SUSTAINABLE FUTURE: TRENDS, STRATEGIES AND DEVELOPMENT

Edited by
Siska Noviaristanti and Ong Hway Boon

SUSTAINABLE FUTURE: TRENDS, STRATEGIES AND DEVELOPMENT

The book contains a selection of papers that were presented at the 3rd Conference in Managing Digital Industry, Technology and Entrepreneurship (3rd CoMDITE) with the theme: Sustainable Future: Trends, Strategies and Development. The Millennium Development Goals, continued as Sustainability Development Goals (SDGs), are effective instruments and have, in recent years, brought many positive changes in numerous countries around the world. Most notably, it has fundamentally changed our way of approaching the tangled set of challenges: States today undertake to achieve concrete development goals; transparency and accountability to citizens and the global public has become a matter of course; and cooperation between the political, economic and societal spheres is no longer questioned. However, in addition to the global pandemic situation it has challenged the business world to develop an outstanding strategy to face extreme uncertainty. Using digital technology and its advancement is believed to be one of the main keys for taking up this challenge.

The 3rd Conference in Managing Digital Industry, Technology and Entrepreneurship (the 3rd CoMDITE) has brought forward discussions on implementation of digital technology in strategic, operation, finance, marketing, human resources management, and entrepreneurship around sustainable future issues.

Taylor & Francis
Taylor & Francis Group
http://taylorandfrancis.com

PROCEEDINGS OF THE 3RD CONFERENCE ON MANAGING DIGITAL INDUSTRY, TECHNOLOGY AND ENTREPENEURSHIP, (COMDITE 2022), BANDUNG, INDONESIA, 24 MAY 2022

Sustainable Future: Trends, Strategies and Development

Edited by

Siska Noviaristanti
Telkom University, Indonesia

Ong Hway Boon
Multimedia University, Malaysia

Routledge
Taylor & Francis Group

By Routledge
4 Park Square, Milton Park, Abingdon, Oxon, OX14 4RN
e-mail: enquiries@taylorandfrancis.com
www.routledge.com – www.taylorandfrancis.com

Routledge is an imprint of the Taylor & Francis Group, an informa business

© 2023 selection and editorial matter, Siska Noviaristanti and Ong Hway Boon;
individual chapters, the contributors

The right of Siska Noviaristanti and Ong Hway Boon to be identified as the authors of the editorial material, and of the authors for their individual chapters, has been asserted in accordance with sections 77 and 78 of the Copyright, Designs and Patents Act 1988.

The Open Access version of this book, available at www.taylorfrancis.com, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license.

Although all care is taken to ensure integrity and the quality of this publication and the information herein, no responsibility is assumed by the publishers nor the author for any damage to the property or persons as a result of operation or use of this publication and/or the information contained herein.

Library of Congress Cataloging-in-Publication Data
A catalog record has been requested for this book

ISBN: 978-1-032-37201-3 (hbk)
ISBN: 978-1-032-37203-7 (pbk)
ISBN: 978-1-003-33583-2 (ebk)

DOI: 10.1201/9781003335832

Typeset in Times New Roman
by MPS Limited, Chennai, India

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Editor(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Table of contents

Preface from chair committee CoMDITE 2022 xi
Editors xiii
Background xv
Acknowledgements xvii
Scientific Committee xix
Conference Committee xxi

Analyzing the effect of business process management on business process performance and organizational performance at BPJS Kesehatan 1
S.F. Muhamad & R.D. Kusumastuti

The impact of career adaptability and occupational future time perspective on career planning and its implications towards turnover intention: Evidence from Indonesia's banking sector 5
S. Fitriani & P.M. Desiana

Mediation role of innovativeness on the relation of digital competence and digital literacy to academic performance 9
H.E. Dwipeni & S. Noviaristanti

Transformational leadership, CSR, and job performance: A mediation analysis in Indonesian architecture firms 13
K.M.F.N. Imami & A.D. Hadisumarto

Asset securitization as a long-term funding and fee-based income alternatives: Case study of BTN 18
C.D. Prameswari & R. Rokhim

The effect of brand image, price, trust, and value on repurchase intention of lifebuoy antibacterial soap 22
R. Resmawati & Indrawati

The effect of hedonic shopping motivation and sales promotion on impulse buying through positive emotion as intervening variables on the marketplace shopee 26
R.S. Aprilia, Indrawati & I. Rachmawati

Overview of scenario thinking on PT Len Telekomunikasi Indonesia's long-term business strategy 29
I. Nugraha & D. Tricahyono

Strategy to increase ARPU of Telkomsel high-value prepaid customers (case study of prepaid customers in the Jabotabek Jabar area) 33
P. Adhiputra & M. Ariyanti

Credit risk management strategies in the banking industry before and during the COVID-19 pandemic 37
A. Andana & R.A. Baskoro

The business model canvas of Telkomaterial as a B2B entity 41
C.J. Limbong & D. Tricahyono

The effect of facebook marketing on the purchase intention of security training customers 45
Al Amin & Indrawati

Analyzing strategies in IT startup companies using business model canvas 49
A.R.O. Febriasi & S. Noviaristanti

Addressing SDG 4 in digital sustainable entrepreneurship: The what, how, and why 53
R.L. Lubis & K.H. Irsyad

Identifying the driving forces of digital sustainable entrepreneurship: A triple bottom line in the business model canvas to achieve SDGs 57
R.L. Lubis & S.A. Goffar

Scenario planning approach for future electricity businesses to support the energy transition in Indonesia 61
A. Alghani & S. Noviaristanti

Technology readiness & acceptance model and digital transformation strategy of Ciparay traditional market village, Bandung 65
K.P. Hutami, R.D. Pasaribu & M.R. Sutjipto

Analysis of differences financial literacy and investment decisions between student in Bandung city and Cirebon city 69
A. Iradianty & A.S. Ajeng

Analysis of challenging factors for digital transformation in Telkomsel company 73
F. Siswanto, S. Noviaristanti & G. Ramantoko

Factors affecting the adoption of new innovation technology on MSMEs in Indonesia 77
Y.M. Huda & S. Noviaristanti

The relationship between collaboration factors, teamwork satisfaction, and student satisfaction: A conceptual paper 81
T.P. Avero & D. Tricahyono

Factor analysis of learning technology acceptance by state civil apparatus 85
H.A. Hanifan & S. Noviaristanti

Analysis of the adoption of E-wallet to business principals in the food and beverage sector in Bandung city 89
A.M.B. Santosa, M. Awaluddin & S. Noviaristanti

The effect of social media marketing with digital platform as the communication media of brand awareness on SME products 93
H.A. Supartiwi, M. Ariyanti & N. Trianasari

Core competencies of automotive manufacturing company in industry 4.0: A qualitative analysis (case: PT XYZ) 97
S. Maulidna & D. Nidya

The effect of e-service quality on application reuse intention among Codashop users 101
H.N. Abdillah, M. Ariyanti & S. Widiyanesti

Analysis of E-commerce adoption for MSMES in food and drink sector in Garut Regency 105
L.H. Nugraha, M. Awaluddin & S. Noviaristanti

Acceptance analysis of e-HRM for employees using UTAUT-1 model 109
Y. Permatasari, D. Tricahyono & D. Indiyati

The accuracy of the Fama-French five-factor and momentum models on returns in the Indonesia stock exchange 113
D. Effendi & R.A. Baskoro

Fostering sustainability reporting to encourage profitability in Indonesian building construction industry 117
A. Krisnawati & R.D. Aniza

The effect of job satisfaction and employee engagement on turnover intention on Indonesian sharia banks 120
Nurbaeti & R. Wahyuningtyas

The analysis of performance and determinant factors of exchange-traded funds in Indonesia stock exchange 124
R.S. Muharram & I. Gandakusuma

The effect of quality of auditors, corporate governance, leverage, and profitability on earnings management 128
Anathasia

Stock portfolio management in the old age security fund (JHT) at the social security agency for employment (BPJS Ketenagakerjaan) 132
Adrian & W. Buddi

Understanding travel constraint: Analysis of intergenerational perceptions 136
M. Kristanti & A. Harianto

Portfolio optimization of sharia based assets: Indonesia old age security fund (JHT) 140
M. Ilmi & R.A. Kasri

The influence of economic conditions on the penetration and density of life insurance companies in Indonesia for the period 2016–2020 144
A. Nazhifa & R.A. Baskoro

Impact of FinTech lending on poverty reduction evidence from Indonesia 148
F. Fauzi & R. Rokhim

Impact of social media marketing activities on brand equity and customer response of shopee Indonesia on instagram 152
S.K.Z. Mulyawan & A.M.A. Suyanto

Measuring customer loyalty through relational benefit in a silver jewellery store 157
J. Hatammimi & A.N.A. Fatin

The role of online video reviews towards the purchase of E-commerce in Indonesia 161
D. Soetanto & Y. Alversia

Most wanted brand attributes: Student perceived values of private universities in Surabaya 165
F. Jaolis, T.N.B. Tandijaya & S. Wijaya

Influence of organizational culture and loyalty on employee performance in the pandemic era 169
A. Permaisuri & F.P. Sary

The impact of customer experience on the intention to reuse and the indirect influence of customer satisfaction on bank XYZ customers 173
A.Y. Bryan & S.R.H. Hati

Would it be safe to travel domestically now? the analysis of perceived travel risk across generations 177
V. Iskandar & S. Wijaya

The effect of inflation, US Treasury yield, and credit default swap on USD denominated Indonesian government bond yield 182
S.A. Wibowo & R.S. Riyanti

The effect of career development and physical work environment on job satisfaction of millennial generation employees (A case study of BPJS Ketenagakerjaan Sumbagut Regional Office): A research framework 186
L. Khansha & D. Indiyati

Analysis of capital budgeting and risk management in the public-private partnership on the New Bali International Airport development project 190
R.P. Waworuntu & R. Prijadi

The Effect of cash holding to firm's performance during Covid-19 pandemic 194
A.W. Anthony & D.N. Danarsari

Will digital literacy moderate the relationship between digital capabilities and the business performance of MSMEs in Indonesia? 198
D. Tricahyono & A.I. Sudrajat

Bitcoin mimicking portfolio 202
S. Sentosa & Z.A. Husodo

Impact of COVID-19 on stock market of Indonesia stock exchange 205
M.A. Arsyad & C.A. Utama

Market performance of ICT firms with knowledge-intensive business services: The effect of innovation culture and customer co-creation 209
D. Alpraeska & Arviansyah

Market reaction toward corporate action in Indonesia stock exchange before and during the COVID-19 pandemic 213
M.A.R. Romadhoni

The influence of non-physical work environment and work stress on job performance of Gen Z: A research framework 218
F. Saraswati & D. Indiyati

The influence of competency and demographic on employee performance at the ministry of religious affairs of Sragen Regency: A research framework 223
W.H. Rochmawati & D. Indiyati

Determining the marketing strategy of tenant food & beverages using association rules at the boarding lounge international terminal 3 Soekarno-Hatta Airport 227
K.A. Ramadhan, G. Ramantoko & S. Noviaristanti

Analysis of team effectiveness factors on EPC power plant project in Indonesia 232
M. Abdi & Arviansyah

A measurement to examine factors affecting adoption of Orbit product in Indonesia 236
Z.R.D. Anissa & Indrawati

The effect of compensation and organizational culture on employee work motivation at the grand mercure hotel Bandung: A research framework 240
V.R. Syawaline & D. Indiyati

Impact of work environment and job characteristics on turnover intention with employee engagement as intervening variables on the talent of the millennials generation in Indonesia 244
M.S.S. Adfa & D. Indiyati

Do foreign direct-investment technological spillovers differ across industries? (Case study of Indonesian manufacturing industries) 248
Y. Astuti

The effect of knowledge sharing on employee performance in Telkom education foundation headquarter office: A research framework 252
W.N. Izzah & D. Indiyati

The effect of workload and training on personnel performance at the directorate general of criminal investigation (Ditreskrimum) Polda Riau Island 256
A. Rifdah & D. Indiyati

Performance analysis of money market, mixed, and equity mutual funds during Covid-19 outbreak 260
C. Cleodora

The effect of learning organizational practices and job satisfaction on employee engagement in an agile environment at PT XYZ 263
I.R.M. Moh & D. Indiyati

Engineering, Procurement, and Construction (EPC) delay analysis for construction of pressurized LPG terminals 267
A. Himawan & Arviansyah

Bankruptcy prediction model for public companies in Indonesia stock exchange 271
M.N.F. Putra & Z.A. Husodo

Economic morals of farmers in facing the drought in Banyu Urip Village, Central Lombok Indonesia 275
S. Jayadi & R. Rahmawati

First level health facilities in Bengkulu Province: Acceptance and use of an online queuing system 279
A. Mukti & Arviansyah

Strategic management analysis of gas supply during turn around: Lending and borrowing agreement at PT X 283
M. Diansari & A. Subroto

Analysis of capital budgeting and risk management for superblock projects with transit oriented development concept at PT. XYZ 287
R.A. Ramadhana & R. Prijadi

Measurement of operational value at risk of earthquake using loss distribution approach-aggregation model 292
V. Panggabean & Z.A. Husodo

Bitcoin and gold as hedging instruments for ASEAN-5 stock market 296
Z.N. Adjani & Z.A. Husodo

Factors influencing sustainable entrepreneurship intention among university students: An agenda for sustainable entrepreneurship programs 300
A.A. Gunawan & R.L. Lubis

Airport business strategy in facing crisis: Case study at Yogyakarta International Airport 304
R.E. Wibowo & E.P. Anas

Analyzing LQ45 index using principal component analysis 308
B. Rikumahu & T.T. Gustyana

Author index 313

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Editor(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Preface from chair committee CoMDITE 2022

Assalamu'alaikum Wr. Wb.
Greetings from MM FEB Telkom University

As a World-Class University, Telkom University is contributing to knowledge development by conducting a conference with all papers published in the proceedings. This proceedings compiles papers from presenters at the Conference on Managing Digital Industry, Technology and Entrepreneurship 2022 (CoMDITE 2022) which was held on May 24th, 2022.

This conference had two main sessions, i.e. a plenary session and a parallel session with 82 presenters. The plenary session consisted of a keynote lecture that was delivered by Yana Mulyana, Mayor of Bandung, followed by a panel discussion which featured some experts such as the invited speakers, Dr. Rose Marie Azzopardi from the University of Malta, Prof. Ir. Dr. Hairul Azhar Bin Abdul Rashid from Multimedia University Malaysia, Dr. Ir. Ratna Lindawati Lubis and Dr. Shaista Wasiuzzaman from Universiti Teknologi Brunei.

The 77 papers are from various universities and higher educational institutions from Indonesia and Malaysia.

CoMDITE 2022 was successfully held in collaboration with Magister of Management Program Telkom University (MM Tel-U) and Multimedia University (MMU). This event is supported by Telkomsel, Angkasa Pura II, Telkom Indonesia, Edelweiss Hospital and MM Universitas Sriwijaya.

On behalf of the committee, I would like to express our gratitude to all distinguished speakers, authors, presenters, participants and sponsors for contributing to the successful event of CoMDITE 2022. I hope this proceeding will contribute to the development and improvement of digital industry knowledge & practices.

Best regards,
Siska Noviaristanti, Ph.D
Head of Study Program, Telkom University, Bandung, Indonesia

Taylor & Francis
Taylor & Francis Group
http://taylorandfrancis.com

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Editor(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Editors

Siska Noviaristanti – Telkom University, Indonesia

Siska Noviaristanti is a lecturer at the Faculty of Economics and Business, Telkom University Indonesia. Since 2018 she is also the head of the Master of Management Program at Telkom University. Her research interest is in the innovation management area, especially digital transformation, start-up strategy, digital maturity models, scenario planning and innovation of ecosystems. She is experienced as editor in a number of proceedings published by CRC Press.

Ong Hway Boon – Multimedia University, Malaysia

Ong Hway Boon is an Associate Professor at the Faculty of Management, Multimedia University, Cyberjaya campus, Malaysia. Her research interests reflect her past working experience in the banking industry and how development in the financial system has affected households and businesses locally and internationally. She has published more than 30 internationally peer-reviewed journal articles. Her research is focused on applied research in payment systems, financial intermediation and their impact on households and businesses. She is also keen in studying how the change in population structure has affected households' payment patterns and lifestyles. Dr Ong is currently the Chairperson for the Research Centre of Business Excellence and the Chief Editor of the International Journal of Management, Finance and Accounting for MMU Press.

Taylor & Francis
Taylor & Francis Group
http://taylorandfrancis.com

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Editor(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Background

CoMDITE is an annual conference organized by the Master in Management Program, School of Economic and Business, and jointly hosted by the Faculty of Management MMU Malaysia. The conference has taken place in Bandung on the 24th of May 2022. This conference reflects the achievements, challenges and developments of the field Managing Digital industry through academic paper presentations, industry engagement, academic keynotes, and discussions on key themes. The conference aims to provide all participants with opportunities to hear, think and contribute creatively to the continuing growth and expansion of the field and develop social networks among participants.

The 2022 conference theme is Sustainable Future: Trends, Strategies and Development and welcomes all authors that are interested in organization studies, marketing, management, digital technology, finance, human resources, creativity, art and design. This includes research on, but is not limited to, issues that are listed as the themes and areas for the conference below.

Objectives

The CoMDITE 2022 conference aims to build relationships between academics, practitioners, and governments as well as being a platform for academics and researchers to present cutting-edge research findings and to exchange insightful perspectives with industry practitioners. In addition, CoMDITE 2022 also provides opportunities for undergraduate and postgraduate students to present their proposals so that they are modern-minded and uphold good values and culture, as well as opportunities for industry and policy makers to get feedback on research ideas, and findings to develop a business curriculum.

Taylor & Francis
Taylor & Francis Group
http://taylorandfrancis.com

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Editor(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Acknowledgements

We would like to express our thanks to the conference committee for their work, all sponsors of this event, Telkomsel, Angkasa Pura II, Telkom Indonesia, Edelweiss Hospital and MM Universitas Sriwijaya.

We also acknowledge the authors for their contribution and we would like to address a warm appreciation to the members of the scientific committee for their participation and expertise in the preparation of the conference. We also thank all people who agreed to play the role of moderator and session chair. Without their support the conference could not have been the success that it was. Hopefully, the success of the conference will continue next year.

Taylor & Francis
Taylor & Francis Group
http://taylorandfrancis.com

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Editor(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Scientific Committee

Prof. Nuran Acur (*University of Glasgow, UK*)
Prof. Elisabetta Lazzaro (*Hogeschool Kunst Utrecht, The Netherlands*)
Dr. Chong Choy Yoke (*Multimedia University, Indonesia*)
Prof. Hiro Tugiman (*Telkom University, Indonesia*)
Assoc. Prof. Indrawati, Ph.D (*Telkom University, Indonesia*)
Assoc. Prof. Dr. Nahariah Jaffar (*Multimedia University, Malaysia*)
Dr. Vichaya Mukdamanee (*Silpakorn University, Thailand*)
Dr. Rinyaphat Nithipataraahnan (*Silpakorn University, Thailand*)
Assoc. Prof. Dr. Maya Arianty (*Telkom University, Indonesia*)
Dr. Chong Lee Lee (*Multimedia University, Malaysia*)
Dr. Yudi Fernando (*Universiti Malaysia Pahang, Malaysia*)
Dr. Tan Siow Hooi (*Multimedia University, Malaysia*)
Dr. Hasni binti Mohd Hanafi (*Multimedia University, Malaysia*)
Dr. Ong Hway Boon (*Multimedia University, Malaysia*)
Siska Noviaristanti, Ph.D (*Telkom University, Indonesia*)
Dr. Tan Siow Kian (*Multimedia University, Malaysia*)
Dr. Gadang Ramantoko (*Telkom University, Indonesia*)
Dr. Palti M.T. Sitorus (*Telkom University, Indonesia*)
Dr. Astri Gina (*Telkom University, Indonesia*)
Dr. Ratna Lindawati Lubis (*Telkom University, Indonesia*)
Dr. Ratri Wahyuningtyas (*Telkom University, Indonesia*)
Dr. Riko Hendrawan (*Telkom University, Indonesia*)
Dr. Anisah Firly (*Telkom University, Indonesia*)

Taylor & Francis
Taylor & Francis Group
http://taylorandfrancis.com

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Editor(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Conference Committee

Chairperson
Siska Noviaristanti, Ph.D

Co-Chairperson
Assoc. Prof Dr. Ong Hway Boon

Secretary
Ardan Gani Asalam, S.E., M.Ak

Committee from MMU
Assoc. Prof Dr. Nahariah Jaffar
Zarehan Selamat
Azrena Mohd Noor
Dr. Chong Choy Yoke
Dr. Hasni Hanafi

Administration
Mesayu Ana Hanifah
Dede Rahmat

Sponsorship Division
Indrawati, Ph.D

Plenary Session
Dr. Astri Ghina
Dr. Ratna L Nugroho

Parallel Session
Dodie Tricahyono, Ph.D
Dr. Palti MT Sitorus

Promotion Division
Dr. Maya Ariyanti
Dr. Dian Indiyati
Dr. Gadang Ramantoko

Website, Conference System and Design Division
Mohammad Tyas Pawitra
Alfi Inayati

Taylor & Francis
Taylor & Francis Group
http://taylorandfrancis.com

CERTIFICATE

OF APPRECIATION

PROUDLY PRESENTED TO

Vido Iskandar

for valuable contribution as **PRESENTER**
during the 3rd Conference on Managing Digital Industry, Technology and Entrepreneurship (CoMDITE) 2022
Bandung, 24th of May 2022

Conference Chair CoMDITE 2022
Telkom University

Siska Noviaristanti, Ph.D.

Dean School of Economics & Business
Telkom University

Dr. Ratri Wahyuningtyas

Supported by

Co-Host

Sustainable Future: Trends, Strategies and Development – Noviaristanti & Hway Boon (eds)
© 2023 copyright the Author(s), ISBN 978-1-032-37201-3
Open Access: www.taylorfrancis.com, CC BY-NC-ND 4.0 license

Would it be safe to travel domestically now? The analysis of perceived travel risk across generations

V. Iskandar & S. Wijaya
School of Business and Management, Petra Christian University of Surabaya, Surabaya, Indonesia

ABSTRACT: The Covid-19 pandemic has harmed various industries, including tourism. Many individuals prefer staying at home to going on vacation, and this is due to the fright of the existing pandemic situation. This study is aimed to examine the level of travel risk perceptions of domestic tourists among generations X, Y and Z. One-way ANOVA statistical technique was applied to identify the differences in travel risk perceptions among the three generations. A total of 603 samples representing generations X, Y, and Z have participated in the online survey. The result shows that each generation has significantly different perception in viewing various types of travel risks. The findings are expected to offer recommendations for tourism service business managers to create a safe and comfortable quality travel experience.

Keywords: Perceived travel risk, Covid-19, domestic tourism, generations X Y Z

1 INTRODUCTION

The global tourism industry is one of the industries most affected directly by the Covid-19 pandemic (Zhang et al. 2020). Despite the various efforts made by the government, a lot of people are still reluctant to travel because the situation is still perceived unsafe. This is so called as perceived travel risk, which means the perception in tourist's mind of uncertainty and the possible negative consequences of using or choosing a travel offer (Zhang et al. 2020). Previous studies have explored the role of tourist demographic characteristics on perceived travel risk. Age is the most important demographic factor by tourism stakeholders because tourism demand can be predicted effectively through the age of the tourists (Kara & Mkwizu 2020). This study aims to analyze further the perceived travel risk of three different generations in Indonesia, namely X, Y and Z, regarding travel activities in local destinations within Indonesia during the Covid-19 pandemic. The results of this study are expected to contribute to stakeholders in the tourism industry to understand further the changes in domestic tourists' behavior in traveling to local tourist destinations during the Covid-19 pandemic.

2 LITERATURE REVIEW

Perceived travel risk is associated with the perception of uncertainty and the possible negative consequences of using or choosing a travel offer (Zhang et al. 2020). Perceived travel risk is divided into several dimensions, namely health risk, which is the possibility of a risk of contracting certain diseases; safety risk, which is a risk related to the security of particular activities; and social-psychological risk, which is the possibility that a person will be judged negatively based on his/her choice and not according to his self-image (Abraham et al. 2020; Desivilya et al. 2014; Kement et al. 2020; Khan et al. 2019; Liu et al. 2021; Seabra et al. 2020; Sohn et al. 2016; Teeroovendum et al. 2020; Zilker et al. 2020) revealed that older tourists are more risk-averse than younger tourists when choosing risky choices. Older tourists will be more anxious because of

DOI 10.1201/9781003335832-45

decreased physiological abilities; therefore, they face more obstacles and worries in traveling than younger tourists. Thus, safety is one of the primary considerations for older tourists when traveling. On this basis, the hypothesis is formulated as follows:

There are significant differences in the perception of traveling risk among generations X, Y and Z of Indonesia.

3 METHOD

This study collected sample groups of generations X, Y and Z, living in several cities on Java Island. A total of 606 questionnaires were collected online. One-way ANOVA with the post-hoc technique chosen is the Tukey post-hoc multiple comparison test to examine whether there are significant differences in the perception of travel risk and more precisely, identify the differences in the travel risk aspects among the three generations of X, Y and Z in Indonesia.

4 RESULTS AND DISCUSSION

The participants of this study are dominated by females, as many as 60.6% of the total respondents. When viewed from the age group, this research is dominated by the age group of 25-44 years old or 41.7%, who are also part of generation Y. Table 1 shows that there are significant differences in perceptions among generations X, Y, and Z on the four travel risk indicators. This can be seen from the value because the significant value of the four indicators is smaller than the cut-off value of 0.05. The first indicator with a significant difference is the health risk dimension; The respondents agree to avoid traveling to tourist destinations if there is a risk of contracting Covid-19 virus. The Tukey's post-hoc test results show that a significant difference in risk occurs among generations X and generation Z. Meanwhile, there is no significant difference between generations X and Y, as well as generations Y and Z. It indicates that these generations share the same perception to avoid the risk of contracting the Covid-19 virus. This may be because generation X domestic tourists are in the 45–54-year age range where medically, the older age group (including the elderly) is more susceptible to contracting Covid-19 than the younger age group (www.kemkes.go.id). These results confirm Zilker et al.'s study (2020), which revealed that when faced with choices that posed a health risk, older tourists would think more about travelling and avoid these risks; therefore, this would be a consideration for older tourists to travel.

Table 1. One-way ANOVA for perceived travel risk among three generations.

Indicators	Generation	n	Mean	St. Dev	F value	Sig.
Health Risk						
HR1: Avoid traveling to tourist destinations if there is a risk of contracting Covid-19	X*	226	3.94	0.967	7.469	.001*
	Y	253	4.09	0.849		
	Z*	127	4.31	0.720		
HR2: The visited local tourist destinations in Indonesia have ensured the implementation of health protocols	X	226	4.71	0.597	0.699	.498
	Y	253	4.69	0.625		
	Z	127	4.63	0.699		
HR3: Covid-19 is more dangerous than other viruses; the risk of getting infected is higher	X	226	3.96	0.979	0.387	.679
	Y	253	4.01	0.964		
	Z	127	4.05	0.991		
HR4: Worried about contracting Covid-19 if traveling to destinations in Indonesia	X	226	4.07	0.995	1.495	.225
	Y	253	4.18	0.899		
	Z	127	4.24	0.895		

(*continued*)

Table 1. Continued.

Indicators	Generation	n	Mean	St. Dev	F value	Sig.
Safety Risk						
SR1: Feeling anxious when seeing other people not wearing the mask at destination	X	226	4.58	0.722	2.042	.131
	Y	253	4.45	0.736		
	Z	127	4.56	0.783		
SR2: Feeling anxious to travel to local tourist destinations in Indonesia due to the pandemic	X*	226	3.89	1.007	3.560	.029*
	Y	253	4.05	0.918		
	Z*	127	4.15	0.817		
Social-Psychological Risk						
SP1: Traveling to local tourist destinations in Indonesia may lead to reputation demise	X*	226	2.42	1.224	9.277	.000*
	Y*	253	2.79	1.275		
	Z*	127	2.98	1.231		
SP2: Traveling to destinations does not fit with self-image	X*	226	2.61	1.200	7.174	.001*
	Y*	253	2.92	1.204		
	Z*	127	3.07	1.183		
SP3: Traveling to local tourist destinations in Indonesia may change other people's view	X	226	2.8	1.294	2.026	.133
	Y	253	3.01	1.276		
	Z	127	3.02	1.282		

Furthermore, in the safety risk dimension, significant differences were found among generations, specifically in the indicator when the respondents felt that it was unsafe to travel to tourist destinations in Indonesia due to the Covid-19 pandemic situation. The post-hoc test showed that based on the indicator 'feeling unsafe to travel to tourist destinations in Indonesia due to the Covid-19 pandemic', there were also differences for generations X and Z with a significant value of 0.033. Meanwhile, the Y and Z generations showed no difference in the perception of traveling. In line with generations Y and Z, generations Y and X also have no difference with a significant value of 0.597. Apart from the age group differences, a study by Neuburger and Egger (2021) explained that tourists were more concerned with their safety, and if they wanted to travel, tourists would consider various risks that existed even if these tourists really wanted to travel. Bractic et al. (2021) revealed that safety would be the primary consideration for tourists to travel because it when they visit new places, they could come across strangers they did not know before.

Third, when viewed from the social-psychological risk dimension, there is a significant difference between generations in the indicator that 'traveling to tourist destinations in Indonesia may lead to reputation demise,' with a significant value of 0.000. In addition, the post-hoc test showed the difference in generation X and Z can be seen in the indicator 'traveling to tourist destinations in Indonesia may lead to reputation demise'. While the Y and Z generations also showed a difference with a significant value of 0.004. Fourth, the indicator of traveling to tourist destinations in Indonesia does not suit the self-image. This has a significant value of 0.001 which means that this indicator also has a significant difference. The post-hoc test results provided data that there were also differences for generations Z and X in the indicators of 'traveling to tourist destinations in Indonesia is not suitable for self-image,' with a significant value of 0.001. Meanwhile, there is also a difference between generations Y and Z with a significant value of 0.013. Next, there is no difference between generation X and Y with a significant value of 0.465. This may be because the respondents from Generation Z are in the age group 17–24 years old, where most of this age group are still at school or studying in college or just entered the field of work; therefore, their reputation or self-image has not been a factor to be considered, especially when associated with tourist activities. On the other hand, the respondents of Generation X and Y, who are older than Generation Z, are mostly working, pursuing careers either through their own business or as a professional in a company. The demands in their field of work, especially as a leader and meeting business colleagues, give a 'social pressure' on generations X and Y to maintain their self-image. Travel decisions and activities while

the pandemic is still ongoing will be perceived as carelessness because of the risk of contracting Covid-19 virus which can lead to personal reputations; even the company's reputation where the respondent works can be adversely affected. On the other hand, Generation Z has characteristics that like to indulge in privacy through social media; thus, when they travel, Generation Z always shares their experiences through social media, even though the risk of contracting Covid-19 virus remains there (Aeni 2022).

On the other hand, there is no significant difference among the three generations in the other five indicators, namely: risk that the destinations do not implement the health protocols; risk of being infected and contracted by the virus; risk of meeting with people without health mask; and risk of being seen by others when traveling during the pandemic. In other words, the three generations have the same level of perceptions in viewing the travel risk of these five indicators.

5 CONCLUSION AND RECOMMENDATIONS

The results of this study reveal that there are significant differences in the perception of the traveling risk among domestic tourists of generations X, Y and Z on the health risk, safety risk, and the social-psychological risk dimensions. Several managerial suggestions are offered. Managers of tourist destinations in Indonesia are expected to consistently maintain the CHSE health protocol standards so that tourists feel comfortable and safe to travel to Indonesia. The management of tourist destinations also needs to think of creative strategies such as providing tour packages that are more private for generation X domestic tourists to increase the number of generation X domestic tourists who are brave and willing to travel. Meanwhile, future research is expected to dig deeper into the perception of the risk of traveling from the baby boomers or the elderly, considering that before the pandemic, the trend in the number of tourists from the baby boomer generation was increasing. However, due to the pandemic, this generation has the most vulnerable health risks due to the virus. Considering that the population of new generations will increase in the coming years, a strategy in providing tourism services must be prepared more carefully, starting from the research on their perceptions of the risks of traveling.

REFERENCES

Abraham, V., Bremser, K., Carreno, M., Crowley-Cyr, L., & Moreno, M. (2020). Exploring the consequences of covid-19 on tourist behaviors: perceived travel risk, animosity and intentions to travel. *Tourism Review*, 76(4), 701–717.

Aeni, S.N. (2022). Memahami karakteristik dan ciri – ciri generasi z. Katadata.co.id. Retrieved from https://katadata.co.id/sitinuraeni/berita/6226d6df12cfc/memahami-karakteristik-dan-ciri-ciri-generasi-z

Bratic, M., Radivojevic, A., Stojiljkovic, N., Simovic, O., Juvan, E., Lesjak, M. & Podovsovnik, E. (2021). Should I stay or should I go? Tourists' COVID-19 risk perception and vacation behavior shift. *Sustainability, 13*, 3573.

Desivilya, H., Teitler-Regev, S., & Shahrabani, S. (2015). The effects of conflict on risk perception and travelling intention of young tourists. *EuroMed Journal of Business*, 10(1), 118–130.

Kara, N.S. & Mkwizu, K.H. (2020). Demographic factors and travel motivation among leisure tourists in Tanzania, *International Hospitality Review*, 34(1), 81-103.

Kement, U., Çavuşoğlu, S., Demirağ, B., Durmaz, Y., & Bükey, A. (2020). Effect of perception of covid-19 and nonpharmaceutical intervention on desire and behavioral intention in touristic travels in Turkey. *Journal of Hospitality and Tourism Insights*, Vol. ahead-of-print No. ahead-of-print.

Kemkes. (2022). Pertanyaan dan jawaban terkait Covid-19. Retrieved from https://www.kemkes.go.id/folder/view/full-content/structure-faq.html

Khan, M.J., Chelliah, S., Khan, F., & Amin, S. (2019). Perceived risks, travel constraints and visit intention of young women travelers: the moderating role of travel motivation. *Tourism Review*, 74(3), 721–738.

Liu, Y., Shi, H., Li, Y., & Amin, A. (2021). Factors influencing Chinese residents' post-pandemic outbound travel intentions: an extended theory of planned behavior model based on the perception of Covid-19. *Tourism Review*, 76(4), 871-891.

Neuburger, L., & Egger, R. (2021). Travel risk perception and travel behaviour during the Covid-19 pandemic 2020: A case study of the DACH region. *Current Issues in Tourism*, 24(7), 1003-1016

Seabra, C., AlAshry, M., Çınar, K., Raja, I., Reis, M., & Sadiq, N. (2021). Restrictions' acceptance and risk perception by young generations in a covid-19 context. *International Journal of Tourism Cities*, 7(2), 463-491.

Sohn, H.-K., Lee, T. J., & Yoon, Y.-S. (2016). Relationship between perceived risk, evaluation, satisfaction, and behavioral intention: A case of local-festival visitors. *Journal of Travel & Tourism Marketing*, 33(1), 28–45.

Teeroovengadum, V., Seetanah, B., Bindah, E., Pooloo, A., & Veerasawmy, I. (2021). Minimising perceived travel risk in the aftermath of covid-19 pandemic to boost travel and tourism. *Tourism Review*, 76(4), 910–928.

Zhang, J., Xie, C., Wang, J., Morrison, A. M., & Coca-Stefaniak, J. A. (2020). Responding to a major global crisis: the effects of hotel safety leadership on employee safety behavior during covid-19. *International Journal of Contemporary Hospitality Management, 32*(11), 3365-3389.

Zilker, V., Hertwig, R., & Pachur, T. (2020). Age differences in risk attitude are shaped by option complexity. *Journal of Experimental Psychology: General*, 149(9), 1644.