

Exploration Of Subjective Norms Of Tourists In The Application Of Planned Behavior Theory To Predict The Intention To Visit Tourist Objects In Indonesia

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Abstrak

Penelitian ini bertujuan untuk menggali pemahaman yang lebih mendalam mengenai faktor-faktor yang mempengaruhi niat wisatawan untuk mengunjungi tempat wisata di Indonesia dengan menggunakan pendekatan Planned Behavior Theory (TPB). Penelitian ini berfokus pada mengeksplorasi norma-norma subjektif wisatawan, yang merupakan salah satu komponen utama dalam TPB, bersama dengan sikap dan kontrol perilaku. Metode penelitian melibatkan survei online yang menargetkan sampel wisatawan yang telah mengunjungi atau berniat mengunjungi tempat-tempat wisata di Indonesia. Instrumen penelitian terdiri dari pertanyaan terstruktur yang dirancang untuk mengukur variabel kritis dalam TPB, dengan penekanan khusus pada norma subjektif. Analisis data menggunakan teknik statistik deskriptif dan inferensial untuk mengidentifikasi hubungan antara variabel-variabel kunci. Temuan penelitian diharapkan dapat berkontribusi secara signifikan untuk memahami faktor-faktor yang mempengaruhi niat berkunjung wisatawan, serta implikasinya terhadap pengembangan strategi pemasaran dan pengelolaan tempat wisata di Indonesia. Diharapkan hasil penelitian ini dapat menjadi acuan bagi pemangku kepentingan industri pariwisata, pemerintah dan peneliti dalam perilaku konsumen dan pariwisata untuk meningkatkan pengelolaan dan pengembangan tempat wisata di Indonesia untuk meningkatkan daya tarik dan daya saing destinasi wisata secara global.

Kata Kunci: Norma Subyektif; Wisatawan; Teori Perilaku Terencana; Niat Untuk Berkunjung; Atraksi Wisata.

Abstract

This research aims to explore a deeper understanding of the factors that influence tourists' intentions to visit tourist attractions in Indonesia using the Planned Behavior Theory (TPB) approach. This research focuses on exploring tourists' subjective norms, which is one of the main components in the TPB, along with attitudes and behavioural control. The research method involves an online survey targeting a sample of tourists who have visited or intend to visit tourist attractions in Indonesia. The research instrument consists of structured questions designed to measure critical variables in the TPB, with particular emphasis on subjective norms. Data analysis used descriptive and inferential statistical techniques to identify relationships between key variables. The research findings are expected to significantly contribute to understanding the factors that influence tourists' visiting intentions, as well as their implications for developing marketing strategies and managing tourist attractions in Indonesia. It is hoped that the results of this research can become a reference for tourism industry stakeholders, government and researchers in consumer behaviour and tourism to improve the management and development of tourist attractions in Indonesia to increase the attractiveness and competitiveness of tourist destinations globally.

Keyword: Subjective Norms; Tourists; Planned Behavior Theory; Intention to Visit; Tourist Attractions.

1. Intruduction

Tourism has a central role in a country's economic development and welfare. Indonesia is a country with extraordinary natural and cultural wealth, Indonesia has great potential to become a significant tourist destination in the world. However, to realize this potential, it is essential to understand the factors influencing tourists' intentions to visit tourist attractions in Indonesia (Boguszewicz-Kreft *et al.*, 2020). The Theory of Planned Behavior (TPB) has become a relevant framework and can provide deep insights into traveller behaviour. The SDGs, developed by Icek Ajzen, present a theoretical approach that views behaviour as the result of intentions reflected in individual attitudes, subjective norms, and behavioural control (Abbasi *et al.*, 2021). Attitudes reflect positive or negative evaluations of certain behaviours, subjective norms involve the influence of significant people around the individual, and behavioural control refers to an individual's perception of their ability to control desired behaviours (Joo *et al.*, 2020).

In tourism, implementing SDGs can provide an in-depth understanding of the factors influencing tourists' decision to visit a destination. One of the critical elements in the SDGs that play an essential role in shaping intentions is subjective norms. Subjective norms include the social influence individuals perceive in shaping their attitudes and intentions. In tourism, subjective norms can consist of the views of family, friends, or the community on tourists' decisions to visit a tourist attraction (Afshardoost & Eshaghi, 2020). Therefore, this study will delve deeper into the subjective norms of tourists in the Indonesian context, hoping to provide deeper insights into the factors influencing tourists' visiting intentions in the country. Indonesia, as an archipelagic country with a diversity of cultures, nature, and traditions, offers a variety of interesting tourist attractions. However, the development of tourism in Indonesia still faces various challenges, including global competition, limited infrastructure, and changes in consumer behavior. The rapid growth in the tourism industry today has become the main focus of many countries, including Indonesia, which seek to exploit the potential of tourism as a source of state income. Merli *et al.* and Silaban show that tourism not only has a positive economic impact but also provides significant benefits for those involved (Merli *et al.*, 2019; Silaban *et al.*, 2023). Today's development of the tourism industry is strongly influenced by the increase and expansion of tourism objects (Abbasi *et al.*, 2021; Gunagama *et al.*, 2020). This phenomenon creates new opportunities and challenges along with the increasing public interest in making tourism the first choice.

The rapid development of the tourism industry directly impacts increasing tourists' intention to visit tourist sites. This intention is essential to understanding consumer behaviour dynamics in tourism (Gunagama *et al.*, 2020; Yuari *et al.*, 2021). Moreover, the increasing intention to visit, both for those who visit tourist attractions for the first time and for those who have been repeated, has become the leading destination for tourism business people. They strive to create unique and exciting travel experiences and maintain tourist loyalty to support the growth of the tourism industry. This research develops an approach using the Theory of Planned Behavior (TPB) to explore further understanding of tourists' visiting intentions, focusing on subjective norms. As a critical element in the SDGs, subjective norms include social influences that can shape individual attitudes and intentions. Exploration of the subjective norms of tourists in Indonesia is expected to provide richer insight into the factors that influence their decision to visit tourism objects (Ajzen & Driver, 1992). The findings of this research are expected to significantly contribute to improving the management and development of tourist destinations in Indonesia, in line with the aim to strengthen the role of tourism as one of the pillars of the country's economy.

Travel-related decision-making is a complex process influenced by various psychological, social, and behavioural control factors that shape an individual's intention to take action. One theory that provides a holistic perspective in understanding these factors is the Theory of Planned Behavior (TPB) (Soliman, 2021). The SDGs offer a comprehensive framework for predicting human behaviour by considering attitudes, subjective norms, and perceived behaviour. In travel, SDGs have proven useful in predicting individual behavioural intentions. As expressed by Meng & Cui, tourism experts

believe that the SDGs can be expanded and adjusted by integrating more specific constructs for the hospitality and tourism industry (Meng & Cui, 2020). Concepts such as tourist satisfaction, value perception, and environmental factors can be taken into account to increase the effectiveness of SDGs in describing tourist intent.

Japutra et al. support the effectiveness of SDGs in measuring individual behaviour, including in various tourism and hospitality contexts (Japutra *et al.*, 2019). Aligning this theory with the tourism situation provides a deeper view of how individual attitudes, subjective norms, and behavioural controls can influence visitor intent. By expanding the SDGs and adapting them to include variables relevant to the tourism industry, research can further contribute to understanding traveller behaviour. Incorporating important constructs for the hospitality and tourism context in the SDGs can open up opportunities to predict individual behavioural intentions more accurately (Listiawati *et al.*, 2018; Meng & Cui, 2020). This provides a basis for the development of theories that are more contextual and can be used practically in the management and marketing of tourist destinations. Thus, adapting the SDGs to cover specific aspects of the tourism industry can improve the theory's ability to detail the factors influencing tourist intent more precisely. With a deeper understanding of these factors, tourism industry players can take more strategic steps in designing travel experiences that attract and meet tourist expectations and develop innovations in the management and marketing of tourist destinations. By exploring the subjective norms of tourists in applying SDGs, this research is expected to contribute significantly to the tourism literature and consumer behaviour. The research findings are expected to be the basis for developing policies, marketing strategies, and management of tourist destinations in Indonesia to increase the attractiveness and competitiveness of Indonesia as a superior tourist destination at the global level.

2. Methods

2.1 Research Design

Using the quantitative research design and online survey approach is the right choice for exploring the subjective norms of tourists in Indonesia using the Planned Behavior (TPB) Theory to predict the intention to visit tourist attractions. This design allows efficient data collection from respondents spread across different regions of Indonesia, providing flexibility and diversity in incorporating cultural, environmental, and tourist characteristics variables (Sugiyono, 2019). The online survey approach minimizes geographical and time limitations, increasing the validity of research results by covering respondents from various walks of life. Through online technology, research can achieve efficiency in data collection by widely distributing questionnaires through different online platforms. Thus, using this research design is expected to make a holistic and contextual contribution to understanding tourist behaviour in Indonesia while responding to the dynamics of society and technological developments.

2.2 Population and Sample

This study determines the population as tourists who have visited or intend to visit tourist objects in Indonesia. Sampling was carried out using purposive sampling techniques with inclusion criteria that included respondents who had visiting experience or planned to visit tourist objects within a certain period before the implementation of the study (Asrin, 2022). Additional criteria for respondents are students who live in the city of Serang and have visited tourist attractions in Serang, Banten. A total of 141 tourists met the criteria and became respondents in this study.

2.3 Data Collection Instruments

The main instrument used in this study was a structured questionnaire designed based on key concepts in the *Theory of Planned Behavior* (TPB). The questionnaire is carefully designed to cover critical SDG variables, such as attitudes toward visiting attractions. These subjective norms include

social influences, perceived behaviours that reflect self-control over those actions, and tourist visitor intentions. Using the Likert scale in this questionnaire allows respondents to express a degree of agreement or disagreement with the statements submitted, providing flexibility to measure the extent to which respondents understand and accept the concepts in the SDGs. The Likert scale will cover various responses, allowing data analysis with high accuracy to comprehensively understand attitudes, subjective norms, perceived behaviour, and tourist visiting intentions.

2.4 Validity and Reliability Instrument

Before distributing questionnaires, research instruments will undergo rigorous validity tests through evaluation from several experts in related fields. This validity test aims to ensure that the questions asked in the questionnaire are appropriate and feasible with the concepts in the Theory of Planned Behavior (TPB). The validity test was followed by a reliability test to assess the consistency of the respondents' answers using Cronbach's alpha test method. This reliability test aims to ensure that the research instrument has a high level of reliability so that the data obtained can be relied upon for further analysis. With a combination of validity and reliability tests, research instruments are expected to be high quality and can provide accurate and reliable results.

2.5 Data Collection and Data Analysis

Data for this study will be collected online through an online survey platform to ensure the efficiency and speed of managing information from respondents across various regions. The questionnaire will be widely distributed through social media, email, and tourism-related websites, covering a variety of participants in the study. Before filling out the questionnaire, respondents will be provided with information and consent to research ethics, guaranteeing voluntary participation and safeguarding their privacy. After data collection, analysis will be performed using statistical software such as SPSS. Descriptive analysis will provide a general overview of respondents' characteristics and the main variables in this study, such as attitudes, subjective norms, perceived behaviour, and tourist visiting intentions. Regression analysis will examine the relationship and influence between these critical variables, allowing researchers to understand the factors influencing tourists' visiting intentions. This study aims to provide deeper and detailed insights into the psychological factors that influence travellers' decisions in Indonesia using sophisticated analytical methods.

3. Result and Discussion

2.1 Research Results

The active participation of 141 respondents representing various Banten universities gave this study diverse samples and a solid geographical representation. To ensure the instrument's validity, the study used an in-depth validity analysis, examining each item of the question against the component in question. This confirms that each question passes the validity test with a consistent loading factor value, exceeding the 0.5 threshold. This proves that the questionnaire can be considered valid and reliable. The accuracy of measurements of related variables within the scope of the study is assured, providing a solid basis for faithful interpretation and conclusions. Then, reliability analysis shows that all variables in the study are reliable. This is evident from the Corrected Item-Total Correlation that exceeds 0.5, showing a strong positive relationship between each question item and its total variable score. In addition, Cronbach Alpha values exceeding 0.7 confirm good internal consistency in measurements. With solid reliability results, it can be concluded that the data obtained from the research variables have a high degree of reliability, providing a solid basis for subsequent analysis and interpretation.

Furthermore, classical assumption testing involves normality, multicollinearity, and heteroscedasticity tests. The normality test results show that the data used in regression have a normal

distribution, with probability values of 0.435 or above 0.05, as recorded in Table 1. These results validate the assumption of data normality, providing a solid basis for regression analysis and interpretation of research results.

Table 1. Normality Test Results

			Unstandardized Residual
N			141
Normal Parameters	Mean		0.0000000
	Std. Deviation		0.29663199
	Absolute		0.073
Most Extreme Differences	Positive		0.073
	Negative		-0.056
Kolmogorov-Smimov Z			0.871
Asymp. Sig. (2-tailed)			0.435

Source: Research Processing 2023

The results of the multicollinearity test indicate the absence of correlation between independent variables, as reflected in the tolerance value that exceeds 0.1 and the Variance Inflation Factor value that exceeds 10. These results confirm the absence of multicollinearity problems in regression models, ensuring that independent variables can make a unique and significant contribution to regression analysis results.

Table 2. Multicollinearity Test Results

Independent Variables	Tolerance	Variance Inflation Factor
Attitude of Tourists	0,773	1,294
Subjective norms	0,741	1,349
Perceived Behavior	0,937	1,057

Source: Research Processing 2023

Next is a complete recapitulation of the results of hypothesis testing through multiple regression analysis. The results of this analysis include regression parameters such as regression coefficient values, significance levels (p-values), and other test statistics for each independent variable. In addition, the results of goodness-of-fit tests, such as R-squared, are also presented to provide an overall picture of the extent to which regression models can account for variations in the dependent variable. This table provides a comprehensive understanding of the contribution of each variable to the variability of tourists' visiting intent.

Table 3. Hypothesis Testing Results

No	Hipotesis	β	thitung	Say.	Information
1	Travellers' Attitudes Positively Influence the Intention to Revisit	0,275	3,939	0,000	Hipotesis 1 Accepted
2	Subjective Norms Positively Influence the Intention to Make a Return Visit	0,334	4,748	0,000	Hipotesis 2 Accepted
3	Perceived Behavior Positively Affects the Intention to Make a Return Visit	0,323	4,670	0,000	Hipotesis 3 Accepted

Source: Research Processing 2023

The regression test results showed an F value of 38.976 with a probability value of 0.000, which is significant at a 95% confidence level. These findings indicate that travellers' attitudes, subjective norms, and perceived behaviour have a substantial effect on revisit intent. The results of this F test confirm that this regression model significantly contributes to explaining the variability of tourist

visiting intentions. From the results of regression testing through the coefficient of determination, it can be concluded that tourist attitudes, subjective norms, and Revisit Intention contribute 46% to the variability of Revisit Intention. The remaining 54% were influenced by other variables not included in the study. These findings indicate that additional factors may influence travellers' visiting intentions and need to be considered in the context of further analysis.

2.1 Travelers' Attitudes Positively Affect the Intention to Return Visit (H1)

The test results show that tourist attitudes significantly and positively influence the intention to revisit (revisit intention). This is evident through a β value of 0.275, a t-count of 3.939, and a probability/significance value of 0.000, which indicates that it is acceptable. This finding is consistent with previous studies, such as those revealed by Meng & Cui, (2020) and Soliman, (2021), who also concluded that tourist attitudes are a strong predictor of the tendency to return to a tourist attraction. In addition, the study's results also support the findings of the survey Han & Kim, which shows a positive relationship between attitudes and intentions to visit tourist destinations (Han & Kim, 2010). The implication is that when tourists have a positive attitude towards an attraction, they are more likely to have a high intention to return to that destination, which can be reflected in the actual behaviour of their future visits. These findings contribute to understanding the factors that motivate travellers to return visits, providing a foundation for destination managers to improve the traveller experience and design more effective marketing strategies.

2.1 Subjective Norms Positively Affect the Intention to Make a Return Visit (H2)

The results revealed that subjective norms play an essential role by significantly influencing revisit intention. This is indicated by a β value of 0.334, a count of 4.748, and a probability/significance value of 0.000, indicating that hypothesis 2 is acceptable. This finding is consistent with a previous study conducted by Soliman confirming that subjective norms play a crucial role in shaping the intention to revisit tourist destinations (Soliman, 2021).

The results showed that respondents' perceptions were strongly influenced by social pressure from colleagues, family, friends, or other close individuals, encouraging them to visit tourist attractions they had previously seen. The research of Abbasi et al. also shows that subjective norms play an essential role in shaping individual perceptions to perform certain behaviours. When a person feels social pressure from the surrounding environment, the tendency to behave will be more robust (Abbasi et al., 2021). Thus, the results of this study confirm that subjective norms strongly impact a person's decision to revisit tourist sites. Individuals' beliefs and expectations of support from their closest parties significantly influence their behaviour related to the intention to revisit tourist destinations they have visited before. These findings provide deep insight into how social factors can shape traveller motivations and tendencies, and provide an important foundation for destination managers to devise more effective strategies to maintain and increase repeat visits to tourist attractions in Indonesia.

3.4 Perceived Behavior Positively Affects the Intention to Make a Return Visit (H3)

The findings of this study indicate that perceived behaviour exerts a significant favourable influence on revisit intention, as reflected in a β value of 0.323, a count of 4.670, and a probability/significance value of 0.000, which confirms that hypothesis 3 is acceptable. This finding aligns with previous studies, such as those conducted by Abbasi et al. and Hasan et al. (Abbasi et al., 2021; Hasan *et al.*, 2020). PBC, in the context of this study, refers to the self-confidence of tourists, which then becomes a driving factor for intentions to behave in the future, including in the context of repeat visits to tourist sites they have visited. It bases itself on individuals' strong beliefs in tourist attractions, so they are difficult to influence by factors that might limit their behaviour. Thus, travellers who feel in control or control over their behaviour tend to make repeat visits to attractions they have previously visited. The results of this study provide additional insight into how travellers'

confidence levels can be a strong predictor of return intent, and destination managers can use the implications to improve factors that support travellers' perceived behaviour and design more effective marketing strategies.

4. Conclusion

The conclusion of this study shows that the Theory of Planned Behavior (TPB) can be applied effectively in predicting tourists' intentions to visit tourist sites. All three research hypotheses proved supported, suggesting that travellers' attitudes, subjective norms, and perceived behaviour were significant and robust predictors of intention to return visits. These findings align with previous research contributions and support the perceived validity of behaviour in Indonesia's tourism context. For future research, it is recommended to expand the Theory of Planned Behavior by integrating new variables as antecedents of tourist attitudes, subjective norms, and perceived behaviour. This is expected to enrich the conceptual framework of SDGs and improve its ability to explain tourist behaviour. This conclusion makes an essential contribution to the understanding of the factors that motivate the intention to revisit tourists, as well as providing direction for the development of theory and further research in the field of tourism.

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