Travel Constraints, Trust, Travel Motivation and Travel Intention : A Case study of Covid 19 pandemic

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Travel Constraints, Trust, Travel Motivation and Travel Intention: A Case Study in the Covid 19 Pandemic

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Abstract. The limitation of traveling refers to individual limitations; namely, interpersonal and intrapersonal constraints. However, trust shapes the traveler's confidence to travel. Furthermore, travelers need motivation as their push factor to appeal their interest in traveling. This study aims to explore the relationship between travel constraints and trust on travel intention and travel motivation as the mediating variable. The sample was determined by using purposive sampling on Indonesia's travelers who traveled during the Covid 19 pandemic, from March 2020 to February 2021. An online questionnaire was conducted to gather the data using SEM-PLS 3.0. Results indicated that the intrapersonal constraint had positive effects on travel intention and travel motivation. On the other hand, interpersonal constraints and trust did not affect travel intention nor travel motivation. Therefore, the research results imply a positive contribution to the collaborative development theories between Theory Planned Behavior and those related in tourism sector. Leaders in tourism business sectors could plan their marketing strategies in a fast-changing pace in the world; such as, the crises of Covid 19 pandemic to bring people's motivation out in order to be interested in traveling again although with several terms and conditions after the human mobility was curtailed.

Keywords: travel constraint, trust, travel motivation, travel intention

1 Introduction

Tourism is one of the leisure activities related to the two motivational forces of escaping from routine activities and seeking recreational opportunities in a form of traveling. It is defined by UNWTO (United Nation of World Tourism Organization) as activities of an individual

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traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes[1]. However, in a fast-changing pace in the world especially when the fast-changing environment becomes more volatile and uncertain; such as the crises of Covid 19 pandemic which reached its climax in 2020, has made the human mobility curtailed and some places were locked down due to the rapid spread of the virus. People are forced to stay at home for months and even more than a year. Facing the tremendous challenges, all tourism business sectors have been impacted badly as most of airlines, tour & travels, hotels, restaurants, cultural tourism places, theme parks, attractions, transportation, souvenir shops are unable to operate. All sectors related to tourism industries have become sluggish. Various schemes are carried out to make the tourism sector recover and It is estimated that by 2021 the tourism sectors will recover in the inbound tour and followed by the outbound. The limitation of traveling refers to the travel constraints that hinder individuals to travel; namely, interpersonal and intrapersonal constraints [2]

The condition of tourism sectors is slowly recovering as it is approaching the second quarter of year 2021. People start going out and some even going farther such as out of town with their own cars. The vaccine invention has grown people's confidence and gradually arisen people's intention to travel. Intention to visit a destination is the willingness of a potential visitor to visit a destination [3]; it is the rational evaluation of the costs or benefits of a set of alternative destinations. Travel intention is also influenced by motivations. A motive is defined as the reasons for undertaking a travel activity [4]. Travel motivation is therefore known as a driving force behind understanding behavior [5]. One of the concepts of travel motivation is to understand tourists' travel decisions and consumption behaviour [6]. Researchers also viewed that travel motivations were affected by trust and constraints [7]. Thus, it facilitates tourist destinations to understand travelers' motivation and benefit them in terms of designing the preparation of welcoming back tourists in the new normal that can stimulate their travel intention.

Besides travel motivation, trust is also another issue people consider when they intend to travel to a destination in the new normal. Covid 19 is one of the uncertainties which becomes the biggest consideration at this moment; and therefore, people need to have trust about the information and condition at the destination to push their motivation to be involved in some activities at the desired destination. This research is a case assessment of the influence of travel constraints and trust which travelers have in relevance to the pandemic as an evidence-based exploration to find out people's intention to travel through their motivation.

2 Literature Review & Hypotheses Development

2.1 Relationship between travel constraints and travel intention

Previous study defined travel constraints as factors that hinder people from traveling [8]. Some factors considered as the barriers to prevent people from leisure activities to travel were time, money, opportunity, knowledge, ability, overcrowding, no partners to go with, shyness and lack of transportation, safety, interest, and poor quality [9]–[11]. Study by Crawford &

Godbey (1987; 1991)[2][12] identified travel constraints into three dimensions representing; interpersonal, intrapersonal, and structural constraints. Interpersonal constraints viewed factors such as individuals with no companions to share with and thus it will prevent them to participate in the travel activities and experiences; while intrapersonal constraints relate to individual psychological states or conditions such as lack of interest, stress, anxiety, depression, and spirituality. The third dimension is the structural constraints related to the lack of time, financial limitations, opportunity, climate, information and access [13], [14]. In the context of Covid 19 pandemic, the authors analyzed travelers' constraints from two dimensions; namely, the interpersonal (no companions, lack of family and friends' supports, not fun to travel alone) and intrapersonal (traveling is risky, not interested in joining activities in the intended destination, and not interested in traveling in the intended destination).

Different studies have investigated the relationship between travel constraints and travel intention and documented that travel constraints negatively affect the ability to travel and therefore decrease travel frequency [15]. Travel constraints have been proven negatively decrease the intent for individuals to take a cruise vacation [16]. However, early studies showed the inconsistent findings of the relationship of travel constraints and travel intention. Some researchers found that intrapersonal constraints were found to be the crucial factor in the ski tourism context [17], while another research by (Hudson, 2000)[18] found that interpersonal constraints was the most significant factor. A nature tourism research done by (Nyaupane and Andereck, 2008)[14] indicated structural constraints to be the most important factor to the travel intention. On the contrary, (Lee et al, 2012)[19] found the three dimensions of travel constraints had no significant influence on travel intention and the latest research conducted by Andrea & Njo (2020)[20] revealed that interpersonal constraints had positive but insignificant impact on travel intention; while intrapersonal and structural constraints had negative and significant impacts on travel intention. Based on the findings, it could be hypothesized that :

H1a : Interpersonal constraints influence travel motivation
H1b : Intrapersonal constraints influence travel motivation
H2a : Interpersonal constraints influence travel Intention
H2b : Intrapersonal constraints influence travel Intention

2.2 Relationship between trust and travel intention

Morgan and Hunt (1994)[21] conveyed trust as the heart of all kinds of relationships. The nature of trust deals with the perception that the trusted party is reliable in fulfilling commitments; service provider is expected to be dependable and deliver their promises [22]. Thus, for trust to exist, consumers have to be assured that the trustee is capable in delivering the expected goods or services [23]. The need of trust is particularly important when there is uncertainty, lack of knowledge or information and consumers need to make a decision. Therefore, trust will shape an individual's attitudes and preferences in making decision [24].

Since trust is shaped from the evaluation of certain attributes of an object, individual, organization, or institution [25]; therefore, the measurement commonly uses

multidimensional scaling, such as local inhabitants, public and private institutions (benevolent, competent, and honest). This study uses trust as the independent variable with its three indicators 1) In general, travelers agree that everybody can be trusted, 2) There will be somebody willing to help most of the time, 3) Most people try to take an advantage from travelers if they have a chance. As the independent variable, risk can also affect other variables.

In term of travel, trust is defined as an individual's willingness to rely on the tourist destination that one is confident to travel or participate in the tourist activities and that the destination is reliable to be visited [26]. From the previous literature, personal safety is important to be considered as one of the highest motivation factors for travelers to engage in any travel activities [27]. According to (Abubakar and Ilkan, 2016)[28], whose research was about destination trust, they came up that trust can have a significant influence on tourists' travel intention. Thus, it may lead an individual to have a positive confidence for the next future travel intention [29]. Based on the previous studies, it could be hypothesized that:

H3 : Trust has an effect on travel motivation
H4 : Trust has an effect on travel intention

2.3 Relationship between travel motivation and Travel Intention

Motivations according to Decrop (2006)[30] are certain needs of an individual or the inner state which force someone to behave in a specific way. When it is related to travel motivations, researchers defined them as the most important driving force that influence an individual to perform travel behaviors [31]–[33].

Early study discussed why individuals travel and came up with the concept of push and pull factors [34]. Push factors answered individuals' interest and desire which are similar to motivations [35], [36]. While other studies tried to seek the relationship between travel motivations and visit intention or travel intention [37]–[39]. Literature also viewed that the push factors or travel motivations were affected by travel constraints that will influence individual's travel intention [7], [40].

Researchers have investigated the mediating role of travel motivation as a variable in the context of tourism and found that travel motivation can be the mediator between different variables. For instance, on the relationship between novelty and travel intention, travel motivation was an important mediator that connected novelty and tourist's travel intentions [41]. On the contrary, Nicolau and Mas (2006)[42] yielded a negative relationship between distance, price, and destination selection weakened by the mediating effect of travel motivation.

H5 : Travel motivation has an effect on Travel Intention

3 Research Methods

This study used a quantitative approach with an infinite population using a judgmental sampling. Data were collected from the population and the inclusion criteria were that the respondents should be those of age above 17 years old and those who have traveled abroad or within Indonesia during the Covid-19 pandemic and the new normal era. The items of the variables were adapted from the previous studies for instrument development. Online questionnaires using the measurement on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) are used. Around 250 questionnaires were distributed and out of which 243 were returned and fit to use for data analysis. The collected data were analyzed using multivariate analysis and the aid of SPSS with Partial Least Square (PLS). Figure 1 provides the research model :

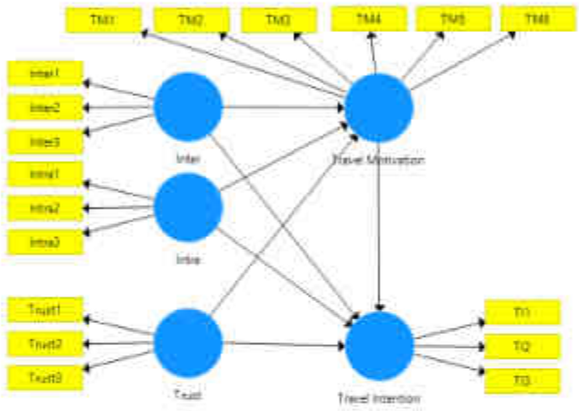

Fig. 1. Research Model

4 Findings and Discussion

The results found that male travelers had an intention to travel individually (26%), while female travelers tend to travel in group (36%). Most travelers' profile was between the ages of 17 and 25 (86%). All travelers had a university education (79%). On marital status, 89% of all the travelers were single and undergraduate (75%). On numbers of individual travelers, majority of 86% travelers around once or twice in a year while 46% proved to travel in group once or twice in a year. This suggests that the respondents were mostly young educated male travelers.

Hypotheses testing used Structural Equation Model (SEM) and Partial Least Square (PLS). PLS analysis has two models; namely, the outer model and the inner model. In the outer model, the validity and reliability of the model will be assessed using parameters such as the measurement of Convergent Validity, Discriminant Validity, and Composite Reliability. When an indicator is not valid nor reliable, the indicator will be eliminated and further continued with the inner model. Convergent Validity is established from the factor loading

value to measure how high a correlation is between the indicators and the total scores of the latent variable. Convergent Validity is established when the outer loading factor value is higher than 0.7 [43]. Table 1 provides the data of the outer loading factor.

Table 1. Outer Loading Factor

	Inter	Intra	Travel Intention	Travel Motivation	Trust
Inter1	0,819				
Inter2	0,722				
Inter3	0,453				
Intra1		0,228			
Intra2		0,922			
Intra3		0,938			
TI1			0,855		
TI2			0,910		
TI3			0,901		
TM1				0,464	
TM2				0,492	
TM3				0,812	
TM4				0,671	
TM5				0,855	
TM6				0,832	
Trust1					0,576
Trust2					0,603
Trust3					0,283

Table 1 presents the outer loading value; however, from the initial model that comprises of 6 (six) indicators; namely, Inter3, Intra1, TM1, TM2, Trust1, and Trust 3, one item (Trust 3) is deleted due to the low factor loading that is below 0.6. (see Table 2)

Table 2. Outer Loading Value of Iteration 1 Model

	Inter	Intra	Travel Intention	Travel Motivation	Trust
Inter1	0,916				
Inter2	0,744				
Intra2		0,922			
Intra3		0,941			
TI1			0,857		
TI2			0,910		
TI3			0,899		
TM3				0,793	
TM4				0,694	
TM5				0,887	

TM6				0,866	
Trust2					1,000

Besides the Discriminant validity, the test can also be measured by using Average Variance Explained (AVE) > 0.50. The construct validity or the latent variable on the reliability test was examined by using the composite reliability and Cronbach Alpha > 0.7. Table 3 presents the overall findings indicate that the reliability test of all the latent variables surpassed the threshold values of Cronbach Alpha > 0.7 but > 0.5 for the Inter variable which is considered tolerable if AVE > 0.5 and composite reliability > 0.7. Therefore, it can be concluded that the indicators for all constructs met the reliability and qualified for further analysis.

Table 3. Cronbach's Alpha, Composite Reliability, and AVE

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Inter	0,584	0,819	0,696
Intra	0,849	0,929	0,868
Travel Motivation	0,829	0,886	0,661
Travel Intention	0,868	0,919	0,790
Trust	1,000	1,000	1,000

The validity and reliability test performed the iteration 1 model of which results were all valid and reliable. Figure 2 details the result of iteration 1 model with both outer and inner loading factors.

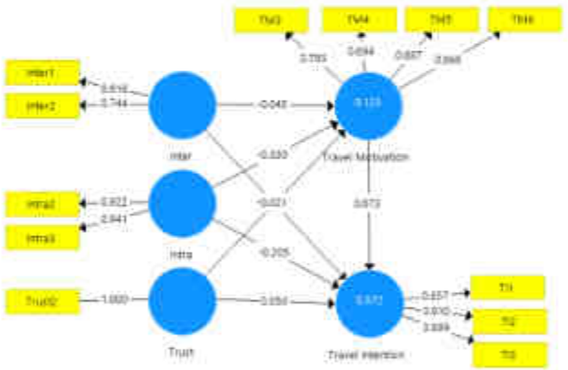

Fig 2. SEM Iteration phase 2 Model

Inner model was conducted by using the Bootstrap from the model iteration. Boostrapping is used to see if there is a significant relationship between the observed variables. Table 4 presents the results of the inner model with the correlation between the latent variables.

Table 4. Results of Hypotheses

		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	p-values
H1a	Inter -> Travel Motivation	-0,043	-0,056	0,068	0,628	0,530
H1b	Intra -> Travel Motivation	-0,330	-0,332	0,060	5,471	0,000
H2a	Inter -> Travel Intention	0,035	0,034	0,050	0,710	0,478
H2b	Intra -> Travel Intention	-0,205	-0,206	0,055	3,714	0,000
H3	Trust -> Travel Motivation	-0,021	-0,021	0,064	0,318	0,750
H4	Trust -> Travel Intention	0,050	0,051	0,041	1,217	0,224
H5	Travel Motivation -> Travel Intention	0,673	0,664	0,069	9,798	0,000

Table 4 shows there are correlations between Intra and Travel Intention, Intra and Travel Motivation, as well as Travel Motivation and Travel Intention. The correlation result is seen through the p-value that is < 0.05. This means significant correlations and Ho is rejected. On the other hand, there are no significant relationships between Inter and Travel Intention, Inter and Travel Motivation, Trust and Travel Intention, nor Trust and Travel Motivation due to the the p-value is > 0.05, as a result Ho is accepted. The value of R^2 is presented in Table 6, followed by the measurement of Q^2 as the predictive relevance which is 33.76%. It can be interpreted that 33.76% of the data supports the iteration 1 model and there are 66.24% models that are not supported by data.

Table 5. Iteration 1 Model of R^2 Value

	R Square	R Square Adjusted
Travel Motivation	0,125	0,114
Travel Intention	0,572	0,565

Table 6 shows that interpersonal constraints, intrapersonal constraints, and trust have relationship with travel intention as it has a path coefficient of 56%; while interpersonal constraints, intrapersonal constraints, and trust towards travel motivation shows a value of 11.4%

5 Conclusion and Recommendations

The study examined the relationships of travel constraints (Interpersonal & Intrapersonal), trust, travel motivation and travel intention during the Covid 19 pandemic. It also provides insights for destination management leaders about individuals' constraints (interpersonal and/or intrapersonal) when they want to travel during the pandemic and whether trust is one of the factors that can influence individuals' motivation in traveling and eventually make them have travel intention. The findings supported two out of five hypotheses developed. The results give an understanding of intrapersonal constraints, related to individual psychological states or conditions of being stress, anxiety, depression, lack of interest, and spirituality is the variable that has a relationship on travel motivation and travel intention. The Covid 19 pandemic has affected individuals' minds of being stressful in an uncertain condition that nobody knows when the pandemic is over. As a result, it decreases individuals' motivation to travel which leads to the lack of travel intention. Whereas interpersonal constraints and trust do not influence travel motivation nor travel intention. The results also highlighted the effect between intrapersonal constraints and travel intention with the role of travel motivation as the mediation.

The study provides useful insights for destination management leaders to understand individuals' constraints and trust on their travel motivation and travel intention in the New Normal. More preparations should be considered thoroughly related to the intrapersonal constraints. Nevertheless, the research limitation of this study is found on the result of the iteration 1 model which only 33.76% of the data could be interpreted and there are still 66.24% models are not supported by data. Therefore, there is an opportunity for future researchers to use other latent variables. The majority of the respondents were male and younger age group of educated students of which data might be different in result from other age groups and gender.

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