



Motivation and Attitude of Domestic Tourists to Travel in the New Normal Era

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Abstract— Bali is still a favorite destination for both foreign and domestic tourists. For the people of Indonesia, Bali is the choice as a very attractive tourist destination. The uniqueness of Bali is a motivation for domestic tourists to always come to visit. Since the covid 19 pandemic, tourist arrivals have decreased drastically. Although it is slow because it is still struggling with the Covid-19 pandemic, signs of Bali tourism rising are starting to appear. Tourists began to determine their attitude to come to Bali during the holiday season. Tourist visits have started to increase since October 2020. This study aims to look at the influence of motivation and attitudes of domestic tourists deciding to travel to Bali in the new normal era. The number of respondents in the study were 109 respondents. Analyzed using moderated regression analysis (MRA). The results of this study indicate that motivation has a positive and significant effect on travel decisions, attitude has a positive and significant effect on travel decisions, new normal has a positive and significant effect on travel decisions. New normal significantly weakens the effect of motivation on travel decisions. New normal is not proven to moderate the effect of attitude on travel decisions.

Keywords: motivation, attitude, travel, decision

1. INTRODUCTION

Tourism is an activity related to travel for recreation. The definition of tourism in general is: The overall activities of government, business and society to organize, manage and serve the needs of tourists. Tourism can also be defined as all activities related to tourist travel, including the exploitation of tourist objects and attractions. According to Hunziger (2008) in Bascha et al. (2020) states that tourism is the entire network and symptoms related to the stay of foreigners in one place on condition that the person does not do an important job (major activity) that provides permanent or temporary benefits. Travelers travel for tourism to leave their work for a while. Various factors such as safety and travel restrictions artificially produce a mix of perspectives on a country's tourist arrivals, so the government of a country must take some precautions. One of the outbreaks that has occurred widely in various countries is COVID-19.

COVID-19 was first identified in Wuhan on December 31st, 2019. On Januari 20th 2020, the World Health Organization (WHO) reported similar outbreaks in Thailand, South Korea, and Japan. Subsequently, other countries in Asia and around the globe began reporting related cases. Indonesia confirmed its first COVID-19 case on March 2, 2020. By March 11th, 2020, WHO declared COVID-19 a pandemic, as the number of cases had surpassed those of the 2003 SARS outbreak. In response, many countries implemented lockdowns and travel

restrictions. The COVID-19 pandemic has significantly impacted global habits and behaviors, particularly in the economic sector.

The pandemic has reinforced regional boundaries, as restrictions significantly limit people's mobility. The situation poses challenges for most Indonesians, whose economic activities often depend on traveling between locations, particularly for work outside the home (Maharani & Mahalika, 2020). Consequently, the country faces complex economic issues, including layoffs, disruptions in the movement of goods and services, and declining occupancy rates in the hospitality and tourism industries.

Tourism that emphasizes community participation and the use of local resources as destinations can contribute to strengthening national economic resilience by actively engaging community elements. To this end, adapting to new normal tourism practices requires several measures: enforcing strict regulations and legal compliance, advancing digital tourism, introducing emerging tourism trends, and fostering collaboration among stakeholders. These steps are essential to accelerate the recovery of Indonesia's economy from the adverse impacts of the COVID-19 pandemic.

Bali is one of the regions with the highest level of domestic and foreign tourist visits in Indonesia, with a total of 6,275,210 tourists in 2019 (bali.bps.go.id). Various tourism options are offered by this province, such as nature tourism, arts and culture and other tourist attractions. However, the Covid-19 virus has spread in various parts of the world so that it drastically limits outdoor activities and socialization distance regulations causing a significant decay in various activities, as well as tourism visits around the world. Tourist visits continue to decline, until in October 2020 it reached 99.99%, the room occupancy rate only reached 9.53% and the average length of stay was 2.19 days. This has an impact on various sectors in Bali that depend on tourism.

Balinese people want to get back on their feet. The Covid-19 pandemic has long limited the social movement of the community, because it greatly reduces activities outside the home. However, to revive Bali tourism, the government seems to be loosening up so that local people can participate in stimulating tourism. The government hopes that local tourists can visit and enjoy tourist attractions and accommodations in Bali while still following health protocols. Bali must adapt to the new normal era, namely ensuring the readiness of the community in reorganizing what has been messed up by a crisis or pandemic with stronger conditions (Buheji & Ahmed, 2020). One of the safe travel movements by the Bali Provincial Government is by launching an application called "Love Bali" which is prepared for tourists entering Bali. This can be started by attracting local tourists. The government hopes that local

tourists can visit and enjoy tourist attractions and accommodation in Bali while still following health protocols.

Table 1. Tourism Development of Bali Province 2020

Month	Number of Visiting Tourists
January	528.883
February	363.937
March	156.877
April	327
May	36
June	32
July	47
August	22
September	83
October	58

Source: bali.bps.go.id, 2020

Travel decisions can begin because of the motivation and attitudes of tourists towards tourist destinations. Pitana and Gayatri (2005: 58), motivation is an important factor for prospective tourists in making decisions about tourist destinations. Effendy, et al. (2015). that there is indeed a positive influence of tourist motivation on visiting decisions. Dian (2018). motivation consisting of physical motivation, social motivation and fantasy motivation together has a significant influence on tourist visiting decisions. So it is proposed H1: Motivation has a positive and significant effect on travel decisions.

According to the Theory Plan Behaviour theory (Ajzen, 1991), attitude is a factor that drives the intention and behavior of purchasing a product. Consumer attitudes have a significant influence on the Purchasing Decision variable. Engel et al., (2006) in Sangadji and Sopiah (2013: 334) which states that buyers will determine their attitude in making decisions whether the consumer makes a purchase or not, if they choose to buy a product. H2: Attitude has a positive and significant effect on Travel Decisions. new normal is also defined as changes that occur in human behavior that will occur in the aftermath of the COVID-19 pandemic, including new normal tourism. Based on the application of new normal, the following hypothesis can be conveyed; H3: New Normal has a positive and significant effect on travel decisions. H4: New normal is able to moderate motivation on travel decisions. H5: New normal is able to moderate attitudes towards travel decisions.

2. METHODS AND PROCEDURES

Research Variable

This study discusses the effect of motivation and attitude on return travel decisions. The research is causal because in the research model presented, one variable determines another. Research variables, namely independent variables consisting of Motivation (X1), Attitude (X2) and New Normal (X3). New Normal variable as a moderating variable, namely between motivation to travel decisions, and between attitudes to travel decisions. While the dependent variable is the decision to travel (Y).

Location, Object, and Research Data

The research was conducted in Bali considering that the economy of Bali is highly dependent on the tourism sector. The object of the research is consumer behavior towards travel decisions in the new normal era based on the motivation, attitude of local and new normal tourists. The data used is grouped based on its nature, namely qualitative data and quantitative data. Data sources are types of data based on where the data is obtained, namely primary and secondary data.

Instrument and Analysis

The instruments used to obtain data are through the distribution of questionnaires and literature studies. The questionnaire was distributed directly to people according to predetermined criteria and also using google form. Each statement in the questionnaire is measured using a Likert Scale with a scale of 1 to 5. This study uses 16 indicators. In survey research, a sample of 100 individuals for the entire sample is sufficient (Rahyuda, 2020: 207). So that the sample of this study used 109 respondents from 110 incoming answers. The sample was determined by purposive sampling with the following criteria: (1) Are domestic / local tourists who make tourist visits in Bali in the New Normal Era, (2) aged 18 years and over, (3) Have completed high school education or equivalent. The data analysis method employed is Moderated Regression Analysis (MRA).

3. RESULTS AND DISCUSSION

From the questionnaire distribution, a total of 110 respondents were collected, with one response not meeting the criteria. Regarding gender, 48 respondents were male, while 61 were female. According to the origin (domicile) of the respondents, most came from Denpasar and Badung, the rest from Tabanan, Gianyar, Singaraja and Karangasem. In terms of age, respondents with ages above 50 years old were 41.3 percent, ages 18-30 years old were 32.1

percent, ages 40-50 years old were 19.3 percent and ages 30-40 years old were 7.3 percent.

Furthermore, based on education, respondents with high school education were 20 people, Bachelor / Diploma as many as 57 people and post-graduate as many as 32 people. Meanwhile, in terms of respondents' occupations, 28.4 percent were civil servants, 23.9 percent were students, 21.1 percent were self-employed, 16.5 percent were self-employed and 10.1 percent were others. Respondents' income above 7 million was 38 people, between 2 million - 7 million 38 people and less than 2 million as many as 33 people.

All the statement items in the research instrument have been validated, and the four variables demonstrate reliability. The analysis of respondents' answer indicates a positive perception of motivation. Respondents gave a positive assessment of travel attitudes. Similarly, new normal and travel decisions have a positive assessment.

Tabel 2. Hasil Moderated Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error			
(Constant)	4,005	0,079		50,789	0,000
Motivation (X1)	0,323	0,063	0,397	5,118	0,000
Attitude (X2)	0,303	0,064	0,372	4,762	0,000
X3	0,121	0,057	0,149	2,127	0,036
X1X3	-0,189	0,082	-0,162	-2,313	0,023
X2X3	0,136	0,087	0,111	1,575	0,118

Source: data processed, 2020

Referring to the results of the Moderated Regression Analysis presented in Table 1, the structural equation can be derived as follows.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_1X_3 + b_5X_2X_3 + e$$

$$Y = 4,005 + -0,323X_1 + 0,303X_2 + 0,121X_3 - 0,189X_1X_3 + 0,136X_2X_3 + e$$

Based on the results of the analysis, it is found that motivation, attitude, and new normal simultaneously have a significant effect on the decision of domestic tourists to travel in Bali. The results obtained that the value of $r^2 = 64.1$ percent, which means that 64.1 percent of domestic tourists' decisions to travel in Bali are influenced by variables Motivation, attitude, new normal and the remaining 35.9 percent are influenced by other variables not examined in this study.

Motivation, when considered individually, has a positive and significant influence on travel decisions in the new normal era. Increased motivation among tourists leads to stronger

travel decisions during this time, aligning with the findings of Effendy *et al.* (2015). Similarly, attitude plays a crucial role, showing a positive and significant effect on travel decisions in the new normal era. A more favourable attitude toward travel correlates with a higher likelihood of tourists deciding to travel, consistent with the research of Juliana and Novan (2019). This is further supported by Fadhila *et al.* (2020), who demonstrated that consumer attitudes positively and significantly affect purchasing decisions.

The new normal era positively and significantly shapes travel decisions, indicating that improved implementation of new normal protocols enhances tourists' willingness to travel during this period. However, the new normal notably diminishes the impact of motivation on these decisions. The implementation of new normal will make us more relaxed to leave the house, travel including traveling. However, the pandemic situation still has a greater influence on society. New normal does not moderate the effect of attitude on travel decisions. New normal has not been able to make tourists' attitudes dare to make decisions to travel.

4. CONCLUSION

The analysis reveals that motivation, attitude, and the new normal collectively exert a significant impact on domestic tourists' decisions to travel in Bali. Individually, motivation positively and significantly influences travel decisions in the new normal era. Similarly, attitude has a positive and significant effect on travel decisions during this period. The new normal itself also positively and significantly impacts travel decisions. However, it notably weakens the effect of motivation on travel decisions, while it does not moderate the influence of attitude on such decision.

The implication of this research is that the community must adapt to the new environment, namely new normal tourism. apply 3 M (wearing a mask when and wherever you are, washing hands with running water and soap at all times and maintaining distance from other people). The synergy between tourism managers and visitors will be able to realize what is the goal of each. the application of strict health protocols and adapting to the new normal era is very important as a basis for promotion and is important in increasing visits. The motivation of tourists to travel in Bali is still very high, this can be utilized by managers to provide tourist attractions while still implementing health protocols and adapting to new era tourism. This will have an impact on the attitude of visitors to be happy to travel again. Because attitudes have a high consistency, it is still very difficult to change people's attitudes to travel. People are still traumatized by the pandemic that occurred, so they are still reluctant

to travel even though various efforts regarding health protocols are implemented by the tour manager. It takes time to adapt to new habits.

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