

ANALYSIS OF CONSUMER BEHAVIOUR ON INTENTION TO VISIT TOURISM OBJECTS AND IT'S IMPLICATIONS FOR MARKETING STRATEGY

By:

Leonard Adrie Manafe¹

Chairul Anam²

^{1,2}*Sekolah Tinggi Ilmu Ekonomi Mahardhika, Surabaya, Indonesia*

Email:

leonard.adrie@stiemahardhika.ac.id¹

ch.anam65@gmail.com²

ABSTRACT

This study aims to determine the effect of attitudes and subjective norms on visiting intentions. This research was conducted in three East Java tourist attractions, precisely at Mount Ijen, Madakaripura Waterfall and Mount Bromo with a sample of 90 people. This type of research is quantitative research. Data analysis using multiple linear regression tests. Statistical test results show that attitudes and subjective norms both individually and simultaneously have a positive effect on visiting intentions. Among the two factors tested, attitude is the most dominant factor in influencing visit intention. The results of this study can be a mechanism for the government and tourist destination managers to make integrated steps in organizing tourism. Furthermore, a marketing strategy is needed to increase the number of tourists. The implications of this strategy are guided by existing marketing strategies, namely product strategy, price strategy, place strategy and promotion strategy.

Keywords: *Attitude, Subjective Norm, Intention, Marketing Strategies, Tourism*

A. INTRODUCTION

Tourism in Indonesia from year to year its growth looks very convincing, especially its impact on the Indonesian economy cannot be denied, as a sector that expands business opportunities, employment opportunities, increases foreign exchange earnings, increases retribution and tax revenues, while increasing national income and strengthening the position of the Indonesian Balance of Payments (BOP). This is made clear in the World Travel and Tourism Council (WTTC) report which explores the impact of tourism as an industry in Indonesia, particularly in terms of the employment opportunities it creates. The WTTC report is supported by the Ministry of Tourism and Creative Economy (Kemenparekraf), assisted by the Indonesian Hotel and Restaurant Association (PHRI), the Association of the Indonesian Tours and Travel Agencies (ASITA), and the Association of Indonesian Tourism Regions (AKPI), and sponsored by PT Rajawali Corporation and Lombok Tourism Development Corporation (LTDC). The dissemination of the WTTC

report is very important, as the WTCC has successfully revealed the role of tourism as a prospective industry to be developed in Indonesia in the future.

East Java Province geographically occupies a strategic position because it is travelled by tourist travel patterns from Jakarta, West Java, Central Java, Yogyakarta, East Java, Bali and Lombok (Java-Bali-Lombok Overland Tour). The above travel pattern has been quite effective because several provinces included in the travel pattern have developed and improved infrastructure development and accessibility in their respective regions, especially those related to the provision of services needed by tourists. Therefore, efforts to develop East Java tourism marketing by utilizing areas that are the main gateway for the entry of tourists, especially foreign tourists such as Jakarta, Solo, Yogyakarta, Surabaya, Denpasar and Mataram. To position the name of East Java as a tourist destination that will be taken into account by the international tourism community, the inclusion of the national theme "World Class Tourism for Indonesia Bangkit" and the big names of Borobudur and Bali has a very strategic meaning and can be used as a driving force for efforts to promote East Java DTW so that it can be listed on the national, regional and international tourism map. Physically, East Java tourism can be said to be a developed tourism area because it has experienced a growth phase since 1956 so that the typology of tourism products that develop is strongly influenced by the strength of natural resources and the socio-cultural and economic characteristics of the people of East Java itself. Therefore, there are still many types of tourism product services that still require equalization and improvement of service quality as applied as a universal tourism service product standard.

The growth of the East Java tourism business sector began to develop as a classy tourism product began to occur in the era of 1988 after the issuance of Presidential Instruction No. 7 of 1987 concerning simplification of tourism business licensing. However, the development of the performance of tourism activities in East Java has experienced ups and downs of growth and based on observations so far, the factors that really influence are mostly caused by non-economic factors such as unstable security and order conditions both domestically and abroad so that they can cause a decrease in the intention of tourist visits to East Java. Cultural data in 2021 (including 6,943 artists, 4,136 groups, and 178 infrastructure units) with a total of 1,395 arts spread across all districts/cities in East Java. East Java has 4,219 Intangible Cultural Heritage consisting of (Oral Tradition, Language, Manuscripts, Customs, Rites, Traditional Technology, Traditional Knowledge, Traditional Games, Traditional Sports). The Intangible Cultural Heritage (WBTB) of East Java Province has reached a total of 96 WBTB designations owned by regencies/cities throughout East Java Province. The cultural heritage in East Java Province in 2021 totaled 11,425. Data on Tourism Businesses in East Java in 2021, including consisting of Tourist Attractions (DTW), Tourism Villages, Travel Businesses, Food and Beverage Service Businesses, and Accommodation Businesses. East Java has 1,316 DTWs consisting of 449 natural DTWs, 354 cultural DTWs, and 513 artificial DTWs. East Java tourism objects have their own potential and characteristics such as Alas Purwo National Park in Banyuwangi, Bromo Tengger Semeru National Park in Lumajang, Ijen Crater in Banyuwangi, Watu Karung Beach in Pacitan, Puncaksari Flower Hill in Probolinggo, Meru Betiri National Park

in Jember, Pancer Door Beach in Pacitan, P3GI Building in Pasuruan, Madakaripura Waterfall Tour in Probolinggo, Montugu Pahlawan in Surabaya and other tourism objects. With such a large and interesting tourism potential, this is what causes the attraction of tourists both foreign and archipelago to come to East Java Province, whose sea area reaches 110,000 km².

Opportunities to boost tourism performance are now increasingly open along with the presence of world-class tourism that is unique and environmentally friendly. Based on data from the East Java Central Bureau of Statistics, foreign tourist visits in April 2023 through the Juanda Surabaya Airport entrance reached 12,361 visits. The number increased by 16.03% compared to the previous month of 10,653 visits. Foreign tourist visits to East Java in April 2023 also increased compared to April last year of 1,468 visits. The increase was quite significant, reaching 742.03%. In fact, in general, the pattern of foreign tourist visits to East Java in April over the past three years shows an upward trend as the Covid-19 pandemic subsides. Because it has specific tourism potential, East Java should concentrate on this sector. Improvement and provision of adequate supporting facilities and infrastructure need to be a serious concern of the government. Similar to other development sectors, the world of tourism really needs a touch; it cannot be allowed to develop naturally as it is.

The tourism industry needs to create added value using science, technology and information, starting with market analysis. Tourism market analysis requires information. Information processing is closely related to market behavior. Observation of consumer behavior is an important element in the process of defining marketing strategies. This is because, in general, many companies manage their business by emphasizing a consumer-centric marketing philosophy, called the marketing concept. Consumer behavior can be known through Fishbein's Theory of Reasoned Action or Reasoned Action Model (Assael, 2004). The results of this theory are able to predict consumer behavioral intentions and behaviors more accurately than attitude measurements which place more emphasis on the intention to behave. This theory also assesses a person's beliefs that shape behavior because it thinks more about the consequences of actions taken and involves other variables such as subjective norms that also affect a person's attitude. It follows from this model that the behavior of consumers (tourists) visiting East Java provides both positive and negative information about things and attractions in East Java, as well as the people or things that influence tourists to visit East Java. By understanding consumer (tourist) behavior, it is hoped that it can influence the consumer decision-making process. While the decision-making process is the basis for consideration in formulating the right strategy to increase tourist attraction, the marketing mix which includes product, price, place and promotion will be decided by the East Java government.

Based on the background of the problem above, the objectives to be achieved in this study are 1) to determine the attitude and subjective norms simultaneously have a significant effect on the intention of visiting tourists to tourist objects in East Java Province; 2) to determine the attitude variables and subjective norms each have a significant effect on the intention of visiting tourists to tourist objects in East Java Province; 3) to determine the attitude variables and subjective norms each have a

significant effect on the intention of visiting tourists to tourist attractions in East Java Province; 4) to determine the attitude or subjective norms that dominantly affect the intention of visiting tourists to tourist attractions in East Java Province; 5) to find out what marketing strategies are appropriate for the East Java government in order to attract tourists to visit to see tourist attractions.

B. LITERATURE REVIEW

Consumer Behaviour and Scope of Discussion

Business units or companies always pay attention to consumers of their products. This is because the products produced by a company will be used by consumers of these products. The success of a company in running its business is determined by the company's ability to market its products, namely influencing potential consumers or buyers or prospective buyers to become effective consumers or buyers, and influencing consumers or buyers to increase their consumption or purchases. It is necessary to realize that all of us are actually buyers or consumers who always make purchases and consumption to meet needs and desires. These needs and wants are the basis of our lives and are strongly influenced by our respective lifestyles. From this description, it is not uncommon for the implementation of field research from marketing, directed at consumer behavior. Consumer behavior emphasizes the buyer's purchase choice system and knowledge of how the buyer uses available resources and time, money, and effort to obtain a product or service (Musa et al., 2022). Consumer behavior is the way individuals, groups and organizations choose to purchase and use products, services, ideas and experiences to satisfy their own needs and wants (Nemat et al., 2022). Consumer behavior is the process or activity by which individuals research, select, purchase, use and evaluate products and services to satisfy their needs and wants (Togawa et al., 2019).

Basically, the purpose of understanding consumer behavior is for specific purposes, such as to whom, for various reasons, and the desire to influence or change the behavior of certain consumers, including for marketing purposes. Understanding consumer motivation and behavior is absolutely necessary for the success and safety of companies in competition. The aspect of consumer behavior that is emphasized in the discussion of this research is an understanding of the variables and the decision-making process by consumers. Behavior in the decision-making process is a problem-solving process carried out by consumers to be able to meet the satisfaction of their needs and desires. The problem-solving perspective in the aspect of consumer behavior is directed from the behavior of satisfying needs that are influenced and motivated by various factors. These influencing factors can come from within the consumer and can also come from the environment. Factors that come from within consumers, in the form of perceptions, attitudes and personality and the learning process. Meanwhile, consumer environmental factors include role models and family groups, class or social status, culture, sub-culture and intercultural. All of these factors can influence consumer behavior in making decisions. For marketers, what is very important is how the consumer decision-

making process can be directed, aroused and encouraged or motivated so that these decisions are directed towards purchasing marketed products.

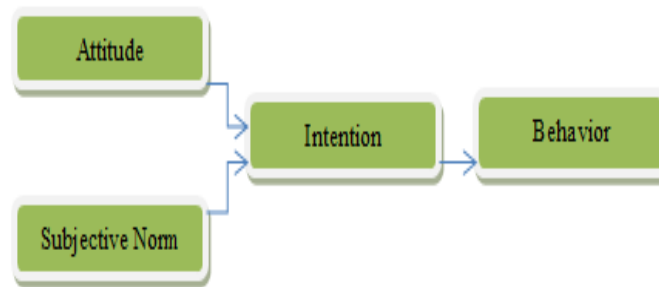
Marketing Strategy

Marketing strategy is a continuous process of decision making, decision implementation and performance analysis (Cravens et al., 2011). Marketing strategy effectively allocates and aligns marketing resources and activities to achieve business objectives (Walker & Mullins, 2014). Marketing strategy creates superior value for customers by integrating business strategy and market-oriented activities (Cravens et al., 2011). An important point in marketing strategy is the identification of target markets for specific products. Firms create competitive advantage through an integrated marketing mix. This marketing mix is specifically designed to meet the needs and wants of the target market (Walker & Mullins, 2014); (Safa'at et al., 2023). In international marketing strategy, companies must make strategic and tactical decisions. Strategic decisions involve objectives, product markets, market segments, business planning and time to market, while tactical decisions involve product positioning, product customization, advertising copy, media selection, promotion, pricing and distribution (Albaum et al., 2002). Based on this description, marketing strategy can be defined as a long-term initiative that is planned and implemented by allocating resources to publicize.

From the above, it is clear that marketing strategy includes a totality of concepts viz: products, needs, human resources, marketing, customer satisfaction, improving the relationship between marketers and customers and market creation. Marketing in a free and competitive market is essentially customer-orientated and not just selling products. Customer orientation is marketing behavior that prioritizes customer satisfaction, where their needs are met both in terms of product quality, price, ease of obtaining products and after-sales service. Product orientation is marketing behavior that pays attention to the quality of its products so that they can be liked and purchased by customers in terms of quality, usefulness, age, model, appearance and others. While orientation to competition is marketing behavior that always monitors, analyses, compares and positions itself against competitors so that the company is in a position opposite to the main competitors (whether the strategy is attacking or following).

Theory of Planned Behavior

There are several theories of behavior and each is expected to support each other, among which the one that will be used as research material is the Theory of Planned Behavior which is an attitude model that discusses the relationship between attitude, behavioral intention and behavior in addition to other factors such as subjective norms (Ajzen, 1991), (Purwanto et al, 2023). Theoretically, attitudes can be explained in such a way that they always precede behaviors, because behaviors are different from attitudes and attitudes are defined as latent dispositions. This model is an attitudinal model that discusses the link between attitude, subjective norm, behavioral intention and behavior. This model is based on the approach that predicting consumers' future behavior or choices can be done based on what they have said about their intention to buy or make a decision



Source: (Ajzen, 1991)

Figure 1.
Theory of Planned Behavior

Attitude

In terms of determinants of behavior change, attitude towards behavior has long been recognized as a powerful factor in shaping a person's behavior. Attitude refers to the extent to which a person views a particular behavior positively or negatively (Ajzen, 1991). In general, a more favorable attitude towards a behavior will increase the intention to perform that behavior. This assumption is supported by empirical evidence (Clark et al., 2003); (Fujii, 2006); (Sia et al., 1986). In addition, a number of studies have shown that attitudes towards green behavior are strong predictors of green behavioral intentions.

Subjective Norm

In addition to personal attitudes, social influences also determine a person's behavior. Especially through fear of social rejection, normative beliefs motivate people to act (Bamberg et al., 2007). Since people often compare themselves socially with their reference group, they are influenced by the beliefs of this group (Cialdini et al., 1990). Subjective norms emphasize the perceived social influence to perform certain behaviors. It refers to an individual's beliefs about the importance of others to perform a behavior (Ajzen, 1991). Thus, people tend to perform behaviors that conform to subjective norms, which reflect the social expectations that others have of a person.

The relationship between intention and behaviour

The theory of planned behavior is able to accurately predict behavior, but only under very specific conditions. In other words, the most important aspect of this model is that it is a prediction tool for very specific situations. The main advantage for researchers is that measures of behavioral intentions can accurately predict behavioral choices in the market or predictions of behavior determined by intentions.

Tourism

Tourism is the activity and process of spending time away from home for recreation, relaxation and enjoyment while enjoying commercial services (Walton,

2023). In its simplest form, tourism is defined as travel, either for leisure or work (Barykin et al., 2021). While the reasons for tourism are usually entertainment and recreation. The main purpose of most people is to spend a significant amount of time away from home and anything that constitutes work, while using commercial services in an attempt to relax. Those who engage in tourism are usually referred to as travellers. The tourism process consists of a number of trips to certain attractions or tourist destinations. Tourism is defined as a social, cultural and economic phenomenon whereby people visit countries or places outside their usual environment for personal or business/professional purposes (UNWTO, 2022).

Based on the background of the problem, objectives and theoretical basis as well as the results of previous research, the following hypotheses are formulated:

- 1) Attitude partially has a significant effect on tourists' intention to visit tourist attractions in East Java Province (H_1). The study on "The Role of Tourist Attitude Toward Destination Awareness, Destination Personality, and Future Visit Intention" found that destination personality has a positive effect on future visit intention, and tourist attitude mediates the relationship between destination personality and future visit intention. This suggests that a positive attitude toward a destination can influence the intention to revisit it (Ervina, E., & Octaviany, V., 2022).
- 2) Subjective norms partially have a significant effect on tourist intention to visit tourist attractions in East Java Province (H_2). A study on the effect of subjective norms, attitude, perceived risk, and perceived behavioral control on behavioral intention among Mount Bromo tourists in East Java found that subjective norms had a positive and supported effect on behavioral intention (Sinambela, et al, 2022). This suggests that subjective norms can influence tourists' intentions to visit specific attractions.
- 3) Attitudes and subjective norms simultaneously have a significant effect on tourists' intention to visit tourist attractions in East Java Province (H_3). A study examining the influence of attitude and subjective norms on tourists' intention to visit post-pandemic Covid-19 found that both variables have a significant impact (Wahyuni, S., & Yusuf, A., 2022).

C. RESEARCH METHOD

Quantitative research was used as the method in this study by conducting field surveys to three of the most popular tourist attractions in East Java, including 1) Mount Ijen, famous for its blue fire crater. Tourists can enjoy the beauty of the blue fire before 04.00 WIB. In the world, there are only two countries that have blue fire, namely Indonesia in Banyuwangi and Iceland. The location is in Banyuwangi and Bondowoso regencies, East Java. Its operating hours are open for 24 hours; 2) Madakaripura Waterfall, this waterfall with a height of 200 metres is declared as the highest in Java. Its location in a narrow valley surrounded by steep cliffs makes the charm of this waterfall unbeatable. To reach it, travellers will take an hour-long journey. Along the way, epic views will spoil the eyes of travellers. The location is in Branggah Hamlet, Negororejo Village, Lumbang District, Probolinggo Regency, East Java. Operating hours are from 08.00-16.00 WIB; 3) Mount Bromo, has many interesting photo spots. Starting from Teletubbies Hill, whispering sand, Pura Luhur

Poten, a stretch of grassland, to Mount Batok. The beauty of the sunrise here is truly amazing. The location is in the districts of Probolinggo, Pasuruan, Lumajang and Malang, East Java. The operating hours are open for 24 hours.

The population in this study were tourist visitors from the three attractions mentioned above. The population is unlimited, while the sampling technique is Convenience Sampling, this technique selects samples from population elements (people or events) whose data are easily obtained by researchers (Stratton, 2021). The population elements selected as sample subjects are unlimited so that the researcher has the freedom to choose the fastest and cheapest sample.

Data collection emphasizes the questionnaire method, which is a data collection technique through distributing questionnaires to a number of respondents. A total of 120 questionnaires were distributed to respondents in accordance with the predetermined population characteristics. After going through the selection, out of 120 questionnaires only 90 questionnaires were considered eligible as samples for analysis. In addition, using direct interviews with parties in the object of research. After the data is collected and processed, the next process is to analyze the data, in this section the analysis is carried out quantitatively using statistical analysis with multiple linear regression tests and the help of SPSS tools.

This study uses two independent variables and one dependent variable; more details can be seen in Table 1 below:

Attitude refers to the extent to which an individual views a particular behavior positively or negatively. It encompasses emotional, cognitive, and behavioral components (Wibawa et al, 2022). Subjective norms as a type of influence from the social environment, which influences individuals to have the intention to do something or show a certain behavior (Gayatri et al, 2013). Intention as a person's subjective probability dimension that connects that particular person to a particular behavior. This subjective probability reflects the individual's readiness or commitment to perform the behavior in question (Jiang et al, 2022).

Table 1.
Operational Variable

No	Variable	Indicator
X _{1.1}	Attitude (X ₁)	Tourist Attraction
X _{1.2}		Tourist Object Condition
X _{1.3}		Cleanliness of the Tourism Object
X _{1.4}		Service
X _{1.5}		Atmosphere
X _{1.6}		Parking Space
X _{1.7}		Security
X _{1.8}		Transport
X _{1.9}		Pleasant transport
X _{1.10}		Handicrafts and Souvenirs
X _{1.11}		Customized Souvenirs
X _{1.12}		Types of Souvenirs
X _{1.13}		Hotel Service
X _{1.14}		Hotel Security
X _{1.15}		East Java Arts
X _{1.16}		Interesting art

No	Variable	Indicator	
X _{2.1}	Subjective	Immediate Family	
X _{2.2}		Girl/boy friend	
X _{2.3}	Norm (X ₂)	Leaders or Bosses at Work	
X _{2.4}		Neighbor	
X _{2.5}		Friends	
Y ₁		Intention (Y)	Part-time Job
Y ₂			Not a part-time job
Y ₃	Want to see tourist attractions		
Y ₄	Want to see the beauty of nature		
Y ₅	Want to Visit Again		
Y ₆	Tell Other People		

Source: (Hidayah & Widanti, 2023)

D. RESULT AND DISCUSSION

Result

Respondents' Characteristics

Respondents from this study in terms of identity regarding the origin of the city of residence, age, gender, marital status, a total of 90 respondents were studied or observed as described in Table 2.

Table 2.
Respondents' Characteristics

No.	Respondents' Identity	Description	Number	Percentages (%)
1.	Province of Residence	East Java	58	64.44
		Outside East Java	32	35.56
2.	Ages	< 20	10	11.10
		20 – 29	43	47.78
		30 – 40	23	25.56
		> 40	14	15.56
3.	Gender	Male	42	46.67
		Female	48	53.33
4.	Marital Status	Married	43	47.78
		Single	47	52.22

Source: Processed Data (2023)

Table 2 shows that most respondents live in East Java with a percentage of 64.44%. The rest are domiciled outside East Java with a percentage of 35.56%. The highest age of respondents was in the age range of 20-29 years as much as 47.78% followed by respondents aged 30-40 years as much as 25.56%. A total of 15.56% of respondents were over 40 years old and 11.10% were under 20 years old. The average age of respondents as a whole is 30 years. The gender distribution of respondents in this study was dominated by female gender as much as 53.33% and male as much as 46.67%. Furthermore, most of the tourists who visited were single as many as 52.22% and the rest were married as many as 47.78%.

Research Instrument Test

The instrument used in this research is a questionnaire. Before being used the questionnaire must be tested for quality. In conducting the trial, the following test tools were used:

1. Validity test is a measurement tool that tests and validates the accuracy of the measurement tool with real data. An indicator is considered valid if it is able to achieve the goal of accurately measuring the latent construct (Purwono et al., 2021). For this purpose, the data is analyzed using Pearson's product moment (r) correlation method. This test involves correlating the response scores with the total score for all questions. In this study, an alpha level of $\alpha = 5\%$ was used for the validity test. If the correlation coefficient (r) is greater than 0.3, the statement is considered valid.
2. Reliability test is a process of testing the real or actual situation with a research instrument so that the data are consistent with the actual situation (Aminuddin, 2013). A measurement is reliable if several measurements are made on the same object and relatively similar results are obtained (Purwono et al., 2021). It will use the Cronbach Alpha method to measure reliability, which is derived from the data processing results in the SPSS programed. If the value of the coefficient is greater than 0.6, the statement is reliable.

Table 3.
Instrument Test

Indicator	Variable	(r)	Alpha Cronbach
X _{1.1}	Attitude (X ₁)	0.894	0.897
X _{1.2}			
X _{1.3}			
X _{1.4}			
X _{1.5}			
X _{1.6}			
X _{1.7}			
X _{1.8}			
X _{1.9}			
X _{1.10}			
X _{1.11}			
X _{1.12}			
X _{1.13}			
X _{1.14}			
X _{1.15}			
X _{1.16}			
X _{2.1}	Subjective Norm (X ₂)	0.898	0.866
X _{2.2}			
X _{2.3}			
X _{2.4}			
X _{2.5}			
Y ₁	Intention (Y)	0.900	0.876
Y ₂			
Y ₃			
Y ₄			
Y ₅			

Indicator	Variable	(r)	Alpha Cronbach
Y ₆		0.894	

Source: Processed Data (2023)

The results of the validity and reliability tests of the instruments of all variables in the table above have significant correlation (r) test results greater than 0.3 and have a Cronbach's alpha coefficient value above 0.6 so that the variables on each question item are said to be valid and reliable for use in further data processing.

Classical Assumption Test

The classical assumption test is used to see whether or not there are classical model deviations, namely by testing normality, multicollinearity and heteroscedasticity.

1. Normality test, the result of normality test with the normal probability plot shows that the data points are distributed around the diagonal and the distribution follows the diagonal direction, so the data distribution can be considered normally distributed, and the regression can be carried out with the multilinear model.
2. Multicollinearity test, which tests the classical hypothesis of multicollinearity through the variation coefficient of inflation (VIF) and the value of tolerance. It turned out that the value of the variation coefficient of inflation (VIF) exceeds 0.10, and the value of tolerance is less than one, which indicates the absence of multicollinearity between the independent variables in this study.
3. Heteroskedasticity test, looking at the distribution of the points in the scatter plot, we find that the points are randomly distributed and are above and below the number 0 on the Y-axis. This indicates that there is no heteroskedasticity in the regression model. This means that the research model satisfies the rule of heteroscedasticity.

Multiple Regression Analysis Test

Linear regression analysis in this study is to test whether there is an effect of attitudes and subjective norms on visiting intentions at tourist attractions in East Java. The following summary of the results of SPSS data processing can be seen in Table 4 below:

Tabel 4.
Multiple Regression Recapitulation

Dependent Variable	Independent Variable	Unstandardized Coefficients (B)	t-count	Partial Determiation Coefficient (r ²)
Intention (Y)	Attitude (X ₁)	0.282	3.859	0.205
	Subjective Norm (X ₂)	0.231	2.796	0.146
Determiation Coefficient (R ²): 0.270		F-count: 16.127		
Simultaneous Correlation (R): 0.520		t-table: 1.645		

Dependent Variable	Independent Variable	Unstandardized Coefficients (B)	t-count	Partial Deteriation Coefficient (r ²)
Constanta: 1.428		F-table: 3.44		

Source: Processed Data (2023)

Linear Multiple Regression Equation

To determine the magnitude of the influence of tourist attitude variables (attributes that tourists believe in) and subjective norms (which advocate tourist objects) on visiting intentions, multiple regression analysis is used. Based on the table above, the regression equation obtained is: $Y = 1.428 + 0.282X_1 + 0.231X_2$. The attitude variable has a regression coefficient of 0.282 (28.2%) and has a positive direction, this means that if the attitude increases by one unit, the intention to visit will increase by 0.282 (28.2%), and vice versa where other variables are considered constant. Subjective norms have a regression coefficient of 0.231 (23.1%) and have a positive direction, meaning that subjective norms (X2) increase by one unit, tourist intention (Y) will increase by 0.231 (23.1%), and vice versa where other variables are considered constant.

Simultaneous Coefficient of Determination (R²)

To determine the percentage contribution of the influence variable (X) to the affected variable (Y) as a whole. The results of data processing show that the simultaneous coefficient of determination is 0.270 (27%), this means that the ups and downs of visiting intentions are influenced by 0.270 (27%) by attitude variables and subjective norms and the remaining 0.730 (73%) is influenced by other variables outside the model.

Hypothesis Test

1. The t-test, used to determine whether each independent variable has a real effect or not on the dependent variable. The results of data processing for attitude variables are t-count 3.859 greater than t-table 1.645. This shows that there is a significant and positive influence between the attitude variable and the intention to visit. The results of data processing for the subjective norm variable are t-count 2.796 greater than t-table 1.645. This shows that there is a significant and positive influence between the subjective norm variable and tourist intention. So it can be concluded that attitudes and subjective norms partially have a significant effect on tourists' intention to visit tourist attractions in East Java Province (H₁ & H₂ accepted).
2. F-test, to determine the overall hypothesis, namely to test whether the attitude variables and subjective norms have an overall effect on tourist intention, the F test is used. From the results of data processing, the F-count value is 16,127 and for the F table is 3.44. Because the F-count value is greater than the F-table, it can be concluded that the attitude variables and subjective norms as a whole have a positive influence on tourist intention to visit tourist attractions in East Java Province (H₃ accepted).

The results showed that most of the respondents were dominated by women compared to men and more domiciled in East Java. Based on age, respondents were dominated by respondents aged 20-29 years or categorized as early adults. Early adulthood is productive ages where individuals are considered established and have their own income so that the desire to do tourism activities is greater due to the financial ability, time and energy they have to travel. The object of research is more on natural attractions where tourist intentions towards natural attractions are also based on people's needs to get natural relaxation and refresh themselves from the fatigue of doing daily activities.

Discussion

The Influence of Attitude Factors on Travel Intention

Based on the results of the research analysis, it shows that attitude factors have a positive effect on travel intentions. This finding is also in line with previous research which states that attitude has a significant effect on tourists' desire to travel (Debora Indriani et al., 2019); (Bashir, 2019); (Ibnou-Laaroussi et al., 2020). The desire of individuals to carry out tourism activities is strongly influenced by internal factors within individuals who need relaxation and pleasure through tourism activities. This study is also in line with the findings of (Zhang et al., 2020) which state that the attitude factor is the most dominant variable from subjective norms in predicting tourists' intention to travel.

Cleanliness is a crucial factor that significantly influences tourist satisfaction and their intention to revisit destinations. Studies indicate that tourists are more likely to return to locations that maintain high standards of cleanliness and sanitation (Sandhubaya et al, 2021). For instance, the implementation of cleanliness protocols (CHSE) has been shown to enhance tourist satisfaction and positively affect their intention to revisit. The quality of service provided at tourist attractions and accommodations is vital. Research indicates that perceived service quality is a significant predictor of tourist satisfaction, which in turn influences their intention to revisit (Abbasi et al, 2021). High-quality service enhances the overall experience, leading to positive intentions. The atmosphere of a tourist destination contributes to the overall experience. A pleasant environment can enhance tourists' enjoyment and satisfaction, thereby increasing their likelihood of returning. Factors such as ambiance, aesthetics, and comfort are critical in shaping these perceptions. Safety and security are paramount for tourists when choosing destinations. Studies have shown that perceived safety positively influences tourists' intentions to visit again. Tourists need to feel secure in their surroundings, which can significantly impact their decision-making process regarding revisiting a location (Sandhubaya et al, 2021). The availability of adequate parking spaces, transportation options, and other amenities plays a crucial role in shaping tourists' experiences. Well-maintained facilities contribute to higher satisfaction levels, which correlate with increased intentions to return (Faiq, N., & Supriyanto, S., 2023). Unique cultural experiences, such as local arts and crafts, can enhance the attractiveness of a destination. Customized souvenirs and handicrafts not only enrich the tourist experience but also create lasting memories that encourage revisiting (Sandhubaya et al, 2021).

Pleasant transport options can significantly influence tourists' experiences at a destination. Efficient transport services make it easier for tourists to navigate attractions, thereby enhancing their overall satisfaction and intention to return.

The Influence of Subjective Norm Factors on Travel Intention

Based on the results of the analysis, it shows that subjective norms have a positive effect on travel intentions. This finding is also in line with previous research which states that subjective norms have a significant effect on tourists' desire to travel (Feng, 2020); (Grubor et al., 2019); (Jung et al., 2020). One of the factors that influence an individual to carry out tourism activities is due to the role of perceptions and opinions of the closest people regarding these tourism activities (Grubor et al., 2019); (Zhang et al., 2020). Subjective Norm is the lowest dimension in predicting travel intention. This shows that external factors, both family and the surrounding environment, have less significant influence on individual decisions to travel. Factors such as the risk of exposure to viruses, health and so on become individual considerations in making travel decisions. Experience in travelling is something that needs to be considered by the manager of tourist destinations. Travellers who have a safe and comfortable travel experience will allow them to recommend and influence other individuals to carry out tourism activities. The image of tourism during the pandemic is a reference for not recommending tourism activities during the pandemic and post-pandemic. Therefore, it is necessary to promote tourism that relies on aspects of security, health, and safety so that people do not hesitate to start travelling again.

The Influence of Attitude Factors and Subjective Norms on Travel Intention

Based on the results of the research analysis, two determinants of the Theory of Planned Behaviour, namely attitudes and subjective norms, significantly positively influence people's travel intentions. This is in line with previous research which states the influence of these three factors on tourist intentions and behavior (Das & Tiwari, 2021); (Irawan et al., 2021); (Boguszewicz-Kreft et al., 2020).

According to the Tourism Research Australia (TRA) report, there is a high share of part-time jobs in the tourism industry compared to the economy overall. In June 2023, part-time jobs accounted for 358,400 out of 712,000 total tourism jobs, which is a significant proportion (Tran et al, 2023). The study on the influence of cleanliness, health, safety, and environment sustainability on tourist revisit intentions found that safety and health positively influence interest in visiting again. However, cleanliness and environmental sustainability had a positive but not significant effect on interest in revisiting (Sandhubaya et al, 2021). The desire to see the beauty of nature is a significant factor influencing tourist intentions. This aspect can be linked to the overall satisfaction and enjoyment derived from visiting natural attractions, which in turn affects revisit intentions (Sandhubaya et al, 2021). The intention to tell other people about a destination is also an important factor. Positive experiences can lead to recommendations and increased visitation rates, thereby influencing future intentions to visit tourist attractions (Sandhubaya et al, 2021).

Implications for Marketing Strategy

After the information is known through data description, tourist responses and statistical test results from the tourist attractions of Mount Ijen, Madakaripura Waterfall, Mount Bromo, a marketing strategy is needed to increase the number of tourists. The implications of the strategy are guided by existing marketing strategies, namely product strategy, price strategy, place strategy and promotion strategy.

a. Product Strategy

Tourists visiting tourist attractions in East Java will be said to be quality tourism if tourists visiting tourist attractions will always expect quality service without giving complaints/suggestions to these tourist attractions. It turns out that of the 120 questionnaires submitted to tourists, 71 respondents gave suggestions, while the suggestions given were to improve cleanliness, improve facilities and infrastructure, improve security, improve services, the need for tour guides, promotions need to be improved and there is a large parking area. Based on the suggestions submitted by tourists, it needs to be considered by the East Java government which takes care of tourism objects to improve the shortcomings that exist in tourism objects. Tourism is the main service accompanied by goods (souvenirs) and services (hotel services, tour guide services). Based on this concept, the East Java government in addition to paying attention to its tourism objects must also pay attention to other goods and services that support these tourism objects. One of them is to improve the quality and quantity of souvenirs. The quality of souvenirs in East Java needs to be improved and packaged in such a way that it has its own charm for tourists. In addition, tourists visiting Mount Ijen want a special place to sell souvenirs around the tourist sites. Tourists also suggested that increased security at tourist attractions needs to be considered. Increasingly, the crime rate in East Java is increasing, this is indicated by the rampant acts of murder, theft and other forms of criminality. Therefore, the government is expected to pay attention to security for tourists both during the day and at night because security is one of the factors that determine service quality criteria.

b. Price Strategy

Price strategy is a benchmark for commercial companies for profit calculation. Meanwhile, the price strategy in non-company marketing such as public marketing/social marketing is not the main goal for calculating profits. Pricing strategy consists of pricing strategies, discounts and payment methods. Tourism in East Java is still handled by the government. So far, the government has fully subsidised tourist attractions so that the price issue is not a problem. However, with the existence of regional autonomy, tourist attractions are one of the local revenue. For this reason, tourist attractions need to be improved so that more tourists visit. To improve tourist attractions, the government needs money so it needs to carry out a pricing strategy for its tourist attractions. The entrance ticket price (retribution ticket price) at the tourist attraction is very cheap. The East Java government in setting the price strategy must see the level of local price development, the quality of tourist attractions and competitively and comparatively with other tourist attractions. In addition to the above activities the government also needs to improve the management of people who collect entrance tickets, these people need to be given uniforms and identification.

c. Place Strategy

Marketing channel strategy is not limited to the distribution of physical goods. Service companies also face problems with channel strategies. Tourism marketing channels must also find locations and agents to reach tourists widely. The development of tourism objects and attractions in terms of location must be considered. The activeness of the local community as a party that has relatively broader knowledge capabilities regarding the condition of local objects, both in the role of tourism service providers and as tourism hosts. The local community is in the form of travel agencies or agents and tour guides. With the existence of travel agencies and tour guides can know more information about the attractions of an area. The number of travel agencies in East Java is still low, the role of travel agencies in East Java is still lacking, for this travel agency must play an active role as the spearhead of marketing and development of tourist objects and attractions in East Java. Tour guides are still lacking, both in number and knowledge.

d. Promotion Strategy

Marketing promotion is a key element of the rest of the marketing mix. Promotion strategy consists of five main tips, namely advertising, direct marketing, sales promotion, public relations/publicity, and personal selling. Based on who and what tourists know about tourist attractions in East Java, it can be revealed that respondents get information from close family, girlfriends, superiors at work, newspapers and other billboards. In addition, tourists provide suggestions, namely increased promotion. The tourists still lack tourism information and signs indicating the distribution of tourist attractions. They suggested that brochures be sold at each tourist spot. The East Java Provincial Government has tried to promote tourism objects by making leaflets and booklets about tourism objects that are widely distributed through hotels, travel agency restaurants, arts and cultural missions and at exhibitions both held at home and abroad.

E. CONCLUSION

The results of this study indicate that the Theory of Planned Behavior model is proven to predict tourists' travel intentions in the context of tourism. The results found that attitude factors and subjective norms have a positive effect on tourists' intention to travel. A person's positive attitude towards tourism has a significant influence on travel intention. Subjective norms from family and friends who have a positive view of tourism also affect an individual's intention to travel. The results of this study also found that the most dominant variable is the attitude factor while the weakest variable is the subjective norm factor. The attitude factor is more dominant because tourists' intention to do tourism activities is influenced by feelings and emotions. The individual's desire to obtain relaxation and pleasure after doing daily routines has a dominant effect on travel intentions. The results of this study can be a mechanism for the government and tourist destination managers to promote tourism, especially domestic tourism. The sustainability of the tourism sector is highly dependent on tourist visits. Therefore, what the government and tourist destination managers can do is promote domestic tourism to improve the economy.

This research is still far from perfection. The limitations of this study are in the sample of respondents who are only centered in the area of three tourism locations, while East Java still has many tourist destinations that attract tourists. In addition, this study only uses the original variables from the Theory of Planned Behavior determinants. This research is also limited to the determinants through the survey method and does not explore why these factors may arise. This research is only limited to the scope of travel intentions and does not explore tourist behavior. Future researchers can conduct surveys of tourists in other cities with a larger number of respondents so that the generalization process can be carried out. Future research can add other variables to predict tourists' intention to travel. Future research needs to conduct an in-depth investigation of tourists' motivations and intentions to travel. Research using the Theory of Planned Behavior model is better if conducted longitudinally to get a more comprehensive picture of tourists' behavioral intentions.

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