion (Han et al., 2014). Attitude reflects a person's preparedness to react to an event, item, or behaviour in a certain setting.

Attitude is not a behaviour but rather a predisposition of a person's actions toward specific behaviours. Attitudes are thought to be a result of behavioural beliefs, which are beliefs about the likelihood of the consequences of a behaviour. A behavioural belief is a person's subjective likelihood that when they execute a particular activity, they will have a given experience (Ajzen, 2020). According to the researchers, attitude only indirectly influences intentions, with the desired variable acting as a mediator (Perugini & Bagozzi, 2001; Meng & Choi, 2016). As an aspect of volition, attitude positively affects want, influencing desire (Lee et al., 2019).

When a person has a favourable attitude toward an activity based on his information, experience, knowledge, and perception in daily life, his motivation to act is stronger (Song, Wang, & Han, 2019) and (Ajzen & Madden, 1986). A positive attitude is a notion in understanding human behaviour because when someone

has a favourable attitude toward conduct, they can respond well to the item or repeat the action (Lee et al., 2017).

Subjective Norms

Subjective norms are defined as societal forces that influence one's motivation and whether or not one should do something (Perugini & Bagozzi, 2001). According to (Ajzen, 1985, 1991), subjective norms are individual perceptions influenced by the opinions of others that determine whether or not to engage in a given activity. An individual's subjective norms will be more strongly impacted by the norms of the people closest to him (Khuram et al., 2021). Subjective norms result from an individual's normative view that a relevant person is expected to behave similarly to that individual, together with that individual's incentive to comply with the norms expected of relevant persons (Yang et al., 2021).

According to (Yang et al., 2021), subjective norms are individual perspectives on how significant the presence of other people in their social environment is, where other people expect an individual to act in a certain way. (Fishbein & Ajzen, 2010) differentiate two forms of normative beliefs: inductive and descriptive. Injunctive normative views are subjective expectations or possibilities that specific individuals or groups, such as friends, family, and partners, accept or disapprove of specific acts to be performed. A subjective normative belief is a view about whether an individual's behaviour is significant to others. When an individual observes the surrounding community agreeing on the behaviour to be performed, the individual will perform the behaviour; however, if the individual believes that the surrounding community does not support the behaviour to be performed, the individual will act in accordance with public perception (Moshi et al., 2020). According to research, when executing a given activity, a person prefers to evaluate and heed the counsel of people closest to him (Bilgihan et al., 2016).

Perceived Behavioral Control

Perceived behavioural control is defined as a person's belief or capacity to do a certain activity based on the assumption that one's purpose of acting will be more substantial when one has the resources or opportunity to carry it out (Meng & Choi, 2016). Perceived behavioural control is influenced by perceived variables and can impair a person's capacity to engage in action (Yang et al., 2021). According to (Ajzen, 1985, 1991), perceived behavioural control is a personal conviction that one is capable or not of carrying out the conduct depending on one's talents or resources. Based on the descriptions provided, it is possible to conclude that perceived behavioural control is a description of the perceived ease in creating behaviour that might encourage an individual's wishes and objectives (Perugini & Bagozzi, 2001). Controllable beliefs are thought to be based on perceived behavioural control. This concept is intertwined with circumstances that stimulate or impede behavioural achievement. These control elements include the requisite skills, the availability or lack thereof of time, money, and other resources, as well as collaboration with others. Behavioural control beliefs are a person's subjective likelihood that a supportive facility or inhibiting factor will be present in a circumstance in which they are interested. Each behavioural control belief influences behavioural control perception by interacting with elements that promote or impede behavioural performance (Ajzen, 2020).

Anticipated Emotion

Anticipated emotions are feelings expected due to a choice (Buck et al., 2018). According to (Buck et al., 2018), anticipatory emotions, which are emotional reactions to probable outcomes experienced at the moment of decision-making, may also contribute to the experience of anticipatory emotions. According to (Ji, 2017), prefactuals are expected feelings that impact intentions and behaviour by driving the avoidance of unpleasant emotions and fostering good effects. In everyday life, a person must make decisions without knowing the implications of those decisions. One can only foresee the ramifications of a decision and how it will be felt. A person's decision is influenced by factors other than emotion, namely the expected feeling. Anticipated emotions significantly impact how a person receives cognitive information (Escadas et al., 2018). Anticipated emotions describe the number of feelings individuals experience while engaging in specific acts (Perugini &

Bagozzi, 2001). In other words, the expected feeling promotes pleasant emotions while discouraging negative ones.

According to (Kiatkawsin and Han, 2017), certain foreign visitors who visit Thailand and have pleasant feelings and attitudes are more likely to return than tourists who merely have positive attitudes. (Ji, 2017) moreover, (Song et al., 2019) found empirical evidence that emotions impact forecasting attitudes and subsequent behavioural intentions. According to (Ji, 2017)'s research, people are more inclined to consume veggies and fruit if they believe they would benefit. People who expect negative emotions will avoid eating fruits and vegetables.

Desire

The term "desire" refers to a scenario in which customers appear interested in acquiring and consuming a product (Poetra & Christantyawati, 2017). According to (Perugini and Bagozzi, 2001), desire is the most significant variable in predicting intention and positively impacts behavioural intention. Desire was discovered to significantly impact travel intentions in the context of tourism places for pop culture lovers (Lee et al., 2017). Any action requires desire, which is essential (Kossowska et al., 2020). Desire is critical in the socio-psychological study since it is the motivator that drives a person's decision-making and formation of behavioural intentions (Perugini & Bagozzi, 2004). Affective, cognitive, evaluative, and social factors combine to generate favourable judgments, which form the urge to act. This desire is followed by an intention to act (Perugini & Bagozzi, 2004). Desire is frequently incorporated into socio-psychological models as a direct result of assessing attitudes and other cognitive or affective factors such as perceived behavioural control, anticipated emotions, and acting to explain the decision-making process in various behavioural domains (Bagozzi & Dholakia, 2006; Perugini & Bagozzi, 2004).

Attitude Towards Desire

Attitude is a subjective assessment of behaviour that influences a person's behaviour (Yim & Byon, 2019). In the hypothetical TPB relationship, the attitude directly impacts intentions. Scholars have investigated how attitudes influence desire in a range of circumstances. (Yim & Byon, 2019) the prior study revealed the presence of a strong link between attitudes and desires. (Cao, 2019) demonstrates that attitude influences the desire to travel. (Eastman et al., 2021) discovered that attitudes impact the desire to have a unique product through their research. According to (Lee et al., 2019), attitude influences a person's desire to attend the beach. According to (Chiu et al., 2017) findings, attitudes favour the desire to purchase athletic items online. According to (Chiu et al., 2019), the attitude variable influences a person's willingness to attend a prominent athletic event. According to the findings of (Lee et al., 2017)'s study, the attitude variable favours the desire to go to wine in Korea. According to (Ko, 2020), there is a link between a person's mentality and willingness to utilize e-commerce. Their research (Xu et al., 2021) showed that attitudes impact a person's desire to vacation. According to (Levitt et al., 2017), the attitude variable influenced tourists' willingness to eat local food. (Ji, 2017) discovered that people's inclination to gamble is influenced by their opinions. Previous research suggests that attitudes have the following consequences on desire:

H1: Attitude significantly impacts desire.

Subjective Norms toward Desire

According to norm activation theory, subjective norms are developed via the experience of personal feelings to behave in ways based on internalized ideals. If a person with a high level of authority believes that someone should do something, that person will do it. As a result, subjective standards significantly impact individual behaviour (Zhuang et al., 2020). Subjective norms are examples of peer pressure that can impact millennial decision-making (Yim & Byon, 2019). According to (Eijigu, 2021) research, subjective norms strongly predict desire.

In his research, (Bilgihan et al., 2016) indicated that subjective norms may be seen as a possible component that impacts tourist behaviour, to utilize AR technology being reinforced if visitors perceive a greater degree

of subjective norms. According to (Yim & Byon, 2019), subjective norms impact the motivation to return to athletic events. (Lee et al., 2019) showed that subjective norms influence a person's desire to attend the beach in their study. (Chiu et al., 2017) discovered that subjective standards positively influenced the willingness to buy athletic items online. According to (Lee et al., 2017)'s research, subjective norms benefit pop culture enthusiasts' vacation aspirations.

According to (Chiu et al., 2019), subjective norms benefit a person's willingness to attend a prominent athletic event. According to (Lee et al., 2017), subjective norm factors impact a person's willingness to go to wine in Korea. According to (Fry et al., 2014), a person's urge to consume liquor is influenced by the encouragement of friends. According to Xu et al. (2021) research, subjective norms influence a person's motivation to take a vacation. (Cao et al., 2019) discovered a link between subjective norms and the desire to take a vacation. His research (Levitt et al., 2017) shows that subjective norms promote tourists to consume local food. Based on the previously stated study, the following hypothesis may be drawn:

H2: Subjective norms significantly impact desire.

Perceived Behavioral Control towards Desire

In TPB, behavioural control directly affects behavioural intentions, but in MGB, behavioural control affects both behavioural intents and intentions. This suggests that when the resources required to accomplish a behaviour are available, a person's desire to undertake that activity increases in the MGB (Perugini & Bagozzi, 2004). According to (Yim & Byon's 2019) research, perceived behavioural control influences the desire to purchase athletic items. According to (Choi & Park, 2020), a favourable association exists between perceived behavioural control and a person's willingness to buy tax-free products online.

Their study (Lee et al., 2019) showed that perceived behavioral control influences a person's willingness to attend the beach. According to (Xu et al., 2021), perceived behavioral control is connected to a person's willingness to take a vacation. (Chiu et al., 2017) discovered that perceived behavioral control positively correlated with a person's desire to purchase sporting goods. According to (Lee et al., 2017)'s research, there is a favorable relationship between perceived behavioral control and the desire to vacation among pop culture lovers. According to (Chiu et al., 2019), perceived behavioral control affects a person's motivation to attend a prominent athletic event. His research (Lee et al., 2017) showed that perceived behavioral control benefits a person's desire to travel wine in Korea. According to (Levitt et al., 2017), there is an effect between perceived behavioral control and visitors' willingness to eat local food. As a result, in this study, perceived behavioral control is postulated based on past research as follows:

H3: Perceived Behavioral Control significantly impacts desire.

Positive Anticipated Emotion towards Desire

TPB's shortcoming is that no variables take into account the emotional component of one's objectives (Perugini & Bagozzi, 2001). Emotional elements are also key predictors of human behavior. Many studies agree that pleasantly expected emotions can influence intentions, whereas negatively anticipated emotions can also influence intentions (Lee et al., 2019). (Lee et al., 2017) discovered that favorably or adversely predicted emotions can impact the desire to visit Korea. According to (Fry et al., 2014), there is a positive link between pleasantly expected emotions and the urge to consume alcohol. (Chiu et al., 2019) discovered that a person's emotional state can impact their motivation to attend a sporting event.

In their research, (Lee et al., 2019) demonstrates that predicted emotions might favorably impact the desire to attend the beach. (Chiu et al., 2017) discovered that favorably expected emotions affected the desired variable. According to the findings of (Xu et al., 2021), there is a link between pleasantly expected feelings and a person's willingness to take a vacation. According to (Lee et al., 2017), expected emotions benefit pop culture enthusiasts' vacation wishes. According to (Holevová, 2018), pleasantly expected emotions impact someone's desire to play video games. According to (Levitt et al., 2017), there is a link between pleasantly expected feelings and wants. As a result, the following is postulated about the favorably expected emotion toward desire:

H4: Positive anticipated emotion significantly impacts desire.

Negative Anticipated Emotion towards Desire

Negatively expected emotions result from impediments to engaging in a certain action. Emotion is a system that helps the mind work properly and can substantially impact individual cognitive processes, decision-making, and behavior (Escadas et al., 2018). According to (Perugini & Bagozzi, 2004), the effect of a negative expected feeling on an individual's desire to undertake a specific activity might be substantially more significant than the influence of a good one. According to (Escadas et al., 2018), adversely anticipated emotions have a link with ethical decision-making. According to (Levitt et al., 2017), adversely expected emotions affect a person's willingness to consume local cuisine.

According to (Yim & Byon, 2019) research, adversely expected emotions can influence a person's motivation to buy athletic products. According to (Lee et al., 2019), there is a link between adversely expected emotions and visitors' willingness to visit Haeundae beach. According to (Lee et al., 2017)'s research, adversely expected emotions influence pop culture followers' willingness to travel. (Chiu et al., 2017) discovered a link between adversely predicted emotions and people's motivation to buy sports equipment. In their research, (Chiu et al., 2019) said that adversely expected emotions might influence a person's motivation to attend a prominent athletic event.

(Bui & Kiatkawsin, 2020) demonstrate a negative emotional relationship with Vietnamese visitors' adventurous urges. (Xu et al., 2021) demonstrate that there is a link between bad feelings and a desire to travel on cruises. (Jin et al., 2020) discovered a link between adversely predicted emotional factors and the willingness to return to green tourist sites. According to (Holevová, 2018), expected unpleasant feelings are related to a person's desire to play video games. As a result, the following hypotheses may be drawn based on past research: H5: Negative anticipated emotion significantly impacts desire.

Desire Toward Visit Intention

In MGB, a person's intentions are impacted by motivating wants, with desire having the most significant influence on intentions compared to other factors in MGB. Compared to the intention variable, (Perugini & Bagozzi, 2004) found that desire has less effect on action and takes a longer time to consider. The intention variable is more closely related to conducting than the desired variable. MGB demonstrates that the desirability variable mediates the influence of behavioral determinants on visiting intentions, which leads to target behavior performance. A person's intention to engage in certain conduct is influenced by desire.

Attitudes and predictors of want, such as perceptions or representations of certain occurrences or actions, also help shape one's intentions through desires (Han et al., 2014). A study (by Yim & Byon, 2019) describes how desire influences a person's intention to purchase exercise equipment. According to (DeVos et al., 2021), there is a link between desire and intention when taking public transit. According to (Lee et al., 2019), there is an effect between a person's desire and intention to attend the beach. According to the findings of (Chiu et al., 2017)'s study, desire influences the intention to purchase sports equipment. Through his research, (Lee et al., 2017) discovered that there is a beneficial effect between the factors of desire on the intentions of pop culture lovers to go on vacation. In a study, Ko (2020) explained that desire influences a person's inclination to shop. Cao et al. (2019) discovered a favorable association between visitors' desire and intention to travel. (Chiu et al., 2019) investigate the relationship between a person's desire and intention to attend a famous sporting event. According to (Xu et al., 2021), desire has a good link with one's vacation intentions. As a result, the following hypotheses may be drawn from past research:

H6: Desire significantly impacts visit intention.

METHODS

This study applied a purposive sampling technique with the criteria that the respondent is at least 18 years old and has at least traveled domestically in the last year. The number of samples is 200 following the analysis

of SEM-PLS (Hair et al., 2017). The research indicators were derived from previous studies as follows. Specifically, the indicators for the attitude variable are from (Perugini & Bagozzi, 2001), (Song et al., 2016), and (Meng & Han, 2016). Furthermore, research indicators for subjective norm variables are sourced from (Yoon, 2010), (Lu et al., 2005), and (Yang & Kahlor, 2013). Then, for the indicators of perceived behavioral control variables, positively anticipated emotions and negatively anticipated emotions came from (Perugini & Bagozzi, 2001), (Song et al., 2016), and (Meng & Han, 2016). Furthermore, research indicators for desire and intention to travel are sourced from (Perugini and Bagozzi, 2001) and (Lee et al., 2019).

This study first conducted goodness of the data test to ensure that the research indicators used were reliable and valid. Composite reliability and Cronbach's Alpha were used to ensure the reliability of the research indicators. Convergent and discriminant validity using the AVE and the Fornell-Larcker test was used to ensure the validity of the research indicators. The hypothesis was tested using PLS-SEM.

RESULT AND DISCUSSION

Respondent Profile

The characteristics of respondents in this study's questionnaire were separated into four categories: gender, residence, last education, and age. In this survey, half of the respondents (50.7 percent) were men, totaling 106 participants. Almost all of the respondents (72.2 percent) in this survey, a total of 151 persons, residing in the Jakarta, Bogor, Depok, Tangerang, and Bekasi region. More than half of the respondents (63.16 percent) claimed senior high school as their most recent schooling, totaling 132 persons. Finally, over two-thirds of the respondents (69.85 percent) are between 18 and 28, accounting for 146 respondents.

Reliability and Validity

In this work, the reliability test employed construct reliability (CR) and Cronbach alpha with a limit of 0.70. The concept validity test is classified into convergent validity and discriminant validity. The validity of this study was evaluated using outer loading and Average Variance Extracted (AVE). If an indicator has a value greater than 0.4, it is considered legitimate (Ghozali & Latan, 2014). The AVE limit is more significant than 0.5. The results of the reliability and validity tests are shown in Table 1.

Table 1. Reliability dan Validity Testing

Variabel and indicators	Reliability		Validity	
	CR	Cronbach Alpha	Outer Loading	AVE
Attitude:				
I think that traveling domestically is good	0.829	0.715	0.795	0.618
I think that traveling domestically is wise			0.773	
I think that traveling domestically is worthy			0.790	
Subjective Norms:				
Vacationing domestically is considered a status symbol among my friends	0.904	0.788	0.918	0.813
My family expects me to vacation in the country			0.898	
Perceived Behavioral Control:				
Whether or not I am traveling domestically is entirely up to me.	0.780	0.725	0.622	0.576
If I want, I can travel domestically			0.623	
I can travel domestically			0.754	
I have enough time to travel domestically			0.737	
Positive Anticipated Emotion:				
If I can travel domestically, I will be excited	0.920	0.870	0.858	0.794
If I can travel domestically, I will be glad			0.916	
If I can travel domestically, I will be happy			0.898	
Negative Anticipated Emotion:				
If I cannot travel domestically, I will be worried	0.961	0.947	0.933	0.862

Variabel and indicators	Reliability		Validity	
	CR	Cronbach Alpha	Outer Loading	AVE
If I cannot travel domestically, I will be disappointed			0.944	
If I cannot travel domestically, I will be sad			0.942	
If I cannot travel domestically, I will be angry			0.894	
Desired:				
I want to travel domestically	0.882	0.821	0.798	0.651
I am enthusiastic about traveling domestically in the future			0.815	
I hope to travel domestically in the future			0.832	
I desire to travel domestically			0.780	
Visit Intention:				
I am planning to travel domestically in the future	0.892	0.839	0.840	0.674
I prefer to travel domestically in the future			0.820	
I will try to travel domestically in the future			0.800	
I will try to travel domestically next time			0.823	

Table 2 shows the Fornell-Larcker results, showing that discriminant validity has been achieved. It can be seen that the AVE of the extracted mean variance should be higher than the correlation involving the latent variable.

Table 2. Fornell-Larcker

	NAE	PAE	DES	PBC	INT	SN	ATT
Negative Anticipated Emotion	0.928						
Positive Anticipated Emotion	0.122	0.891					
Desire	0.203	0.531	0.807				
Perceived Behavioral Control	0.170	0.260	0.376	0.758			
Visit Intention	0.162	0.507	0.746	0.350	0.821		
Subjective Norms	0.174	0.254	0.279	0.333	0.275	0.901	
Attitude	0.232	0.341	0.411	0.235	0.397	0.126	0.786

Table 3 results of hypothesis testing. Furthermore, the analysis results read that the desired variable has an R-squared of 0.381, which indicates that attitudes, subjective norms, perceived behavioral control, expected feelings, negatively anticipated emotions, and intentions can explain 38.1 percent of the current variance. The remaining 61.9 percent is explained by variables other than this research variable. The R-square value of the intention variable is 0.556 or 55.6 percent. This suggests that attitudes, subjective norms, perceived behavioral control, well-anticipated feelings, negatively anticipated emotions, and desires can explain the current variance. The remaining 44.4 percent is explained by factors other than those in this study.

Table 3. Hypotheses Testing

Hypotheses	Sample Origin	T-Statistic	P-Value	Hypotheses Analysis
H1: Attitude significantly impacts desire	0.211	3.328	0.001	Significant
H2: Subjective norms significantly impact the desire	0.081	1.153	0.250	Not Significant
H3: Perceived behavioral control significantly impacts the desire	0.190	2.905	0.004	Significant
H4: Positive anticipated emotion significantly impacts the desire	0.382	5.040	0.000	Significant
H5: Negative anticipated emotion significantly impacts the desire	0.061	1.287	0.199	Not Significant
H6: Desire significantly impacts visit intention	0.746	18.191	0.000	Significant

Mediation Test

Mediation consists of three phases. First, examine how the independent variable affects the mediating variable (X – M). Second, examine how the mediating variable affects the dependent variable (M –Y). Third, using the mediating variable (X-M–Y), investigate the influence of the independent variable on the

independent variable dependent variable. It is considered important when the critical value of the three stages is more than 1.65. Specific routes will be regarded as partial mediators. It is termed complete mediation if the first step is insignificant but the second and third steps are (Table 4).

Table 4. Mediation analysis

Path	X -> M	M -> Y	X -> M -> Y	Description
ATT -> DES -> INT	3.172	18.356	3.097	Parsial Mediation
SN -> DES -> INT	1.174	18.356	1.154	Full Mediation
PBC -> DES -> INT	3.085	18.356	3.102	Parsial Mediation
PAE -> DES -> INT	5.300	18.356	4.791	Parsial Mediation
NAE -> DES -> INT	1.297	18.356	1.297	Full Mediation

Discussion

After testing the hypothesis using actual data from 209 respondents, four hypotheses were found to be supported, namely H1, H3, H4, and H6. According to Hypothesis 1, there is an interaction between attitudes and wants. This idea is supported for two reasons. Going on vacation is pleasant and worthwhile, and it might influence a person's desire for a vacation. Before acting, a person's attitude may be determined by contemplating whether or not the consequences received are good when executing an activity (Chiu & Choi, 2018). Second, the findings of this study are validated by past research (Chiu & Chiu, 2018, Xu et al., 2021, Ji, 2017, Lee et al., 2017, Ko, 2020, & Cao, 2019). When someone has rated the outcomes of specific activities as good, that person will be more likely to engage in such behaviors in the future (Ajzen, 1986). This leads to attitudes that influence a person's desire to take a holiday because taking a vacation has a favorable impact.

According to Hypothesis 3, there is a link between perceived behavioral control and desire. This idea is supported for two reasons. To begin with, going on vacation in the country is a simple thing for anybody to accomplish when they have all the resources. Because the individual already has control over his holiday selections, this influences his desire to vacation in the nation. According to (Jung et al., 2018), the perceived effect of behavioral control will rise or decrease depending on the individual's skill level. Second, the findings of this study are supported by studies by (Chiu et al., 2019; Levitt et al., 2017; Yim & Byon, 2019; Choi & Park, 2020; Xu et al., 2021; Lee et al., 2017; Chiu et al., 2017; Lee et al., 2017). Someone who has met his fundamental necessities would seek a desire to satisfy his desires (Perugini & Bagozzi, 2004). As a result, perceived behavioral control influences a person's willingness to vacation in the country.

According to Hypothesis 4, there is a link between pleasantly expected feelings and wants. The hypothesis is supported for two reasons. First, people know that when they go on vacation, they will experience pleasant emotions such as excitement, joy, and pleasure. When someone is aware that they would experience pleasant feelings due to vacation, the individual is inspired to want, which affects his intention to vacation (Fry et al., 2014). Second, this study replicated the findings of prior studies by (Jin et al., 2020; Xu et al., 2021; Lee et al., 2017; Fry et al., 2014; Chiu et al., 2019; Chiu et al., 2017; Holevová, 2018). Domestic visitors travel for emotional reasons, as evidenced by the need to expect favorable emotions. This might be because visitors are motivated by high expectations to be satisfied when they vacation. As a result, when visitors favorably rate the predicted results of an action, they are more likely to engage in that behavior (Chiu & Cho, 2021).

According to Hypothesis 6, there is an interaction between desire and intention. This idea is supported for two reasons. For starters, when a person desires an activity, his intention to do that behavior increases. Individuals who intend to take a vacation will almost definitely make preparations for when they will take a holiday. In addition, the individual intends to take a vacation in the future. This is possible because desire leads to the intention to act (Perugini & Bagozzi, 2004). Second, the research investigated (Cao et al., 2019; Yim & Byon, 2019; De Vos et al., 2021; Lee et al., 2019; Chiu et al., 2017; Lee et al., 2017) backs up the findings of this study (Cao et al., 2017; Ko, 2020; Cao et al., 2019). The previous study has demonstrated that desire influences one's goals. This is possible because a person who wants and desires to take a vacation will aim to take a vacation in the future. The desire for an activity is an integrated motivational drive based on cognitive, emotional, and self-perception, and it predicts the intention to engage in action (Perugini & Bagozzi, 2004).

After verifying the hypothesis with 209 actual respondent data, two hypotheses, H2 and H5, were found unsupported. In hypothesis 2, subjective standards and preferences have no impact. This association is insignificant for two reasons. To begin with, taking a vacation in the country is no longer unusual. Many individuals readily travel to the country for vacation, so it no longer indicates one's social level (Gabbiadini, Cristini, Scacchi, & Monaci, 2017). Second, (Bui & Kiatkawsin, 2020; Ji, 2017; Holevová, 2018) discovered the same results as this study. Subjective norms do not affect a person's desire to vacation in the country because vacationing in the country is one's wish. Family or peers do not promote domestic vacations (Gabbiadini et al., 2017). This leads to the study's findings that subjective norms do not influence desire.

Hypothesis 5 demonstrates that adversely expected emotional ties and wants have no impact. The association is insignificant for two reasons. First, being unable to vacation in the country reduces the likelihood of experiencing bad feelings. This is because domestic holidays are widespread; therefore, they do not elicit unpleasant feelings when someone fails to vacation in the nation (Gabbiadini et al., 2017). Second, the findings of this study are consistent with the findings of prior research by (Lee et al., 2019). According to the finding, adversely predicted emotions do not affect a person's aspirations. When a person cannot take a vacation in the country, he will not suffer anxiety, despair, or wrath (Gabbiadini et al., 2017). This prevents unpleasant emotions from influencing a person's desire to vacation.

CONCLUSION

This study aimed to examine the elements that impact visit intentions as mediated by desire. Tourist visit intentions are influenced by attitudes, perceived behavioral control, and pleasantly expected emotions. There are two limitations to this study. First, the topic of this research is focused on domestic tourists. Thus, this study cannot estimate the visiting intention of visitors on vacation abroad. Second, because this research uses a purposive sampling strategy, not everyone has the opportunity to be a respondent in this survey, so this research cannot represent the population as a whole.

From the research findings, it can be stated that the model of goal-directed behavior can predict a person's intention to travel domestically, even though there are insignificant variables such as subjective norms and negative anticipation emotions. The research object (namely, the intention to travel domestically) may influence a non-significant effect on these two variables. The findings of this study also provide practical implications. Practitioners must promote domestic travel for everyone, whether individually, in groups, or families. Furthermore, practitioners must educate that domestic travel is as essential as overseas travel.

REFERENCES

- Ajzen, I., & Madden, T.J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of Experimental Social Psychology*, 22(5), 453–474.
- Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>

- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314-324.
- Almlöf, E., Rubensson, I., Cebecauer, M., & Jenelius, E. (2021). Who continued traveling by public transport during COVID-19? Socioeconomic factors explaining travel behavior in Stockholm 2020 based on smart card data. *EUROPEAN Transport Research Review*, 13(1), 1-13.
- Aydin, B., Erdogan, B.Z., & Baloglu, S. (2020). Examining the role of country image in the relationship between cuisine image and intention to visit a country. *International Journal of Tourism Research*, 23(4), 555-568.
- Bagozzi, R.P., & Dholakia, U.M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of Research in Marketing*, 23(1), 45-61.
- Bilgihan, A., Barreda, A., Okumus, F., & Nusair, K. (2016). Consumer perception of knowledge-sharing in travel-related Online Social Networks. *Tourism Management*, 52 (10), 287-296. <https://doi.org/10.1016/j.tourman.2015.07.002>
- BPS (2021), "Jumlah Perjalanan Wisatawan Nusantara (Orang), 2016-2018", <https://www.bps.go.id/indicator/16/1189/2/jumlah-perjalanan-wisatawan-nusantara.html>, (diakses pada 12 Oktober 2021).
- BPS (2021), "Jumlah Devisa Sektor Pariwisata (Miliar US \$), 2016-2018", tersedia di <https://www.bps.go.id/indicator/16/1160/1/jumlah-devisa-sektor-pariwisata.html>, (diakses pada 12 Oktober 2021).
- BPS (2021), "Agustus 2020: Tingkat Pengangguran Terbuka (TPT) sebesar 7,07persen",tersediadi<https://www.bps.go.id/pressrelease/2020/11/05/1673/agustus-2020--tingkat-pengangguran-terbuka--tpt--sebesar-7-07-persen.html>, (diakses pada 12 Oktober 2021).
- BPS (2021), "Februari 2021: Tingkat Pengangguran Terbuka (TPT) sebesar 6,26 persen", tersedia di <https://www.bps.go.id/pressrelease/2021/05/05/1815/februari-2021-tingkat-pengangguran-terbuka--tpt--sebesar-6-26-persen.html>, (diakses pada 12 Oktober 2021).
- Brough, R., Freedman, M., & Phillips, D. C. (2021). Understanding socioeconomic disparities in travel behavior during the COVID-19 pandemic. *Journal of Regional Science*, 61(4), 753-774.
- Buck, R., Khan, M., Fagan, M., & Coman, E. (2018). The User Affective Experience Scale: A Measure of Emotions Anticipated in Response to Pop-Up Computer Warnings. *International Journal of Human-Computer Interaction*, 34(1), 25-34. <https://doi.org/10.1080/10447318.2017.1314612>
- Bui, N.A., & Kiatkawsin, K. (2020). Examining Vietnamese Hard-Adventure Tourists' Visit Intention Using an Extended Model of Goal-Directed Behavior. *Sustainability*, 12(5), 1-18. <https://doi.org/10.3390/su12051747>
- Cao, J., Zhang, J., Wang, C., Hu, H., & Yu, P. (2019). How Far Is the Ideal Destination? Distance Desire, Ways to Explore the Antinomy of Distance Effects in Tourist Destination Choice. *Journal of Travel Research*, 59(4), 614-630. <https://doi.org/10.1177/0047287519844832>
- Chiu, W., & Cho, H. (2021). The Model of Goal-Directed Behavior in Tourism and Hospitality: A Meta-analytic Structural Equation Modeling Approach. *Journal of Travel Research*, 1(1), 1-19.
- Chiu, W., Kim, T., & Won, D. (2017). Predicting consumers' intention to purchase sporting goods online is an application of the model of goal-directed behavior. *Asia Pacific Journal of Marketing and Logistics*, 30(2), 333-351.
- Chiu, W., Won, D., & Kim, S. (2019). Extended Model of Sport Spectator Goal-Directed Behavior: The Role of Event Prestige in Nonmajor Sports Events. *Event Management*, 23(1), 119-133.
- Choi, Y.J., & Park, J.W. (2020). Investigating Factors Influencing the Behavioral Intention of Online Duty-Free Shop Users. *Sustainability*, 12(17), 1-20.
- Choo, H.K., Choo, Y.C., & Kang, H.M. (2016). Do sport tourists' perceived risks affect their involvement and intention to (re)visit? An empirical study for risk-reduction strategies. *International Journal of Sports Marketing and Sponsorship*, 17(1), 19-36.

- De Vos, J., Singleton, P.A., & Gärling, T. (2021). From attitude to satisfaction: introducing the travel mode choice cycle. *Transport Reviews*, 1–18.
- Eastman, J.K., Iyer, R., & Dekhili, S. (2021). Can luxury attitudes impact sustainability? The role of desire for unique products, culture, and brand self-congruence. *Psychology & Marketing*, 38(11), 1881-1894.
- Eijigu, T.D. (2021). Mobile phone use intention while driving among public service vehicle drivers: Magnitude and its social and cognitive determinants. *PLoS ONE*, 16(4), 1-17.
<https://doi.org/10.1371/journal.pone.0251007>
- Escadas, M., Jalali, M.S., & Farhangmehr, M. (2018). Why bad feelings predict good behaviors: The role of positive and negative anticipated emotions on consumer ethical decision making. *Business Ethics: A European Review*, 28(4), 529-545. <https://doi.org/10.1111/beer.12237>
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach* (1st ed.). New York: Psychology Press. DOI: 10.4324/9780203838020
- Fry, M.-L., Drennan, J., Previte, J., White, A., & Tjondronegoro, D. (2014). The role of desire in understanding intentions to drink responsibly: an application of the Model of Goal-Directed Behaviour. *Journal of Marketing Management*, 30(5-6), 551–570.
- Gabbiadini, A., Cristini, F., Scacchi, L., & Monaci, M.G. (2017). Testing the Model of Goal-Directed Behavior for Predicting Binge Drinking Among Young People. *Substance Use & Misuse*, 52(4), 493-506.
- Ghozali, I. (2017). *The structural equation model-concepts and applications with the Amos Program 24* (7th ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J.F., Hollingsworth, C.L., Randolph, A.B., and Chong, A.Y.L (2017). An Updated and Expanded Assesment of PLS-SEM in Information System Research. *Industrial Management & Data Systems*, 117(3), 442-458.
- Hill, R.J., Fishbein, M., & Ajzen, I. (1977). Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research. *Contemporary Sociology*, 6(2), 130-132.
- Holevová, B.K. (2018). The Role of Prevolitional Processes in Video Game Playing: A Test of the Model of Goal-Directed Behavior and the Extended Model of Goal Directed Behavior. *Europe's Journal of Psychology*, 14(4), 932-948. DOI: 10.5964/ejop.v14i4.1565
- Ji, C. (2017). Using the Model of Goal Directed Behavior to Assess Mainland Chinese Tourists' Gambling Behavior. *Sport, Business & Management*, 8(2), 118-133.
- Jin, M.L., Choi, Y., Lee, C.K., & Ahmad, M.S. (2020). Effects of Place Attachment and Image on Revisit Intention in an Ecotourism Destination: Using an Extended Model of Goal-Directed Behavior. *Sustainability*, 12(18), 1-16.
- Jung, S.E., Santella, M., Hermann, J., & Lawrence, J. (2018). Understanding college students' intention to consume fruits and vegetables: an application of the Model of Goal Directed Behavior. *International Journal of Health Promotion and Education*, 56(4-5), 1-15.
<https://doi.org/10.1080/14635240.2018.1505533>
- KADIN (2021), “Sektor Pariwisata Rugi 10 Triliun Akibat Pandemi Covid-19”, tersedia di <https://www.kadin.id/news-event/news-detail/1474/sektor-pariwisata-rugi-10-triliun-akibat-pandemi-covid-19>, (diakses pada 12 Oktober 2021).
- Khuram, W., Wang, Y., Khan, S., & Khalid, A. (2021). Academic attitude and subjective norms effects on international doctoral students' academic performance self-perceptions: A moderated-mediation analysis of the influences of knowledge-seeking intentions and supervisor support. *Journal of Psychology in Africa*, 31(2), 145-152.
- Kiatkawsin, K. & Han, H. (2017). An alternative interpretation of attitude and extension of the value–attitude–behavior hierarchy: The destination attributes of Chiang Mai, Thailand. *Asia Pacific Journal of Tourism Research*, 22(5), 481–500. <https://doi.org/10.1080/10941665.2016.1276466>
- Ko, H.-C. (2020). Beyond Browsing: Motivations for Experiential Browsing and Goal-Directed Shopping Intentions on Social Commerce Websites. *Journal of Internet Commerce*, 19(2), 212–240.
<https://doi.org/10.1080/15332861.2020.1747219>

- Kossowska, M., Szumowska, E., Szwed, P., Kukuczka, A.C., & Kruglanski, A.W. (2020). Helping when the desire is low: Expectancy as a booster. *Motivation and Emotion*, 44(6), 819-831. DOI:10.1007/s11031-020-09853-3
- Kotler & Keller. (2012). *Marketing Management* (14th ed.). Global edition: Pearson Education.
- Lee, S., Bruwer, J., & Song, H. (2017). Experiential and involvement effects on the Korean wine tourist's decision-making process. *Current Issues in Tourism*, 20(12), 1215-1231. <https://doi.org/10.1080/13683500.2015.1050362>
- Lee, S., Song, H., Lee, C.K., & Petrick, J.F. (2017). An Integrated Model of Pop Culture Fans' Travel Decision-Making Processes. *Journal of Travel Research*, 57(5), 687-701. <https://doi.org/10.1177/0047287517708619>
- Lee, M.S., Lee, J.Y., Han, U.L., Park, J.H., Park, C., & Lee, C.H. (2019). A Study on the Influence of Safety Perception on the Visit Intention of Haeundae Beach Tourists Focused on the Extended Goal-Directed Behavioral Model. *Journal of Coastal Research*, 91(1), 211-215.
- Levitt, J.A., Meng, F., Zhang, P., & DiPietro, R.B. (2017). Examining factors influencing food tourist intentions to consume local cuisine. *Tourism and Hospitality Research*, 19(3), 337-350. DOI:10.1177/1467358417742687
- Machado, D.F.C., Santos, P.C.D.C., & Medeiros, M.D.L. (2021). Effects of Social Comparison, Travel Envy and Self-presentation on the Intention to Visit Tourist Destinations. *Brazilian Business Review*, 18(3), 297-316.
- Meng, B. & Choi, K. (2016). The role of authenticity in forming slow tourists' intentions: Developing an extended model of goal-directed behavior. *Tourism Management*, 57, 397-410. <https://doi.org/10.1016/j.tourman.2016.07.003>
- Moshi, F.V., Kibusi, S.M., & Fabian, F. (2020). Exploring Factors Influencing Pregnant Women's Attitudes, Perceived Subjective Norms and Perceived Behavior Control Towards Male Involvement in Maternal Services Utilization: A Baseline-Findings from A Community Based Interventional Study from Rukwa, Rural Tanzania. *BMC Pregnancy and Childbirth*, 20(1), 634-641.
- Octavius, G.S., & Antonio, F. (2021). Antecedents of Intention to Adopt Mobile Health (mHealth) Application and Its Impact on Intention to Recommend: An Evidence from Indonesian Customers. *International Journal of Telemedicine and Applications*, 20(21), 1-24. <https://doi.org/10.1155/2021/6698627>
- Perugini, M. and Bagozzi, R.P. (2004). The distinction between desires and intentions. *European Journal of Social Psychology*, 34(1), 69-84.
- Politis, I., Georgiadis, G., Nikolaidou, A., Kopsacheilis, A., Fyrogenis, I., Sdoukopoulos, A., Papadopoulos, E. (2021). Mapping travel behavior changes during the COVID-19 lock-down: a socioeconomic analysis in Greece. *European Transport Research Review*, 13(1). 1-19. DOI:10.1186/s12544-021-00481-7
- Song, H., Wang, J., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(1), 50-59. <https://doi.org/10.1016/j.ijhm.2018.12.011>
- Song, H., Lee, C.-K., Reisinger, Y., & Xu, H.-L. (2016). The role of visa exemption in Chinese tourists' decision-making: a model of goal-directed behavior. *Journal of Travel & Tourism Marketing*, 34(5), 666-679. <https://doi.org/10.1080/10548408.2016.1223777>
- Siang, J.H., Yang, W.G., & Liu, L.W. (2020). Impact of WOM and Online WOM on Tourist Destinations in Indonesia. *Utopía y Praxis Latinoamericana*, 25(10), 297-304. DOI: 10.5281/zenodo.4155629
- Whittaker, C. (2021). Safari & Kilimanjaro: Travelling in Tanzania during the Pandemic. 46(1), 55-57.
- WHO (2021), "Coronavirus disease (COVID-19)", tersedia di https://www.who.int/health-topics/coronavirus#tab=tab_1, (diakses pada 12 Oktober 2021).
- Xu, W., Youn, H.J., & Lee, C.K. (2021). Role of Non-Pharmaceutical Interventions for COVID-19 in Cruise Tourists' Decision-Making Process: An Extended Model of Goal-Directed Behavior. *Sustainability*, 13(10), 5552-5567. <https://doi.org/10.3390/su13105552>

- Yang, T., Wang, Y., Deng, J., & Huang, C. (2021). Attitude, Social Norms, and Perceived Behavioral Control Influence the Academic Integrity-Related Behavioral Intentions of Graduate Students. *Social Behavior and Personality: An international journal*, 49(4), 1-12. <https://doi.org/10.2224/sbp.9996>
- Yim, B.H., & Byon, K.K. (2019). Critical factors in the sport consumption decision making process of millennial fans: a revised model of goal-directed behavior. *International Journal of Sports Marketing and Sponsorship*, 21(3), 427-447. DOI:10.1108/IJSMS-03-2019-0031
- Zhao, K., Shi, H., Zhang, Y.Y., & Sheng, J. (2021). Fresh Produce E-Commerce and Online Shoppers' Purchase Intention. *The Chinese Economy*, 54(6), 1- 16. <https://doi.org/10.1080/10971475.2021.1890359>
- Zhuang, X., Hou, X., Feng, Z., Lin, Z., & Li, J. (Justin). (2020). Subjective norms, attitudes, and intentions of AR technology use in tourism experience: the moderating effect of millennials. *Leisure Studies*, 40(3), 1–15. <https://doi.org/10.1080/02614367.2020.1843692>