

CHAPTER 1

INTRODUCTION

1.1. Object Overview

International class is one of the programs sponsored by Telkom University to realize a world-class university. Before Telkom University was established, it merged several universities: IT Telkom, IM Telkom, STISI Telkom, and Telkom Polytechnic, IM Telkom Telecommunications and IT Business Management Class, Industrial Engineering and Information Systems IT Telkom did hold an international class. After moving to Telkom University, more and more international classes have been opened in courses such as Electrical Engineering, Telecommunications Engineering, Business Administration, Communication Science, Visual Communication Design, and, most recently, in the 2021/2022 academic year. Was opened. For accounting courses.

Telkom University's international class is covered by two sections: the international academic office and the international office. Both have different roles, namely that the ICAO is in charge of internal academic support while the International Office is in charge of external mobility programs. In terms of external mobility, the international office offers several programs that students can follow, especially international classes, namely: the inbound mobility program and the outbound mobility program.

Telkom University offers the Inbound Student Mobility Program, designed for international students from partner and non-partner universities seeking international exposure in Bandung, Indonesia. The program encompasses various components, such as an inbound student exchange program, credit transfer program, credit-earning program, and internship opportunities.

Telkom University's Outbound Mobility Program is an internationalization initiative to facilitate the global exploration of TelUtizen, including students, lecturers, and staff members. The program allows TelUtizen to expand their

knowledge and experiences by engaging in international learning environments offered by partner and non-partner universities worldwide. Telkom University provides outbound mobility opportunities, including student exchange programs, summer and winter schools, and educational trips.

The Edutrip Program, which falls under Telkom University's Outbound Mobility Programs, is designed specifically for Telkom University students enrolled in international classes. The program offers the opportunity to visit partner universities, industries, and cultural heritage sites. Students can attend classes at the partner university during the program and earn credits. Typically, the program has a duration of 3 days to 2 weeks.

Furthermore, as part of the program, students will have the opportunity to engage in cultural excursions, which include sampling traditional cuisine, exploring local markets for signature products, and immersing themselves in the destination's cultural heritage. Typically, the program lasts one week and involves visiting one or more countries. However, considering the presence of international class students, the Edutrip schedule is organized into multiple batches each year, tailored to the student's study program. The Edutrip program is designed to visit various Asian countries, incorporating visits to partner universities where students can earn academic credits.

1.2. Research Background

An important sector that can drive economic development is tourism. Rahmafritia, Purboyo, and Rosyidie (2019) showed that many people rely on tourism as a sector to support their local economies. Traveling has become a new hobby in society, not just a hobby, but traveling has become a lifestyle that is applied in society (Suhendra & Millanyani, 2021). Tourism is a rapidly growing industry, but it faces several challenges due to the spread of epidemic diseases, natural disasters, and recession crises in the global economy, all of which have a significant impact on tourism growth and have given rise to the term "travel risk" (Garg, 2013). Many significant aspects of human life have changed due to the pandemic. The best examples of what has changed over the course of the pandemic

are work habits, school habits, worship, and leisure activities that have been carried out primarily from their respective homes (Martini et al., 2022). The COVID-19 outbreak in Wuhan, China, has sparked a global pandemic (Huang & Hsu, 2009).

The type of outbreak is an essential factor influencing tourists' perceptions of the risk of infection from time to time (Rosselló et al., 2017) during travel (Rosselló et al., 2017); and the level of threat of infection (Leggat & Franklin, 2013). The higher the threat level, the better the understanding of the risk of infection in general (and when traveling), and the better the ability of tourists to measure the risk of an outbreak, the more it will influence their perceptions in deciding to visit (Hakim, 2020). The occurrence of outbreaks and health problems significantly impacts the tourism sector, significantly when destinations are affected by outbreaks and health problems (Hakim, 2020). Differences in attitudes toward outbreaks occurring at these times indicate the likelihood of future visits.

This is also because, according to Rahmafitria, Purboyo, and Rosyidie (2019), tourism still supports local economic life; therefore, it is critical to study the intention to return during tourist visits. According to Cahyanti and Anjaningrum (2018), a person's natural attraction to something can trigger interest rather than intention, in which the concept of intention will focus on the tourist's potential interest experience in a particular destination.

Studying the intention to revisit is crucial in understanding consumer behavior following a visit. This intention holds particular significance during the COVID-19 pandemic as it plays a vital role in sustaining the viability of tourist destinations. According to Stylos et al. (2016), return intention is defined as the desire to visit the same destination for a second time within a specific timeframe. Previous researchers such as Ahmad Ab. (2018), Khansa and Farida (2019), Listyowati (2018), and Atika et al. (2016) have also explored the concept of

intention to return in their studies.

Bandara Utama	berangkatan pada Penerbangan Internasional							
	2022							
	Juni	Juli	Agustus	September	Oktober	November	Desember	Tahunan
Polonia	23 176	31 716	57 612	63 034	69 972	66 127	84 790	415 270
Soekarno Hatta	301 893	300 055	396 039	445 680	463 463	443 264	509 441	3 751 993
Juanda	43 037	28 674	52 999	71 917	76 741	75 726	80 144	478 325
Ngurah Rai	170 746	250 747	298 043	312 284	336 915	316 073	356 398	2 212 531
Hasanudin	-	-	-	-	-	-	-	-

Figure 1.1

Source: bps.go.id

From the data shows the results of figure 1.1, explaining that the number of passengers for overseas departures in 2022 based on BPS statistics is 6,858,119 people traveling abroad. This is still below the total number in 2019, which reached 11 million people. Even though the number is still below 2019, this number is good news for the decline in 2020-2021.

The increase in interest in post-pandemic travel is based on the motivation of tourists to visit again. Because, motivation is one form of an potential encouragement within an individual or from outside, namely the environment that can influence a person's behavior in his activities Mulyadi in (Khoirunnisa, 2019). According to Crompton (1979) Travel motivation has become an essential topic in recreation and tourism research. Kong, W. H., & Chang (2016), In tourism marketing and management practitioners, travel motivation is an important consideration. Pizam and Mansfield (1999) conceptualize travel motivation as a set of needs that cause a person to participate in tourism activities (Kong, W. H., & Chang, 2016). Tourist motivation has long been conceptualized in literature and is central to understanding tourist behavior. Cohen (1972) argues that tourist motivation is discovered first and foremost by the relationship between tourists, tourism businesses, and the intended destination (Li et al., 2015).

According to Mook in (Khoirunnisa, 2019), motivation is the cause of human behavior. It is a need or condition that drives an individual to an action that can satisfy that need. Tourist motivation or tourist motivation is crucial in planning and starting an action because motivation is one of the factors that encourage an

individual to make a transaction or in deciding to visit a tourist destination. When tourists have a solid intention to visit a tourist destination, the possibility of realizing this desire will be powerful too (Tantra, 2022).

On the other hand, the perception and image of a destination can influence tourists' intentions to return to that destination. This relates to the destination's ability to provide a good and unforgettable experience during a trip (Khairani, 2009). According to Kozak et al (2007) suggest that tourists' perceptions of physical disaster risk and destination image are very likely to play an essential role in influencing tourists' intentions to visit again. This is supported by Lepp et al. (2011) by combining risk and image to understand the cognitive and affective processes that individuals experience when they feel threatened (Sönmez & Graefe, 1998). Sönmez & Graefe (1998) also revealed that the perception of risk must be studied together with the image of the destination because it is crucial for managers to change negative perceptions and strengthen positive perceptions.

In the past two decades, extensive research in tourism has emphasized the significance of destination image during the decision-making process. Numerous empirical studies, including those by Echtner & Ritchie (1993), Goodrich (1978), Hunt (1975), and Pearce (1982), have demonstrated that tourist choices can be reasonably predicted based on the perception of a destination's image. A positive image generally attracts people to visit, while a negative image discourages them. Researchers concur that both external stimuli and personal characteristics contribute to the formation of a destination image, as discussed by Baloglu & McCleary (1999), Gartner (1993), Gunn (1972), and Stabler (1995). Examples of external stimuli include commercial and noncommercial sources of information, such as newspapers, magazines, television, promotional materials, recommendations from family and friends, and guidance from travel agents (Gartner, 1993; Gunn, 1972).

Conversely, tourists' attributes, such as age, education, personality, values, and motivation, also contribute to developing a destination image (Baloglu & McCleary, 1999; Stabler, 1995). Additionally, destination image can be shaped through reasoned and emotional interpretations, encompassing both cognitive

(beliefs) and affective (feelings) components (Dobni & Zinkhan, 1990; Gartner, 1993; Hosany et al., 2006).

In achieving tourist intention to revisit, there are influencing factors in the form of word of mouth, another form of marketing promotion. Before deciding to use a product or service, most potential customers or visitors will seek information about the product or service first, as well as in terms of tourism. Before deciding to visit a tourist destination, visitors will first seek information regarding the tourist attractions they will visit and whether they meet their needs, one of which is through word of mouth.

Reported by the official website of the Indonesian Director General of Civil Aviation, in connection with the issuance of SE Task Force No. 25 of 2022, the Ministry of Transportation through the Directorate General of Civil Aviation has also issued the latest circular SE No. 88 of 2022 concerning Guidelines for Implementing Foreign Travel by Air Transportation During the COVID-19 Pandemic which mention about requirements for foreign travel that must be met for Foreign Travelers (PPLN) who depart from Indonesia such as:

- Foreign travelers (PPLN) with Indonesian citizen status aged 18 years and over must have received the third dose of vaccine (booster)

- PPLN going abroad must show a vaccine card or certificate or can use the PeduliLindungi application

- For PPLNs with Indonesian citizen status with special or comorbid health conditions, they cannot get the vaccination; they must attach a doctor's certificate from a Government Hospital stating that they have not or cannot participate in the Covid-19 vaccination.

- For PPLN with Indonesian citizen status who have just finished Covid isolation but have not been able to get the third dose of vaccine (booster), you can include a letter that is not actively transmitting Covid-19.

By loosening the rules for traveling abroad from the government and increasing revisits and intentions to travel abroad, Telkom University, through the International Office, is holding a program where students can visit the country they want. Students, especially those in international classes, are allowed to visit some

of the countries listed to get the latest insights regarding the country they will be visiting.

With the relaxation of flight regulations and the more effortless mobility of tourists in and out of foreign countries, 2022 will be the year the tourism industry begins to recover after being devastated by COVID-19 in the previous two years. Tourists have been given access to go to destination countries without the need for accompanying travel documents. This has increased tourist interest and their intention to revisit the destination country.

Currently, there are many programs owned by the international office to support students' intentions to visit a destination country, namely students exchange, summer school, winter school, double degree, and edutrip. Edutrip is one of the leading international office programs and is very much loved by students. The reason is that, with a short duration and affordable costs, there is a lot of student interest in visiting and participating in the program.

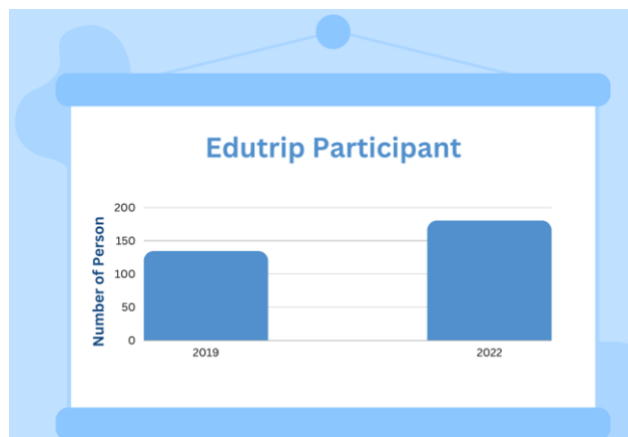


Figure 1.2

Source: International Office Data

According to the data source from International Office, 134 people participated in educational trips in 2019, i.e., before the pandemic for this EduTrip program. Malaysia is the only destination available on this trip.

Meanwhile, from another data from International Office Data, for educational trips in 2022, especially after the pandemic, the international office provides a choice of 4 countries: Singapore, Malaysia, Japan, and Korea. The data records that there are approximately 180 students who are interested to follow the

Edutrip program in this year. The choice of destination is based on the desire of each student to choose a destination country for their edutrip, which the International Office has prepared.

Every student must have a reason for choosing a destination for their edutrip program. Students can choose a country according to their interests and desires. This program is one of the student mobility activities organized by the International Office. From this activity, many things were obtained related to the destination country of the visit, namely, where we can learn about the culture and conditions of the country and exchange knowledge from the country concerned. From this, researchers also want to investigate what factors will be considered later if students intend to travel in the future to the destination country.

This research is considered necessary because, with the increase in the number of return trip intentions for post-pandemic tourists, especially students, this research is devoted to knowing what factors are the reference and basis for tourists, especially students, to make travel intentions for return trips in the future. In addition, the research is intended for management offices that manage tourist attractions to improve and develop their tourism after the pandemic.

In this research, the researcher considers, as stated by Sheellyana Junaedi and Jason Harjanto (2020), factors that can be used as a reference in travel visiting intentions, namely awareness, image, tourist motivation and word of mouth. The significance of these factors and their impact on future travel intentions can be seen and understood from these aspects.

In this instance, the researcher aims to determine the primary factors that significantly impact intention to revisit, considering aspects such as awareness, image, tourist motivation, and word of mouth. The researcher substantiates this assertion based on the provided data. Considering the background mentioned earlier, the researcher is interested in formulating an appropriate title "FACTORS AFFECTING TOURIST INTENTION TO REVISIT: AWARENESS, IMAGE, TRAVEL MOTIVATION, AND WORD OF MOUTH (STUDY CASE ON INTERNATIONAL CLASS STUDENTS IN TELKOM UNIVERSITY).

1.3. Research Questions

1. Does awareness have some effect on tourist intention to revisit?
2. Does image have some effect on tourist intention to revisit?
3. Does tourist motivation have some effect on tourist intention to revisit?
4. Does destination awareness have effect on tourist intention to revisit even through WOM ?
5. Does destination image have effect on tourist intention to revisit even through WOM?
- 6 Does tourist motivation have effect on tourist intention to revisit even through WOM ?

1.4. Research Objective

Based on the problem identified, the objective of this study are :

1. To determine whether destination awareness have an indirect or a direct effect on the intention of tourists to revisit
2. To determine whether destination image have an indirect or a direct effect on the intention of tourists to revisit
3. To determine whether tourist motivation have an indirect or a direct effect on the intention of tourists to revisit
4. To determine whether destination awareness has an impact on tourist intention to revisit even though it is through WOM
5. To determine whether destination image has an impact on tourist intention to revisit even though it is through WOM
6. To determine whether tourist motivation has an impact on tourist intention to revisit even though it is through WOM

1.5. Research Purpose

A. Theoretical Aspect

This research is expected to provide benefits, knowledge, and can be used as a reference for other research on the topic of tourism with a focus on visiting intentions in the future.

B. Practice Aspect

The results of this research can be useful for the destination management office to find out and increase visiting intentions in the future so that the destination management office can improve relations with travelers.

1.6. Writing Structure

CHAPTER I: INTRODUCTION

This chapter provides an overview of the research topic, the background of the study, the problem statement, the research objectives, the research purpose, the benefits of the research, and an outline of the study.

CHAPTER II: LITERATURE REVIEW

This chapter offers a comprehensive discussion of relevant theories and their connection to the research topic, along with supporting problem-solving approaches.

CHAPTER III: RESEARCH METHODOLOGY

This chapter describes the research methodology employed, including the type of research conducted, operational variables, measurement scale, data collection methods, sampling techniques, and data analysis techniques.

CHAPTER IV: RESULTS AND DISCUSSION

In this chapter, the author presents and analyzes the collected data and thoroughly discusses the research findings.

CHAPTER V: CONCLUSION AND RECOMMENDATIONS

The final chapter presents the research conclusions and suggests the research object or other relevant parties.