PROGRAM BOOK

S T P
TRISAKTI

Tourism, Gastronomy, Destination International Conference 2021

" Rebuilding and Reshaping Tourism Outlook"

Jakarta, December 2nd 2021

THE 3rd
INTERNATIONAL CONFERENCE ON
TOURISM, GASTRONOMY, AND TOURIST DESTINATION
TGDIC 2021

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Welcoming Remark

Dear honorable and distinguished guests,

It is a tremendous honor and a great pleasure to welcome you all to the 3rd Tourism, Gastronomy, Destination International Conference (TGDIC) 2021 hosted by Trisakti School of Tourism. The conference, which has the theme of "Rebuilding and Reshaping Tourism Outlook", intends to bring together scientists, academics, researchers, and practitioners to discuss their expertise, research findings, and experiences in the era of Pandemic Covid 19. This year, the conference is held virtually on 2nd December 2021. We are honored to have Dr. (H.C.) Ir. Tri Rismaharini, M.T, The Minister of Social Affairs of the Republic of Indonesia as the keynote speaker. We are also delighted to have 5 invited speakers from international institutions: James Cook University Australia, Guilin Tourism University China, Hong Kong Polytechnic University, RMIT University Vietnam, and World Women Tourism Singapore, to give presentations related to the theme of conference. Following the plenary session by the five speakers, there will be a parallel session in which the speakers have to attend the assigned room and present their paper. The speakers and authors of the paper come from various institutions in Indonesia, and from overseas, including Portugal, Switzerland, India, Hungary, and China.

We recognize the importance of paper dissemination through international publication. This year we are able to work on a publication with CRC Press, a member of Taylor and Frances group, as one of the leaders in the publication context.

The conference can be successfully held due to the efforts of numerous parties working together. First of all, I would like to offer my heartfelt gratitude to the President of Trisakti School of Tourism, Mrs. Fetty Asmaniati, SE., MM. and her team for their unwavering support in ensuring that the conference is organized on a regular basis. Secondly, I would like to thank all the co-hosting institutions, which include Universitas Pancasila, Swiss German University, Sekolah Tinggi Pariwisata Ambarukmo, and Institut Pariwisata dan Bisnis Internasional. Thirdly, our appreciation also goes to all the sponsors and media partners. Last but not least my sincere appreciation goes to the committee members who have worked hard for the success of this conference.

I am looking forward to meeting all of you at the 3rd TGDIC 2021

Dr. Myrza Rahmanita, M. Sc.
Chief of the Organizing Committee

Welcoming Speech

Assalamu'alaikum Wr. Wb.

Dear the Honorable guests, speakers and all distinguished participants. It is a tremendous honor and a great pleasure to welcome you all to the 3rd Tourism, Gastronomy, Destination International Conference (TGDIC) 2021 hosted by Trisakti School of Tourism. Praise always to the God Almighty, who has bestowed His mercy and blessings on us all so that today we can be here at Trisakti School of Tourism to take part in this 3rd International Conference on Tourism, Gastronomy, and Destination 2021.

With full of honor and happiness, I thank all the keynote speakers and presenters for their participation in this conference. Let us share information and research results at this conference. We believe this event is very strategic and meaningful not only to us, but also to the development of Tourism and Hospitality industry in the era of Pandemic COVID-19. Through this activity, we expect that we can develop innovation and meet the demands of scientific, technological and socio-cultural development in the field of Tourism, Gastronomy, and Destination.

This 3rd International Conference on Tourism, Gastronomy, and Destination can be held because of the help of various parties, so that on behalf of the TGDIC 2021 committee, let me express million gratitude to the all parties, and especially to all sponsors that have contributed to the successful of this event:

1. James Cook University Australia
2. Guilin Tourism University China
3. Swiss German University, Jakarta
4. Universitas Pancasila, Jakarta
5. Sekolah Tinggi Pariwisata Ambarrukmo (Stipram) Yogyakarta
6. Institut Pariwisata dan Bisnis Internasional, Bali

We indeed still expect very much to be able to collaborate with all the sponsors in other events in the future. Wish you all the best and success participating in this this 3rd International Conference on Tourism, Gastronomy, and Destination.

Wassalamu'alaikum Wr. Wb.

Fetty Asmaniati, SE., MM
President

Rundown

**The 3rd International Conference on
Tourism, Gastronomy, and Tourist Destination (TGDIC 2021)
Trisakti School of Tourism, Jakarta
Thursday, 2nd December 2021**

NO	TIME	DESCRIPTION
1.	08.30 – 09.00	Registration
2.	09.00 – 09.05	Opening by MC
3.	09.05 – 09.15	Welcoming Remarks from The Chairman of Committee **Dr. Myrza Rahmanita, M.Sc**
4.	09.15 – 09.25	Speech of The President of Trisakti School of Tourism **Fetty Asmaniati, SE., MM.**
5.	09.25 – 09.35	Speech of The Chairman of Trisakti Foundation **Mayjend (Purn) Dr. Djanadi Bimo Prakoso, PSC., MPA., M.Sc**
6.	09.35 – 09.55	Keynote Speaker **Dr (HC) Ir. Tri Rismaharini, M.T** Minister of Social Affairs of the Republic of Indonesia
7.	09.55 – 10.00	Commercial Break
8.	10.00 – 10.45	Invited Speakers Panel Discussion Session **1. Dr. Pan Junyang** Guilin Tourism University – China "Let the machine know you well: Knowledge Graph and It's Application in Tourism" (15 minutes) **2. Hera Oktadiana, Ph.D., CHE** James Cook University – Australia "Why do we travel? Insight from Travel Career Pattern Theory" (15 minutes) Moderator: **Prof. Willy Arafah** Q & A (15 minutes)

9.	10.45 – 12.00	Invited Speakers Panel Discussion Session **1. Dr. Justin Matthew Pang D.HTM, MHA, MBA, CHA, GMP** Tourism & Hospitality Management School of Business & Management RMIT University Vietnam "A perspective of Vietnam's Management of Tourism Attraction-Pre Covid" (15 minutes) **2. Dr. Barkathunnisha** Elevated Consultancy & Training Founder & Principal Consultant "Tourist Destination" (15 minutes) **3. Dr. Wantanee Suntikul** Carl H. Lindner College of Business, University of Cincinnati – Ohio USA "Trends and Opportunities in Gastronomy and Tourism" (15 minutes) Moderator: **Dr. Himawan Brahmantyo** Q & A (15 minutes)
10.	12.00 – 13.00	Lunch Break
11.	13.00 – 16.00	Papers Presentation (6 rooms)
12.	16.00 – 16.30	Closing Ceremony 1. Closing speech - President of Trisakti School of Tourism 2. Announcement

Parallel Session Presentation

Time Table
3rd TGDIC 2021
Thursday, 2nd December 2021

Breakout Room : 01
Moderator : Dr. Ir. Waluyo, MM

No	Time	Title	Author(s)
1	13.00–13.15	THE EFFECT OF MARKETING MIX TO THE CUSTOMER LOYALTY IN THE LODGE AT JAGORAWI GOLF & COUNTRY CLUB, KARANGGAN WEST JAVA	Candra Hidayat, Devita Gantina, Surya F. Boediman
2	13.15–13.30	COMMUNITY PARTICIPATION FOR SUSTAINABLE TOURISM MODEL IN TULAMBEN, BALI	Yulia Lintangkawuryan
3	13.30–13.45	THE PERCEPTION AND ATTITUDES OF INDONESIAN EMPLOYEES IN HOSPITALITY INDUSTRY TOWARDS TOURISTS FROM CHINA	Rina Suprina, Purwanti Dyah Pramanik, Nurti Rahayu
4	13.45–14.00	CREATING COMPETITIVENESS OF CULTURAL TOURIST DESTINATION BASED ON STAKEHOLDER ORIENTATION, STRATEGIC CAPABILITY AND SHARED VALUE CREATION IN BANTEN, INDONESIA	Titus Indrajaya, Fx Setiyo Wibowo, Kadek Wiweka
5	14.00–14.15	A LITERATURE REVIEW OF DISASTER TOURISM CONCEPT, PRODUCT AND MANAGEMENT	Liyushiana, Robert Sibarani, Agus Purwoko, Emrizal
6	14.15–14.30	THE EFFECT OF TOURISM ATTRACTION ON VISITOR SATISFACTION IN CITOREK GUNUNG LUHUR VILLAGE	Devita Gantina, Gebrin Stefanus, Willy Arafah, Nurbaeti
7	14.30–14.45	THE POTENTIAL FOR DEVELOPING HOMESTAY A SWOT ANALYSIS FROM A CASE STUDY	Purwanti Dyah Pramanik, Santi Maudiarti, M. Achmadi, Hanni Adriani
8	14.45–15.00	COMPETITIVE AND SUSTAINABLE TOURISM DESTINATION PRODUCTS OF KSPN SENTARUM AND SURROUNDINGS	Elda Nurmalinda, Nurbaeti, Fetty Asmaniati
9	15.00–15.15	DESTINATION IMAGE AND VISITOR SATISFACTION: THE ROLE OF VISITORS' SATISFACTION AS AN INTERVENING VARIABLE	Tina Nurzachra Latifah Rizkiliana, Nurbaeti, Linda Desfaitri RB.
10	15.15–15.30	SMART TOURISM STRATEGY AND DEVELOPMENT POST COVID-19: A STUDY IN NATIVE JAKARTA CULTURE SITE	Farah Levyta, Rode ayu, Hendra Utomo, Aditya Nova
11	15:30–15:45	Management of Pilot Tourism Village Development (Conceptual Model for Tugu Utara Tourism Village, Bogor Regency, West Java)	I. N. Suryawan, Amrullah, Nurbaeti

Breakout Room : 02
Moderator : Dr. Ir. Doni Muhardiansyah, M.Si., ERMCP, CERG, CCGO

No	Time	Title	Author(s)
1	13.00-13.15	IMPACT OF AYURVEDA, YOGA, AND DIET ON LIFESTYLE OF URBAN RESIDENTS OF UTTARAKHAND (INDIA) IN THE CONTEXT OF COVID19 PANDEMIC	Shyju P J, P K Mishra, Rajeneesh Bahuguna, Anupiya Gupta
2	13.15-13.30	THE INFLUENCE OF FOOD TOURISM BEHAVIOR ON VISITOR INTENT TO PURCHASE TO LOCAL FOOD: A STUDY IN SERANG, BANTEN	Farah Levyta, C. Umam, Y.F Dewantara, D. Rosman
3	13.30-13.45	HOMESTAY MANAGEMENT BASED ON LOCAL WISDOM IN THE BOROBUDUR AREA	Amalia Mustika, Fachrul Husain Habibie, Deivy Zulyanti Nasution, Himawan Brahmantyo
4	13.45-14.00	JOB ENLARGEMENT ON EMPLOYEES' MOTIVATION: A CASE STUDY IN A HOTEL DURING COVID-19 PANDEMIC	Triana Rosalina Dewi, Purwanti Dyah Pramanik, Joko Haryono
5	14.00-14.15	WORK-FROM-HOME PERSPECTIVES OF EMPLOYEES' WORK-LIFE-BALANCE IN INDONESIA AMID COVID-19 PANDEMIC	M. Rahmanita*, J. Zhu, D. Muhardiansyah, Waluyo, Robiatul Adawiyah
6	14.15-15.00	GREEN PATHS FOR FOODIES AFTER COVID-19 – SUSTAINABLE PRACTICES OF EUROPEAN HIGH-END RESTAURANTS	Bence Csapody, K. Ásványi, M. Jászberényi
7	15.00-15.15	TRAVELER'S BEHAVIOR INTENTION ANALYSIS ON THE UTILIZATION OF HEALTH ALERT CARD (E-HAC) DURING PANDEMIC; AN IMPLEMENTATION OF UTAUT MODEL	Maria Dewi Indrawati, Nila Krisnawati
8	15.15-15.30	THE IMPORTANCE OF STAKEHOLDER'S COLLABORATION BETWEEN CORPORATION AND LOCAL COMMUNITIES IN THE INDONESIAN TOURISM INDUSTRY	Tomi Agfianto
9	15.30-15:45	THE ROLE OF MAJELIS TA'LIM ON INCREASING TOURIST VISITATION OF PILGRIMAGE AT THE TOMB OF MBAH PRIUK	Sayid Muhammad Fajri Almahdi Edrus, Sarodjini Imran, Hindun Nurhidayati
10	15:45-16.00	SUSTAINABLE HOMESTAY MANAGEMENT IN KAMPUNG TAJUR, PURWAKARTA	Savitri Hendradewi, Amalia Mustika, Fachrul Husain Habibie

Breakout Room : 03
Moderator : Prof. Dr. Willy Arafah, MM. DBA

No	Time	Title	Author(s)
1	13.00-13.15	GHOST KITCHEN STRATEGY TO INCREASE RESTAURANT REVENUE IN PANDEMIC CONDITION	Filma Festivalia, Anita Swantari
2	13.15-13.30	THE REVIVING THE LOST HERITAGE: TEXTILE HERITAGE CULTURAL ROUTES IN THE PERSPECTIVE OF INDONESIAN SPICE NETWORK	Puspita Ayu Permatasari, Daya Negri Wijaya
3	13.30-13.45	GASTRONOMIC TOURISM: MARKETING OF REGIONAL FOODS BY GEOGRAPHICAL INDICATION (GI): AN INDIA PERSPECTIVE	Senthilkumaran Piramanayagam, Partho Pratim Seal
4	13.45-14.00	CHEF'S PERCEPTION OF MOLECULAR GASTRONOMY: A STUDY IN INDIAN LUXURY HOTELS	Partho Pratim Seal, Het Shah, Senthilkumaran Piramanayagam
5	14.00-14.15	THE IMPACT OF HOTEL EMPLOYEE RESILIENCE AND BURNOUT ON TURNOVER INTENTION WITH THE MEDIATING ROLE OF WORK-FAMILY CONFLICT: A STUDY FROM A HOTEL IN JAKARTA, INDONESIA	Linda Desafitri RB, Alexander Fiandre Readi,
6	14.15-14.30	FOREST BATHING OPPORTUNITIES AS A NEW TREND OF TOURISM IN INDONESIA ON THE NEW AND NEXT NORMAL ERA	Revi Agustin, Fuadi Afif, Hamdan Anwari
7	14.30-14.45	COMMUNITY-BASED COFFEE AGROTOURISM SIRUNG TANJUNG DEVELOPMENT, CIPASUNG VILLAGE, KUNINGAN REGENCY (ACTOR-NETWORK THEORY PERSPECTIVE)	Arief F. Rachman, Novita Widyastuti, Johannes Kurniawan, S.P. Djati, Willy Arafah
8	14.45-15.00	PRODUCT INNOVATION OF FERMENTED STICKY RICE RETURNS	Novita Wisyastuti, Ira Mayasari, Fetty Asmaniati
9	15.00-15.15	HOW INDONESIA JAMU HERBAL DRINK'S INNOVATION AND INSTAGRAM CONTENT INFLUENCE PURCHASE INTENTION ON MILLENNIAL GENERATION: CASE STUDY ON ACARAKI CAFÉ	Devi Gracia Pangestu, Mryza Rahmanita, Rahmat Ingkadijaya
10	15.15-15.30	HISTORY OF TRADITIONAL CULINARY TAOGE TAUCO (GECO) IN SUKABUMI CITY AND PRESERVATION EFFORT THROUGH CULINARY TOUR	Ira Yulia, Saptarining Wulan, Linda Desafitri RB
11	15.30-15.45	TOURISM POLICY AND STAKEHOLDERS DILEMMAS IN THE POST COVID-19 ERA - A CASE STUDY OF GUILIN TOURISM CO., LTD.	Jing Junchao, Zhang, Rahmat Ingkadijaya, J. Zhu

Breakout Room : 04
Moderator : Dr. Reno Catelya Dira Oktavia

No	Time	Title	Author(s)
1	13.00-13.15	EVALUATION OF LANDSCAPE VISUAL QUALITY: WADUK DARMA KUNINGAN TOURISM DESTINATIONS	Hanni Adriani, Tessina L Nurtanio
2	13.15-13.30	THE INFLUENCE OF MARKET SEGMENTATION, PROMOTION AND PURCHASEDECISION AS AN INTERVENING VARIABLE TO SALES VOLUME OF MICEAT ARYADUTA SUITES SEMANGGI DURING PANDEMI COVID-19	Adhi Trirachmadi, Siti Jubaidah, Nurbaeti
3	13.30-13.45	CONSUMERS' PERCEIVED RISK AND DINING-OUT BEHAVIOR DURING COVID-19 PANDEMIC	Sienny Thio, Endo Wijaya Kartika, Vido Iskandar
4	13:.45-14.00	EVALUATION OF BANYUWANGI'S NEW NORMAL TOURISM STRATEGY TO MAINTAIN THE SUSTAINABILITY OF TOURISM DEVELOPMENT DURING THE COVID-19 PANDEMIC	Adetiya Prananda Putra, Kanom, Randhi Nanang Darmawan
5	14.00-14.15	THE EFFECT OF PRICE AND EXPERIENTIAL MARKETING ON REPURCHASE INTENTION OF NCT'S ONLINE CONCERT TICKET WITH PURCHASE DECISION AS AN INTERVENING VARIABLE	Linda Desafitri RB ,Jane Millenia
6	14.15-14.30	SYSTEMATIC REVIEW OF THE RELATIONSHIP BETWEEN GROUP COHESION, EMOTIONAL INTELLIGENCE AND EMPLOYEE RETENTION	Munawaroh, Simon Portmann, Keigie Salim
7	14.30-14:45	COMPETENCIES OF BACHELOR'S DEGREE GRADUATES IN THE FIELD OF CULINARY BUSINESS MANAGEMENT AND GASTRONOMY TOURISM	Caria Ningsih, Risya Ladiva Bridha, Dafina Fadila
8	14.45-15.00	DETERMINATION OF CRITERIA AS AN EFFORT TO ELIMINATE GAP IN GASTRONOMY TOURISM VILLAGE MANAGEMENT	Dewi Turgarini, Amiluhur Soeroso, Vita Datau, Desta Titi Raharjana
9	15.00-15.15	TOURISM ATTRACTION OF SAUNG CIBURIAL AS A POTENTIAL OF GASTRONOMIC TOURIST VILLAGE	Caria Ningsih, Dewi Turgarini, and Hasna Nurussahar
10	15.15-15.30	TOURIST PREFERENCES FOR THE MOUNT TALAGA BODAS TOURISM COMPONENT DURING COVID-19 PANDEMIC	Dini Turipanam Alamanda, Fikri Fakhru Roji, Diqy Fakhrun Shiddieq, Zildan Haryono
11	15:30-15:45	REFLEXIVITY ON QUALITATIVE TOURISM RESEARCH METHODOLOGY	Jinsheng (Jason) Zhu, Myrza Rahmanita, Fetty Asmaniati, Ismeth Emier Osman

Breakout Room   : 05
Moderator   : Drs. Amrullah, SH., M.Hum, M.Si.Par

No	Time	Title	Author(s)
1	13.00-13.15	THE IMPACT OF BRAND EQUITY TOWARDS THE CONSUMER PURCHASE DECISION OF PLANT-BASED COMMUNITY: CASE STUDY I VEGAN PIZZA RESTAURANT	R. Graciano, Robert La Are
2	13.15-13.30	A STUDY ON THE IMPACT OF CUSTOMER BASED BRAND EQUITY TOWARDS THE PURCHASE DECISION OF HEALTHY FOOD: A CASE STUDY OF BURGREENS, JAKARTA	Ariane Elizabeth Kawboon Manibog, Rano Abryanto
3	13.30-13.45	TOURIST DECISION TO STAY AT A HOTEL DURING THE COVID-19 PANDEMIC IN INDONESIA REVISED (DOES IT MAKE DOMESTIC GUESTS SATISFIED?)	Surya Fadjar Boediman, Lestari Ningrum, Revionica Wijaya
4	13.45-14.00	CULTURAL TOURISM: THE MEANING AND SYMBOL OF CROCODILE BREAD IN BETAWI TRADITIONAL MARRIAGE	Oda Ignatus Besar
5	14.00-14.15	TO IMPRESS OR BEING IMPRESSED: VISITOR EXPERIENCE OF LOCAL VALUES ON INSTAGRAM PHOTO SPOTS IN UBUD BALI	I Made Adhi Gunadi, Lauren A. Siegel, Nungky Puspita
6	14.15-14.30	CHSE CERTIFICATION, AND THE IMPACT OF PPKM POLICY ON HOTEL PERFORMANCE IN INDONESIA	Dino Gustaf Leonandri, Purwanti Dyah Pramanik
7	14.30-14.45	INDONESIAN DOMESTIC TOURISTS' BEHAVIOR BASED ON THEIR RISK PERCEPTIONS AFTER COVID19 OUTBREAK (CASE OF JAKARTA METROPOLITAN AREA RESIDENTS)	Nur Pratiwi Widhawati, Devi Roza Kausar, Yustisia Pasfatima Mbulu, Edy Supriyadi
8	14.45-15.00	DOES INSTAGRAM DRIVE TOURISTS TO BUY LOCAL CUISINES? (CASE STUDY: SOLO CITY, INDONESIA)	Suci Sandi Wachyuni, Tri Kuntoro Priyambodo, Dyah Widiyastuti
9	15.00-15.15	SINGAPORE IMAGE AS A MUSLIM-FRIENDLY DESTINATION	Deivy Z. Nasution, Fachrul Husain Habibie, Amalia Mustika, Myrza Rahmanita, Willy Arafah
10	15:15-15:30	CAPACITY "DEWI AMARTA" DURING PANDEMIC COVID 19 DEVELOPMENT TUGU UTARA VILLAGE BOGOR	RMW. Agie Pradhipta, Amrullah, Pusparani, Fifi Nofiyanti
11	15.30-15.45	THE EFFECTIVENESS OF SOCIAL MEDIA AS A TOURISM PROMOTION TOOL OF THE YOGYAKARTA TOURISM DEPARTMENT	Ani Wijayati, Erlangga Brahmanto, Fathurahman, Emmita Devi Hari Putra, Atun Yulianto

Breakout Room : 06
Moderator : Dr. Devi Roza Kausar

No	Time	Title	Author(s)
1	13.00-13.15	VOLUNTEER TOURIST MOTIVATION THROUGH REFLECTIVE AND EXPERIENTIAL ENGAGEMENT AND THE IMPACT OF VOLUNTOURISM TRAVELING AND TEACHING 1000 GURU SOUTH SUMATERA	Indriani Eka Pratiwi, Myrza Rahmanita, Sri Sulartiningrum
2	13.15-13.30	INVESTIGATING FOOD CONSUMPTION VALUES: A CASE OF CULINARY DESTINATIONS IN INDONESIA	Deborah Christine, Shieny Thio, R. Jokom
3	13.30-13.45	THE ROLE OF PRIVATE COMPANIES IN THE DEVELOPMENT OF SUSTAINABLE TOURISM VILLAGES IN SUNGSANG VILLAGE OF BANYUASIN REGENCY OF SOUTH SUMATRA	Fachrul Husain Habibie, Amalia Mustika, Nurbaeti
4	13.45-14.00	THE INFLUENCE OF SERVICE QUALITY, PRICE AND BRAND IMAGE TO PURCHASE INTENTIONS; ANALYSIS FROM A CASE STUDY IN HORISON CILEDUG HOTEL	Joko Haryono, Himawan Brahmantyo
5	14.00-14.15	ANALYSIS OF THE IMPACT OF VOLUNTEER TOURISM-BASED TOUR PACKAGES TOWARDS LOCAL RESIDENTS OF AKETOBOLOLO VILLAGE AND TOURISTS ON AFO TOUR AND TRAVEL, NORTH MALUKU	Nurlaea Jauhar, Rahmat Ingkadijaya, Sri Mariati
6	14.15-14.30	MILLENNIALS PREFERENCE ON CHINA'S DOMESTIC TOURISM DESTINATION IN NEW NORMAL PERIOD	Yang Huaihuai, Gao Yuanheng, Myrza Rahmanita
7	14.30-14.45	ANALYSIS OF PRODUCT IMAGE AND PRICE OF MINANGKABAU SONGKET ON PURCHASING BEHAVIOR, THROUGH FASHION INVOLVEMENT AS AN INTERVENING VARIABLE [CASE STUDY ON MILLENNIALS WOMEN IN PADANG]	Elsa Thessia Yeneva, Myrza Rahmanita, Himawan Brahmantyo
8	14.45-15.00	TOURISM RECOVERY STRATEGY DURING PANDEMIC: A CASE FROM MANADO CITY	Teresa Ponomban, Mryza Rahmanita, Rahmat Ingkadijaya
9	15.00-15.15	PRESERVATION OF CULTURAL HARVEST TRADITION OF KASEPUHAN CITOREK AS A CONCEPT OF CULTURAL TOURISM	Fifi Nofiyanti, Rianto, Deivy Zulyanti Nasution
10	15:15-15:30	EXPLORATORY STUDY ON THE FUTURE OF TRAVEL & TOURISM TRENDS IN RESPONSE TO COVID-19 PANDEMIC IN CHINA	Ou Jia, Gao Yuanheng, Myrza Rahmanita

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- University of Pancasila (Jakarta)
- Ambarrukmo Tourism Institute (STIPRAM, Yogyakarta)

Plenary Speakers Profile

Associate Professor Hera Oktadiana, CHE

Hera Oktadiana earned her Ph.D from the School of Hotel and Tourism Management, the Hong Kong Polytechnic University. She also received CHE (Certified Hospitality Educator) from the American Hotel & Lodging Educational Institute. She has been the Head of Hotel Management and Hospitality and Tourism Departments at Bina Nusantara (BINUS) University and Bunda Mulia University, and Deputy Manager for the International Hotel and Tourism at Trisakti School of Tourism in Indonesia. She joined James Cook University, Australia as a Visiting Scholar (tourism research) in 2017, then later as an Adjunct Associate Professor. She is also affiliated with the tourism postgraduate program of Trisakti School of Tourism, Indonesia. Her research interests include tourism and hospitality education and tourist behavior. She has published articles in various reputable international hospitality and tourism journals as well as book chapters. She also published an edited book titled "Delivering Tourism Intelligence: From Analysis to Action". She is on Editorial Board of Asia Pacific Journal of Tourism Research, International Journal of Tourism Cities, and Journal of Hospitality and Tourism Insights. She is presently a guest editor for International Journal of Tourism Cities' special issue: "Contemporary Trends, Issues and Challenges in Southeast Asian Tourism Cities". She is now the Regional Vice President Southeast Asia of the International Tourism Studies Association (ITSA).

Dr. Barkathunnisha

Dr. Nisha is a tourism consultant, practitioner, academic and corporate trainer with more than 25 years extensive management experience in the Tourism, Hospitality and MICE industry. She holds a Ph.D. specializing in Hospitality and Tourism Management, conferred by the Murdoch University, Australia. Her research and consultancy expertise are in the areas of MICE, Destination marketing, Women in Tourism, Sustainable Tourism, Halal Tourism and Tourism education. Dr. Nisha is a regional and international destination management consultant with proven decades of experience in developing tourism and hospitality industry. She provides destination marketing and management consul to destination marketing teams to develop global strategies and roadmaps to establish strong positioning. Her consultancy expertise includes undertaking detailed feasibility studies, gathering market intelligence, data collection and analysis, facilitating ground up discussions with tourism boards, and relevant stakeholder agencies, designing long-term strategic plans and benchmarks and developing implementation processes. Dr. Nisha is a co-founder of World Women Tourism, a network intelligence platform that provides opportunities to women in tourism to connect, grow and flourish. The organization visions to impact the trajectory

of women in the tourism industry through promoting diversity, knowledge sharing, building networks, capacity building and opening up business opportunities. Dr. Nisha is the host of the Women We Watch in Tourism podcast series, the first global podcast featuring women leaders in tourism and hospitality businesses and their achievements in entrepreneurship, gender equality, innovation, crisis management and in many other spheres. Capitalizing on her tourism and MICE experience and knowledge, she is established as a global keynote speaker, subject matter expert and panelist at major events. In recognition of her professionalism and expertise in tourism, Dr. Nisha has been bestowed with several national and international accolades.

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The Influence of Market Segmentation, Promotion and Purchase Decision as an Intervening Variable to Sales Volume of MICE at Aryaduta Suites Semanggi During Pandemi Covid-19.

S. Jubaidah*, Nurbaeti, A.T, Mumin

Abstract: The study aimed to determine the influence of market segmentation, promotion, purchase decision as an intervening variable to the sales volume of MICE at Aryaduta Suites Semanggi during pandemic covid-19. This research used the Non-Probability Sampling, bookers /meeting planners are populations that handle the reservation and event. Data valid which proceed by 122 respondents. Data analysis used SEM (Structural Equation Modeling) based on Partial Least Square (PLS). Obtained the results from 7 hypotheses, 2 are influences and 5 are not influences. 1) Market segmentation and 2) Promotion variables are influences to purchase decision. 3) Market segmentation, 4) Promotion, and 5) Purchase decisions are not influences to sales volume. The hypothesis of 6) Market segmentation's influence on sales volume through purchase decision is rejected.7) Promotion's influence on sales volume through purchase decision is rejected. Therefore, a purchase decision is not being media function of market segmentation and promotion. This model has the goodness of fit by 74.1%.

Keywords: Market Segmentation; Promotion; Purchase Decision; Sales Volume.

Consumers' Perceived Risk and Dining-out Intention during COVID-19 Pandemic

S.Thio*, E.W. Kartika, V. Iskandar

Abstract: The purpose of this paper is to examine the effect of perceived risk on consumers' behavior using the Theory of Planned behavior (TPB) and their dining-out intention in a restaurant during COVID-19 pandemic. A sample of 156 respondents from Malang, East Java participated in this study which were collected using online survey between January and March 2021. Partial Least-Squares Structural Equation Modelling (PLS-SEM) was performed to investigate the influence amongst the constructs. The results indicate that risk perception of COVID-19 has a significant influence on attitude, subjective norm, and perceived behavioral control. While consumers' food consumption intention to eat at restaurants during the pandemic is significantly influenced merely by the attitude and the perceived behavioral control. The results confirmed the previous studies to verify the TPB model to predict consumers' behavior and their consumption intention during a pandemic.

Keywords: Perceived Risk; dining-out intention; theory of planned behavior; COVID-19 Pandemic.

CERTIFICATE

THE 3rd
INTERNATIONAL CONFERENCE ON
TOURISM, GASTRONOMY, AND TOURIST DESTINATION
TGDIC 2021

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UNWTO CERTIFIED TOURISM EDUCATION tedQual

Sienny Thio, Endo Wijaya Kartika, Vido Iskandar

Presented a paper entitled

Consumers' Perceived Risk And Dining-Out Behavior During Covid-19 Pandemic

For The 3rd International Conference on
" Tourism, Gastronomy and Tourist Destination "
Trisakti School of Tourism | December 2nd, 2021

Dr. E.D. Bimo Prakoso, M.P.A., M.Sc.
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Consumers' perceived risk and dining-out intention during COVID-19 pandemic

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ABSTRACT: The purpose of this paper is to examine the effect of perceived risk on consumers' behavior using the Theory of Planned Behavior (TPB) and their dining-out intention in a restaurant during the COVID-19 pandemic. In this study, there are samples from 156 respondents from Malang, East Java, Indonesia, which were collected using an online survey between January and March 2021. Partial Least-Squares Structural Equation Modeling (PLS-SEM) was performed to investigate the influence amongst the constructs. The results indicate that the risk perception of COVID-19 has a significant influence on attitude, subjective norm, and perceived behavioral control. On the other hand, consumers' food consumption intention to eat at restaurants during the pandemic is significantly influenced merely by the attitude and the perceived behavioral control. The results confirmed the previous studies to verify the TPB model to predict consumers' behavior and their consumption intention during a pandemic.

Keywords: Perceived Risk; dining-out intention; theory of planned behavior; COVID-19 Pandemic

1 INTRODUCTION

The COVID-19 pandemic is a worldwide outbreak that has altered various aspects of human life. The outbreak that started in China at the end of 2019 has spread to hundreds of countries all over the world. The hospitality and tourism businesses are vulnerable and can get affected by natural disasters including the current COVID-19 pandemic (Dube et al. 2021). In most cases, it can also result in significant financial losses (Kim et al. 2020). The restaurant industry is one of the several industries that have suffered tremendous losses due to COVID-19, even more, because of the dread that has arisen due to the push for social distancing.

The COVID-19 outbreak has created a lot of concern because of the drop in demand for food consumption and the avoidance of eating out (Kim et al. 2020). Negative perceptions about the high risk of infection can cause stress (Zhong et al. 2021) and negative emotions such as dread and worry are common things that many people feel during the COVID-19 (Bae & Chang 2021). Therefore, it is not surprising that many consumers have reduced their consumption of eating at restaurants because they are overshadowed by the risk of getting infected by the COVID-19. According to Bish and Michie (2010), people will behave protectively in times of a pandemic. Their protective behavior can be attributed to the fear of the risk of getting infected (Lindell & Perry 2012). A study conducted by Zhang et al. (2020) during the avian flu outbreak in China in 2017 showed that the perceived risk of avian influenza (H7N9) influenced the perceived risk of consuming poultry, which had a direct influence on the intention in consuming poultry meat. Zhang et al. (2020) employed a consumer behavior approach using the Theory of Planned Behavior (TPB) to identify attitudes, subjective norms, and perceived behavioral control of respondents in China. The results of the study also confirm the TPB as a model that can predict consumer interest in consuming poultry

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meat during the pandemic. Several studies have been undertaken to investigate the perception of risk in pandemic conditions using the TPB approach to predict the food consumption behavior of consumers (Bae & Chang 2021; Long & Khoi 2020; ;hang et al. 2020; Zhong et al. 2021) but not many have focused specifically on consumers' consumption in restaurants. Thus, researchers are interested in adopting the TPB approach to investigate the effect of risk perception on consumer behavior in restaurants and its impact on dining-out intention. As stated by Khan (2020) that this global pandemic should be seen as a lesson for business owners or operators to get ready and plan the right strategy to be better prepared to enter the new normal era. Therefore, it is very essential to conceive the new patterns of consumer behavior when they are dining out so food businesses can meet consumer wants and needs more precisely (Zhong et al. 2021).

2 LITERATURE REVIEW

2.1 Perceived risk

Bauer (1960) was the first to introduce the perceived risk concept, which in the explanation of consumer behavior was commonly in marketing studies. Risk perception, according to Bauer (1960) is concerned with subjective perceptions or value judgments about uncertain situations that develop as a result of a risk. Risk perception in the context of customers can be defined as an expectation of the possibility of potential loss and negatively affects attitudes into behavior (Chen et al. 2017). The concept of perceived risk is widely employed by researchers since a person's risk perception becomes the main determinant of human behavior (Dillard et al. 2012).

Research conducted by Zhang et al. (2020) stated that the perceived risk of health issues associated with consuming poultry during a bird flu outbreak in China has led to consumer aversion to poultry consumption. When consumers believe there is a risk of infection from eating poultry during an outbreak, they are more likely to be concerned about becoming infected and avoid eating poultry. When a person perceives a risk, they tend to engage in preventive health practices to avoid or reduce the risk (Chen et al. 2017). The perceived risk in this study is the consumer's perception of health-related risks when dine-in in restaurants during the COVID-19 pandemic.

2.2 Theory of Planned Behavior (TPB)

The TPB model, an extension of the TRA (Theory Reasoned Action) model has been widely used by many scholars to explain and evaluate human behavior. The TPB model has been applied in various disciplines including in food-related studies (;ong & Khoi 2020; Ting et al. 2017; Zhang et al. 2020). Attitude is a positive or negative assessment of an individual regarding a particular phenomenon (Ajzen 1985). According to Hsu and Huang (2012), attitude often acts as a useful determinant to predict an individual's behavioral intention. Attitude is also developed by consumers' socio-cultural and economic backgrounds (Organ et al. 2015). Subjective norms relate to social pressure that drives individuals to generate a particular action (Rivis et al. 2009). Opinions and suggestions from other people who are considered important can affect a person's interest in consuming food (Bianchi & Mortimer 2015). Perceived behavioral control refers to an individual's perception and belief of an individual's capabilities to control a situation and manage a particular action (Hsu & Huang 2012). Many food-related studies have also found that perceived behavioral control is relevant to examine behavioral outcomes regarding food consumption intention (Paul et al. 2016).

2.3 Research model and hypotheses

Based on the TPB model, food consumption intention to dine-in at a restaurant is examined using three aspects of TPB including attitudes, subjective norms, and perceived behavioral control. As for the antecedent of the TPB model, this study argued that consumers' risk perception has an essential role to affect an individual's behavior that led to food consumption intention.
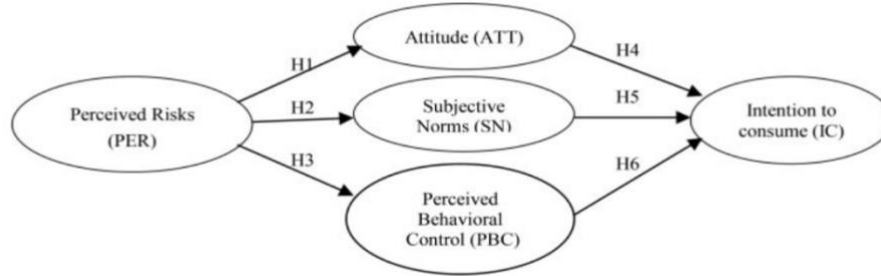
Figure 1. Research model.

Prior studies have shown that an individual risk perception determines his or her behavior both from attitude, subjective norms, and perceived behavioral control which ultimately affects his behavioral intention (Bae & Chang 2021; Zhang et al. 2020). An individual's behavior changes when they have a negative perception of the dangers of getting infected with the coronavirus, particularly the health implications. The fear of COVID-19 has developed a negative attitude toward dining out in a restaurant. The higher the risk perception of COVID-19, the more unfavorable attitudes toward food consumption and the more difficult it is to control the situation when dining out in a restaurant. Furthermore, the perception of elevated risk during a pandemic will cause consumers to be more considerate to suggestions and comments from their family and significant others (Jin et al. 2014).

Hypothesis 1: Risk perception of the COVID-19 pandemic has a significant influence on attitude.
Hypothesis 2: Risk perception of the COVID-19 pandemic has a significant influence on subjective norms.
Hypothesis 3: Risk perception of the COVID-19 pandemic has a significant influence on perceived behavioral control.

Previous studies confirmed the validity of the TPB model during a crisis (Bae & Chang 2021; Long & Khoi 2020; Zhang et al. 2020). In the context of predicting consumers' interest to consume during the COVID-19 pandemic, attitude is an evaluation in the context of food consumption behavior. When an individual has a positive attitude, then their interest in something is getting high (Ajzen & Fishbein 2005). Zhang et al. (2020) in their study revealed that subjective norm toward poultry consumption becomes a positive antecedent of individual intention to the poultry consumption during bird flu. During the COVID-19 pandemic, consumers may be given pressure by the family members or close friends not to dine in restaurants, thus they may avoid doing so. In addition, perceived behavior control refers to the perception of an individual toward his or her capability to perform a certain action (Hsu & Huang 2012). In the context of a pandemic, if consumers perceive that the restaurant, they are visiting is safe, they are more likely to return to that restaurant. We argued that the positive association between TPB elements and intention to consume is still valid in a crisis such as the COVID-19 pandemic.

Hypothesis 4: Attitude toward dine-in consumption during the COVID-19 pandemic has a significant influence on food consumption intention in a restaurant.
Hypothesis 5: Subjective norms toward dine-in consumption during the COVID-19 pandemic has a significant influence on food consumption intention in a restaurant.
Hypothesis 6: Perceived behavioral control toward dine-in consumption during the COVID-19 pandemic has a significant influence on food consumption intention in a restaurant

3 METHOD

The measurement items for each construct were adapted from prior studies and modified to fit the research context. Questionnaire indicators of perceived risk and eating behavior in a restaurant

during the COVID-19 pandemic were adapted from Zhang et al. (2020) and Chen et al. (2017). While the measurement indicators for food consumption intention were adopted from Zhang et al. (2020). The measurement scale of a 7-point Likert scale was employed that ranged from 1 (strongly disagree) to 7 (strongly agree), except the construct of attitude. Attitude toward dining consumption during the pandemic was measured using a 7-point semantic differential scale.

Data were collected by distributing online questionnaires through google form between January and March 2021. Before the main questionnaires were distributed, a pilot study was undertaken at the beginning of December 2020, in which 30 questionnaires were randomly distributed to ensure that all items in the questionnaire were valid and reliable. Based on the result of the pilot study, the questionnaire was adjusted and finalized. Non-probability sampling using the convenience method was employed in this study by distributing questionnaires to people who live in the city of Malang, which is the second-largest city in East Java. A total of 177 responses were collected, of which 159 were valid and used further in the main survey.

The data collected in this study were analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) technique based on SmartPLS version 3. A significance testing using 5000 bootstrapping subsamples was used to accept or reject the hypotheses (Hair et al., 2017).

4 RESULTS AND DISCUSSION

4.1 Profile of respondents

Of the 156 respondents, 85 were female (54%) and 71 were male (46%). The majority of the respondents were young adults aged 17 to 25 (49%), and 26 to 34 (21%) with the level of education of senior high school and undergraduate degree (87%). Most of the respondents were students/college students (42%), employees (28%), and entrepreneurs (20%) with a monthly income of less than IDR 8 million. Prior to the COVID-19 outbreak, respondents were most likely to eat out 1-3 times each week (61%). During the pandemic, around 46% dined out only once and 28% never dined out.

4.2 Assessment of measurement model

Table 1 summarizes the measurement properties derived from the structural model calculation. Factor loadings, composite reliability (CR), and average variance extracted (AVE) are performed to assess the convergence validity of each construct (Hair et al., 2017). The result showed that all the items had factor loadings greater than 0.50. Cronbach's alpha which measures the internal consistency reliability of reflected items was estimated, and all the alpha values of all constructs are between 0.614-0.903, indicating that they could be used together as a scale. CR values are greater than 0.7 and the AVE scores exceed the threshold value of 0.5 (Hair et al. 2017). These lead to the evidence that each construct has met the convergent validity requirements.

Table 1. Summary for reflective measurement model.

Variable	Loading Factor	AVE	Composite Reliability
Perceived Risk (PER)		0.538	0.898
The risk of contracting COVID-19 in the restaurant is high	0.856		
Worry of being infected by COVID-19 when having meals at restaurants	0.830		
The chance of COVID-19 patients dining in a restaurant is high	0.856		
Doubt the safety/hygiene of food in restaurants	**0.898**		
The risk of contracting COVID-19 is high when the owners do not apply the health protocol properly	0.469		
The negligence of applying health protocol leads to the spread of the COVID-19 pandemic	0.420		
Not trusting the application of the health protocol in restaurants	0.756		

(Continued)

Table 1. Summary for reflective measurement model.

Variable	Loading Factor	AVE	Composite Reliability
The government's regulation to curb the spread of COVID-19 is not effective	0.614		
Attitude (ATT)		0.634	0.923
Dine-in during COVID-19 is harmful (1)/beneficial (7)	0.840		
Dine-in during COVID-19 is undesirable (1)/desirable (7)	0.790		
Dine-in during COVID-19 is good (1)/bad (7)	**0.889**		
Dine-in during COVID-19 is foolish (1)/wise (7)	0.842		
Dine-in during COVID-19 is unfavorable (1)/favorable (7)	0.668		
Dine-in during COVID-19 is risky (1)/safe (2)	0.774		
Dine-in during COVID-19 is not recommended (1)/recommended (7)	0.749		
Subjective Norm (SN)		0.524	0.766
I consider others' opinions when making decisions to dine in at a restaurant during the COVID-19 pandemic	0.653		
People I know give consideration when I want to dine in at a restaurant during the COVID-19 pandemic.	0.695		
People I know think that it is better not to dine in at a restaurant during the COVID-19 pandemic.	**0.814**		
Perceived Behavioral Control (PBC)		0.623	0.829
I feel that I can dine in at a restaurant safely during the COVID-19 pandemic.	**0.891**		
I can easily find a restaurant that implements a safe health protocol.	0.842		
I believe that I can take an action to reduce risk when dine-in at an unsafe/unclean restaurant.	0.605		
Intention to Consume (IC)		0.786	0.936
I want to dine in at a restaurant during the COVID-19 pandemic.	0.786		
I intend to dine in at a restaurant during the COVID-19 pandemic.	0.912		
I will dine in at a restaurant during the COVID-19 pandemic in the near future.	**0.925**		
I have a strong willingness to dine in at a restaurant during the COVID-19 pandemic.	0.915		

model test is used to examine the accuracy of the research model in predicting the actual conditions and the relevance among the variables studied in the research model. Table 2 shows the significance of the path coefficient for each hypothesis. all structural path estimates were significant at p<0.01 except hypothesis 5. Thus, hypothesis 5 was not accepted because the p-value was 0.260 (>0.01)

Table 2. Significant testing results.

	Path Coefficients	t Values	p Values	Decision
H1: Perceived risk -> Attitude	−0.519	8.149	0.000**	Supported
H2: Perceived risk -> Subjective norm	0.517	6.227	0.000**	Supported
H3: Perceived risk -> Perceived behavioral control	−0.376	5.236	0.000**	Supported
H4: Attitude -> Intention to consume	0.471	8.207	0.000**	Supported
H5: Subjective norm -> Intention to consume	0.071	1.126	0.260	Not Supported
H6: Perceived behavioral control -> intention to consume	0.399	6.941	0.000**	Supported

**p < .01

From Table 2, it can be found that perceived risk significantly influenced consumers' attitudes, subjective norm, and perceived control behavior (p-value <0.01), supporting H1-H3. The results reveal that attitude and perceived behavioral control were negatively affected by consumers' risk perception, while subjective norm has a positive effect on the risk perception. Consumers with a high-risk perception are more likely to have a cautious attitude and it is becoming increasingly difficult to control, particularly when it comes to ensuring that the food provided in restaurants is safe and hygienic. Meanwhile, the opinions of friends and family members have a significant impact when consumers are thought to be at high risk while making dining-out decisions. Consumers are more likely to consider the opinions of others when deciding whether to eat at a restaurant when the risk is higher. The results of this study confirmed the previous research conducted by Zhang et al. (2020) in China during the bird flu pandemic (H7N9). People tend to listen to other people's opinions more during a pandemic to help them decide whether to engage in particular actions (Jin et al. 2014).

The path coefficients in Table 2 showed that consumers' attitudes and perceived behavioral control have a positive and significant effect on consumers' dining-out intention (p-value<0.01), supporting H4 and H6. However, the opinions of others did not significantly influence consumers' food consumption intention during the COVID-19 pandemic (p-value >0.05), rejecting H5. Consumers take other people's opinions into account when assessing the risks associated with dining at restaurants, however, opinions from friends or family members do not enhance consumer interest in eating at restaurants, especially during a pandemic. The results of this study were consistent partially with the study conducted by Zhang et al. (2020). In Zhang et al. (2020), Subjective norm has a significant effect on poultry consumption intention, while in the current study, dine-in consumption intention was insignificantly influenced by a subjective norm. These different results could be due to different pandemic conditions. COVID-19 pandemic has been going on for about a year since the data for this study was collected. Consumers no longer consider what people around and close friends are saying to be significant because information and updates on the pandemic situations are readily available. Thus, in the context of eating out in a restaurant, attitude and behavioral control become the most important determinants of dine-in in restaurants.

5 CONCLUSION

The findings of this study reveal that the perceived risk of the impact of the COVID-19 pandemic has a significant influence on dining out behavior, namely attitude, subjective norm, and perceived behavioral control. Interestingly, consumers' dining-out intention to eat at restaurants during the pandemic is significantly influenced merely by the attitude and the perceived behavioral control, while the subjective norm is not significant in influencing one to eat at a restaurant. Consumers continue to believe that the COVID-19 virus poses a health risk, which influences their eating behavior. The desire to dine-in at a restaurant is more likely to be caused by the consumers' doubts about the desire to eat in a restaurant and the restaurant's preparedness to assure the cleanliness of the food that is processed and delivered to consumers. Suggestions and opinions of close friends and family are no longer a consideration for eating out. This could be due to the length of the pandemic, which has allowed consumers to become accustomed to living with the coronavirus and thus no longer require the advice of others when deciding to eat out.

The TPB model utilized in this study helps us to understand consumers' behaviors and their interest in dine-out during the COVID-19 pandemic. This study should benefit restaurant industry owners or practitioners to understand the current food consumption patterns and what consumers perceive when they decide to eat at a restaurant. Thus, restaurants can improve their readiness to ensure that hygiene and health protocols are followed for the convenience of their consumers. The government is expected to understand consumers eating behavior so that appropriate regulations can be put in place to help the restaurant industry to rebound and prevent the impact of the coronavirus.

The risk perception was primarily focused on physical or health risk; however, further research should incorporate other elements of perceived risk, such as psychological risks, cognitive risk, and effective risk. Furthermore, the sample for this study was taken only from one city, Malang city,

which may not be taken as the representative of consumers in general. A future study is expected to collect a larger sample in Indonesia's major cities to provide a bigger picture of dining-out intention during the COVID-19 pandemic.

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