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Antecedents to Revenge Tourism with an Expanded Theory of Planned Behavior in Jabodetabek Region

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Abstract

Revenge tourism is a manifestation of tourist expressions to make up for lost time due to the pandemic. This study aims to explore the factors that encourage someone to engage in revenge tourism by using an expanded *Theory of Planned Behavior* (TPB). The population in this study were Jabodetabek residents in adulthood who had traveled during the easing of restrictions. Sampling using convenience sampling technique with a total sample of 246 people. This study used a quantitative approach, and data were collected through questionnaires distributed online using Google Forms. The data analysis technique in this study uses Partial Least Square (PLS). PLS is an equation model of Structural Equation Modeling (SEM) with an approach based on variance or component-based structural equation modeling. The results of this study provide insight into the factors that influence a person's intention to engage in revenge tourism and can be used to develop effective policies and marketing strategies in tourism.

Keywords: Covid-19, PPKM, perceived risk, planned behavior, revenge tourism, travel stimulus.

INTRODUCTION

The Covid-19 pandemic is an outbreak that has had a major impact on paralyzing global tourism, causing limited access between countries in the world to the point that there is a ban on visas for certain countries, thereby limiting the world of aviation [1]. The Covid-19 outbreak is the same as the MERS outbreak, which hurts the world economy [2], including Indonesia [3]. One industry that has been affected is the tourism industry due to travel restrictions [4], which have decreased travel demand [5,6].

The prolonged pandemic and restrictions on mobility cause unhappiness in individuals and lead to pandemic fatigue [7]. The decrease in the number of cases of transmission of Covid-19, the decrease in the severity of the new variant, and the expansion of the range of vaccinations have forced the government to ease travel. It encourages tourists to travel to tourist destinations as a form of revenge for months of staying at home due to Covid-19, known as *revenge tourism* [8]. Revenge tourism is a manifestation of tourist expressions to make up for lost time due to the pandemic. Revenge tourism has resulted in increased data and hotel bookings in various tourist destinations [9].

Although much research has been done on travel intentions, the factors that encourage people to take revenge tourism are likely to be different. Among several studies regarding people's intentions to carry out revenge tourism, the factors of revenge tourism have yet to be fully discussed, so they cannot provide complete information. Revenge tourism was caused by pandemic fatigue and the presence of a tourist stimulus, but we have not studied how these factors affect revenge tourism [10]. Meanwhile, a study by Chinazzi *et al.* examined the effect of perceptions of the risk of transmission of Covid-19 on revenge tourism behavior [11]. However, these two studies are based on something other than theory to explain the phenomenon of revenge tourism. This research uses the Theory of Planned Behavior (TPB) as the main theory because it has been proven to be able to predict a person's intention to visit tourist destinations [12,13]. The theory is often expanded by adding other relevant variables to the research context to increase its predictive ability [14]. This research will integrate pandemic fatigue, tourism stimulus, and perceived risk into SDGs to provide a holistic understanding of intentions to carry out revenge tourism.

MATERIAL AND METHOD

Data Collection

This study uses a quantitative approach. The population in this study were Jabodetabek residents in adulthood who had traveled during the easing of restrictions. Therefore, the sample was taken using a convenience sampling

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technique with a minimum sample size of 175. The survey, which was conducted from September to November 2022, managed to obtain 295 samples. There are 44 non-conforming samples and five unengaged responses, so the number of samples used for analysis is 246 data.

The research data was collected through questionnaires distributed online using Google Forms. This study uses seven variables: pandemic fatigue, travel stimulus, perceived risk, attitude towards revenge tourism, subjective norms, perceived behavioral control, and desire to do revenge tourism. All variables are measured using a 5-point Likert scale.

Data Analysis

The data analysis technique in this study uses Partial Least Square (PLS). PLS is an equation model of Structural Equation Modeling (SEM) with an approach based on variance or component-based structural equation modeling. SEM-PLS is used as an analytical tool for research purposes in predicting factors that affect the dependent variable with a model complexity that has many indicators. This research expands on TPB by adding antecedents of attitudes towards revenge tourism to identify the main variables that explain the desire to carry out revenge tourism through PLS-SEM analysis.

RESULT AND DISCUSSION

Sociodemographic data from the research sample (Table 1) shows that the survey was dominated by male respondents and the millennial generation aged 26 to 40 years. Most respondents were married and had at least a bachelor's degree.

One item of the pandemic fatigue variable has an outer loading value below 0.5, so it is excluded from the analysis. After deletion, it was found that all remaining indicators met the criteria with outer loading values above 0.5, AVE of at least 0.5, and composite reliability of at least 0.7, as presented in Table 2. Testing discriminant validity using the results of the Fornell-Larcker criterion and Heterotrait-Monotrait (HTMT) in Table 3 and Table 4 shows that the research instrument met the requirements for discriminant validity.

Furthermore, hypothesis testing was carried out using the bootstrapping method with a sub-sample of 5,000 to test the effect between variables, both directly and indirectly, on the desire to carry out revenge tourism. The bootstrapping test results presented in Table 5.

Table 1. Sociodemographic Profile of Respondents

Variable	Frequency	%
Gender		
Male	144	58
Female	106	42
Age (years old)		
21-25	27	11
26-30	52	21
31-35	77	31
36-40	47	19
41-45	33	13
46-50	7	3
> 50	7	3
Marital Status		
Married	166	66
Single	81	32
Divorce	3	1
Education Level		
Junior High School	2	1
High School	23	9
Diploma (D1, D2, D3)	51	20
Bachelor (S1 or D4)	151	60
Postgraduate (S2 or S3)	23	9
Net Income Per Month		
< IDR 5.000.000	20	8
IDR 10.000.000 - 14.999.999	65	26
IDR 15.000.000 - 19.999.999	45	18
IDR 20.000.000 - 24.999.999	26	10
IDR 25.000.000 or more	34	14
IDR 5.000.000 - 9.999.999	60	24

The structural model in Table 5 shows that tourist travel stimulus, risk perception, and pandemic fatigue can explain attitudes toward revenge tourism by 26.6%. Of the three variables, pandemic fatigue (β=0.159, p-value 0.003) and travel stimulus (β=0.472, p-value <0.001) have a significant effect on attitudes. In contrast, perceptions of the risk of transmission of Covid-19 (β=0.034, p-value 0.330) have no significant effect on attitude. It resulted in attitudes only mediating the relationship between pandemic fatigue (β=0.048, p-value 0.016) and travel stimulus (β=0.144, p-value 0.000) on the desire to carry out revenge tourism but did not mediate risk perceptions (β=-0.010, p-value 0.333).

Meanwhile, travel stimulus, perceived risk, pandemic fatigue, attitudes, subjective norms, and perceived behavioral control can explain the desire to do revenge tourism by 62.4%. Of the six variables, attitude (β=0.304, p-value 0.000), perceived behavioral control (β=0.458, p-value 0.000), and pandemic fatigue (β=0.159, p-value 0.003) have a positive effect significant to the desire to revenge tourism. While the subjective norm (β=0.077, p-value 0.113), travel stimulus (β=0.094, p-value 0.050), pandemic fatigue (β=-0.026, p-value 0.287), and risk perception (β=0.029, p-value 0.309) had no significant effect on the desire to do revenge tourism.

Table 2. Results of Descriptive Statistics, Validity, and Reliability

Variable	Descriptive Statistic		Validity	Reliability		
	Mean	SD	Outer Loading	AVE	Composite Reliability	Cronbach's Alpha
Pandemic Fatigue				**0.737**	**0.918**	**0.882**
PF1	3.358	1.138	0.839			
PF2	3.199	1.248	0.916			
PF3	3.020	1.146	0.854			
PF4	2.862	1.229	0.823			
Travel Stimulus				**0.605**	**0.884**	**0.835**
TS1	4.236	0.711	0.740			
TS2	4.146	0.857	0.824			
TS3	4.159	0.843	0.810			
TS4	4.305	0.771	0.826			
TS5	4.350	0.721	0.778			
Risk Perception				**0.673**	**0.911**	**0.892**
PRC1	3.569	1.116	0.746			
PRC2	3.537	1.128	0.750			
PRC3	3.569	1.116	0.812			
PRC4	4.020	0.886	0.864			
PRC5	3.890	0.928	0.917			
Attitudes Towards Revenge Tourism				**0.664**	**0.908**	**0.873**
A1	4.211	0.752	0.810			
A2	4.390	0.652	0.833			
A3	4.386	0.639	0.773			
A4	4.370	0.661	0.825			
A5	4.329	0.645	0.831			
Subjective Norm				**0.603**	**0.883**	**0.833**
SN1	4.309	0.694	0.773			
SN2	4.211	0.672	0.836			
SN3	4.248	0.644	0.799			
SN4	4.276	0.684	0.811			
SN5	3.890	0.928	0.650			
Perceived Behavior Control				**0.576**	**0.871**	**0.813**
PBC1	4.171	0.746	0.821			
PBC2	4.232	0.656	0.770			
PBC3	4.187	0.725	0.738			
PBC4	4.280	0.703	0.813			
PBC5	4.398	0.653	0.737			
Desire to do Revenge Tourism				**0.597**	**0.880**	**0.829**
RT1	4.309	0.694	0.671			
RT2	4.297	0.667	0.835			
RT3	4.118	0.850	0.747			
RT4	4.122	0.920	0.782			
RT5	4.350	0.721	0.817			

Table 3. Discriminant Validity Test Results based on Fornell-Larcker

	PF	TS	PRC	A	SN	PBC	RT
PF	0.859						
TS	0.128	0.778					
PRC	-0,232	0.166	0.820				
A	0.228	0.487	0.008	0.815			
SN	0.108	0.549	0.098	0.667	0.777		
PBC	0.107	0.346	0.245	0.611	0.520	0.759	
RT	0.107	0.445	0.173	0.675	0.570	0.721	0.773

Description: PF = Pandemic Fatigue, TS = Travel Stimulus, PRC = Risk Perception, A = Attitudes Towards Revenge Tourism, SN = Subjective Norm, PBC = Perceived Behavior Control, and RT = Desire to do Revenge Tourism.

Table 4. Discriminant Validity Test Results Based on HTMT

	PF	TS	PRC	A	SN	PBC	RT
PF							
TS	0.145						
PRC	0.293	0.183					
A	0.257	0.556	0.095				
SN	0.140	0.652	0.134	0.780			
PBC	0.123	0.416	0.259	0.726	0.630		
RT	0.153	0.531	0.189	0.794	0.684	0.875	

Description: PF = Pandemic Fatigue, TS = Travel Stimulus, PRC = Risk Perception, A = Attitudes Towards Revenge Tourism, SN = Subjective Norm, PBC = Perceived Behavior Control, and RT = Desire to do Revenge Tourism.

Table 5. Hypothesis Test Results

Hipotesis	Path coefficient	Standard error	t-value	p-value	Decision
H_1: A → RT	0.304	0.077	3.965	0.000	Supported
H_2: SN → RT	0.077	0.064	1.210	0.113	Not Supported
H_3: PBC → RT	0.458	0.073	6.304	0.000	Supported
H_4: PF → RT	-0.026	0.046	0.561	0.287	Not Supported
H_5: PF → A → RT	0.048	0.023	2.146	0.016	Supported
H_6: TS → RT	0.094	0.057	1.650	0.050	Not Supported
H_7: TS → A → RT	0.144	0.041	3.496	0.000	Supported
H_8: PRC → RT	0.029	0.056	0.497	0.309	Not Supported
H_9: PRC → A → RT	-0.010	0.024	0.432	0.333	Not Supported

Description: A = Attitudes, RT = Desire to do Revenge Tourism, SN = Subjective Norm, PBC = Perceived Behavior Control, PF = Pandemic Fatigue, TS = Travel Stimulus, and PRC = Risk Perception.

DISCUSSION

Theoretical Implications

Regarding the application of TPB to the desire to carry out revenge tourism, the results of this study only partially support this theory because they only found attitudes and perceptions of behavioral control that had a significant effect. The Theory of Planned Behaviour (TPB) assumes the possibility of predicting and explaining human behavior by identifying their intentions. Three factors shape the preferences: attitudes towards, social norms, and perceived behavioral control over the behavior [15]. Among the two components that have the most significant influence is the perception of behavioral control. It is in line with the results of research by Amaro and Duarte [16], who found results that perceptions of behavioral control influence tourism actors to take revenge tours. Likewise, previous studies [17] and [18] showed that perceptions of behavioral control can influence a person's intention or desire to travel.

This study found that subjective norms did not affect the desire to carry out revenge tourism. The results of this study differ from those of [18] and [19], which show that subjective norms can influence a person's intention or desire to travel. The measurement of subjective norms in this study is related to the support of other people to travel with the easing of social restriction policies, whether it is the support of family, friends, or other colleagues. Meanwhile, subjective norms cannot influence the desire to carry out revenge tourism, possibly because the respondents in the study were residents of the Jabodetabek area, with the majority aged 21 to 35 years and having an income. It shows that respondents have internal resources (financial, free time), so the desire to carry out revenge tourism is low and is not influenced by friends or family.

Based on the results of hypothesis testing, the results showed no direct effect of pandemic fatigue on the desire to carry out revenge tourism. It differs from the research results by Bae and Chang [18], which show that pandemic fatigue positively and significantly influences interest in taking revenge tours. Meanwhile, the indirect influence test results showed that attitudes could mediate the effect of pandemic fatigue on the desire to carry out revenge tourism. It is in line with research by Li *et al.* [20], who found that fatigue due to the Covid-19 pandemic affects people's attitudes that led them to travel. When people feel increasingly tired of the pandemic, this will encourage them to have a positive attitude toward revenge tourism, ultimately increasing their desire to carry out revenge tourism.

Meanwhile, this study failed to prove the direct or indirect effect of perceptions of the risk of Covid-19 transmission on the desire to carry out revenge tourism. This finding is different from the previous results [16] and [21], which found that perception of risk influences tourism actors to make tourist visits, but are in line with Hsieh *et al.* [17], which show that perceptions of risk have not been able to have an impact on intentions to make tourist visits. The possible cause is related to the period of conducting the survey, which was conducted from September to November 2022, when Covid-19 was declared endemic, with a decrease in the transmission rate of Covid-19 and an increase in the recovery rate. As a result, people are not too worried about the risk of transmission of Covid-19 when going on a tour.

Practical Implications

This study found that perceived behavioral control is the component of the Theory of Planned Behavior, which has the most significant influence on the desire to travel. It can be interpreted as those respondents feeling they have good financial resources, time, information, and accommodation to travel at any time. Therefore, tourism actors can more aggressively carry out marketing for the tours offered so that they will be able to attract more tourists to visit. In addition, tourism business actors must create a positive perception of tourists doing tourism after the *Enforcement of Restrictions on Community Activities* (PPKM in Bahasa). It can be done by re-branding tourist attractions so that they have a positive image, both physically and mentally. The long-term effect is that tourism activities will be perceived as a positive attitude.

In addition, this study shows an influence between tourist travel stimulus and the desire to carry out revenge tourism. The tourist travel stimulus has shaped a person's attitude toward having the intention to travel. It will be a suggestion for tourism businesses to provide stimulus such as discount promotions, bundling with access to tourist sites, free additional services, tourist attraction vouchers, or flexible booking and accommodation policies to attract tourists to visit tourist attractions.

The government must also play an active role in promoting tourism which has risen since the Enforcement of Restrictions on Community Activities was relaxed. It, of course, will also help shape the image of tourism in Indonesia as a positive thing. Apart from that, as the highest policy stakeholder, the government must also be able to provide guarantees that PPKM easing must be equitable and unambiguous. It is needed for tourism operators and tourism entrepreneurs so that they can get certainty to be able to travel and provide tourism services without worrying about cancellations due to *PPKM* policies that are uncertain and tend to change. In addition, tourism business actors must also pay attention to and ensure consistent safety, beauty, cleanliness, and availability of food, good drinks, and public transportation. It is also part of the demand or service to visiting tourists and is part of the strategy which can build public trust to make tourist visits.

Limitations and Suggestions for Further Research

This research data was collected when the pandemic began to shift to the endemic stage. If conditions change, the influence of the factors in this study may change. In addition, the research was conducted in urban areas, with most respondents aged 21-35 years. It is possible because the characteristics of Jabodetabek urban residents are individualistic and social relations with other individuals are a company in nature where individual needs are prioritized compared to the opinions of the surrounding community, so they do not prioritize input from other people in making decisions to do tourism. Further research can be done by comparing data collection for urban and rural respondents due to different social levels.

The level of individual perceptions of the pandemic, perceptions of travel risk, and desire to take revenge tours will continue to change. Future research may consider incorporating the life satisfaction variable into the research model. Life satisfaction is a perception of life quality and satisfaction with material, community, emotional health, and safety [22]. When the Covid-19 pandemic occurred, community life satisfaction decreased due to decreased physical and mental health [23]. When individuals experience unwanted circumstances that affect their life satisfaction, their motivation to flee increases [24], including an intention to carry out revenge tourism.

CONCLUSION

Tourism travel stimulus, risk perception, and pandemic fatigue can explain attitudes toward revenge tourism by 26.6%. Travel stimulus, perceived risk, pandemic fatigue, attitudes, subjective norms, and perceived behavioral

control can explain the desire to do revenge tourism by 62.4%. The results of this study provide insight into the factors that influence a person's intention to engage in revenge tourism and can be used to develop effective policies and marketing strategies in tourism.

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