E-JURNAL MANAJEMEN TSM
Vol.6 No.1 Maret 2026 Hlm. 33-40

E-ISSN: 2775 – 8907
https://jurnaltsm.id/index.php/EJMTSM

THE REPERCUSSIONS OF COVID-19 POST PANDEMIC ON KUNINGAN'S TOURIST DESTINATIONS

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Received: Februari 21, 2026; Revised: Februari 22; Accepted: Maret 27, 2026

Abstract: *The purpose of this study is to determine the effect of COVID-19 after effect on Behavioral Intention from tourists towards Kuningan's tourist destinations. The research design in this thesis uses descriptive research and causality research, measuring each variables using a likert scale of 1-5. This research takes primary and secondary data with data collection, namely through distributing questionnaires through website and on field research. The results of this study indicates that there is an influence on Behavioral Intention from tourists towards Kuningan's tourists destination during Post Pandemic.*

Keywords: *Attitude, Behavioral Intention, Perceived Behavioral Control, Perceived Travel Risk, Subjective Norms.*

INTRODUCTION

Travel for tourism abroad increased by 75% since the start of of the Covid-19 pandemic (WHO, 2020) compared to pre-pandemic levels (UNWTO, 2020) All of the tourist sites have surely sufferd greatly from the agonizing effects of the Covid-19 epidemic, and it is likely that none of the sectors will entirely recover before 2023. It undoubtedly caused a significant slowdown and distruption to the global economy, with home seclusion being the main non-medical remedy to lessen the effects of the spreading.

Due to the acknowledged pandemic effects, travelers' decisions are entirely based on how safe and healthy they believe their travel destinations to be. Even though the disease is killing more people worldwide, it's important to understand how tourists' perceptions of the risks affect their desire to engage in typical tourist or even local behavior, which includes traveling to and visiting particular tourist destinations across numerous locations. Consequently, tourism marketers need to predict visitor behavior, which has become a major concern for the sector as a result of unfavorable incidents like the Covid-19 epidemic that impact travel.

While several studies have looked at how public health catastrophes likes H1N1 and Ebola affect tourism and visitor intentions in different parts of Indonesia, very few have been conducted in smaller, more rural locations like Kuningan, West Java. For this reason solely, the study aims to ascertain the extent to which travelers' decisions to visit Kuningan's tourism attractions may be influenced by their perceptions of risk associated with the Covid-19

post effect. While several studies have looked at how public health catastrophes likes H1N1 and Ebola affect tourism and visitor intentions in different parts of Indonesia, very few have been conducted in smaller, more rural locations like Kuningan, West Java. For this reason solely, the study aims to ascertain the extent to which travelers' decisions to visit Kuningan's tourism attractions may be influenced by their perceptions of risk associated with the Covid-19 outbreak.

Theory Of Planned Behavior (TPB)

According to (Bosnjak et al., 2020) positive or negative attitudes about the conduct are produced by behavioral beliefs; perceived social pressure or subjective norms are produced by normative beliefs; and perceived behavioral control or self efficacy is produced by control beliefes. The impact of one's mindset on the actions and the subjective intention standard are temperd by the sense of behavioral control.

Behavioral Intention (BI)

According to (Conner & Norman, 2022) indicators of behavioral intentions, such as "I plan to exercise at leats five times a week", "strongly disagree-strongly agree" typically incorporate both an extremity component (i.e., slightly agree versus highly agree) and valence (i.e., intenders versus non-intenders and occasionally a neutral category) component. Intentional measures of this kind of seldom account for all or even most of the variation in behavior. In simpler terms, behavioral intention is the motivation or intention a person has to perform a particular action or behavior, and it is considered a direct predictor of actual behavior.

Attitude (AT)

The terms orientation, approach, outlook, manner, stance, position, feelings, thoughts, mindset, method of thinking, and way of behaving are some synonyms for the word attitude. Opinion, point of view, viewpoint, standpoint, line, posture, and pose are a few terms that are linked (Altmann, 2008). While Rokeach, (cited in R.G Albu & L.C Nicgolau, 2010) defined that "attitude is a sustainable organization of beliefs towards an object or a situation that predisposes an individual to respond in a preferential manner.

Subjective Norms (SN)

Generally speaking, a person's desire to carry out the activity in issue should be stronger the more positive their attitude and subjective norm are, as well as the higher their perceived control. Ultimately, people are expected to act on their intentions when presented with the chance, provided the have a sufficient level of actual control over their actions. Therefore, it is considered that behavior has an immediate cause, which is intention. According to (Cameron et al., 2012) subjective norms are determined by a person's perception and view of important others' beliefs that he or she should or should not perform the behavior, encasing the excecution of the behavior.

Perceived Behavioral Control (PBC)

According to (Yzer, 2012) when people think thet have the means and opportunity to carry out an action, and when they think they have the freedom to choose to employ those means and opportunities, they will believe they can carry out the behavior.

Believing that they can perform a behavior motivates people to try to perform the behavior and increases the likelihood that they will expend effort and persevere in their attempts (Cameron et al., 2012).

Perceived Travel Risk (PTR)

According to (Jiang et al., 2022) perceived risk is the term used to describe travelers' subjective expectation of possible losses or injuries while travel. It is discovered that there are discernible differences in perceived risk between various tourist demographic groups based on factors such as

gender, age, educational attainment, marital status, and source location.

Based on the research above, the researchers formulated several hypotheses, including:

H1: Attitude affects the Behavioral Intention of tourists to visit tourist destinations in Kuningan, West Java

H2: Subjective Norms affect the Behavioral Intention of tourists to visit tourist destinations in Kuningan, West Java

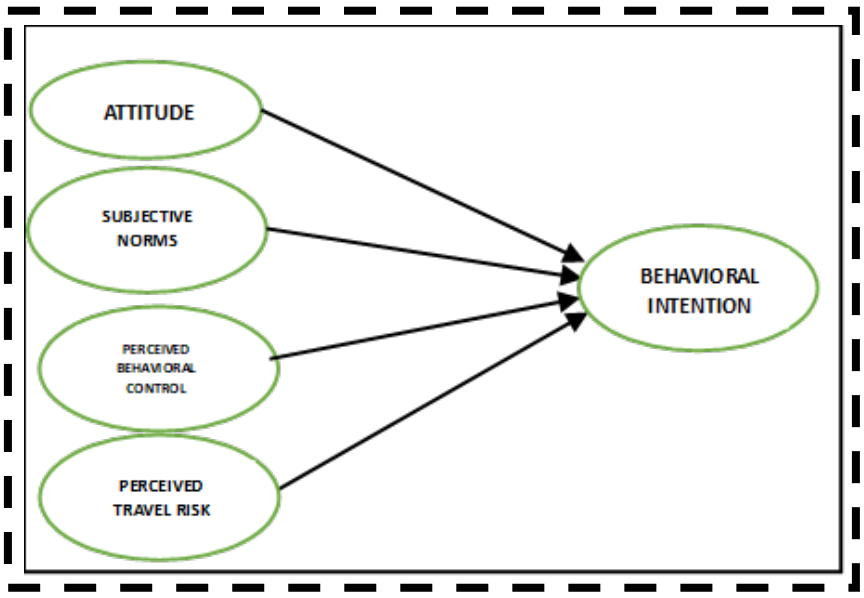
H3: Perceived Behavioral Control affect the Behavioral Intention of tourists to visit tourist destinations in Kuningan, West Java

H4: Perceived Travel Risk affect the Behavioral Intention of tourists to visit tourist destinations in Kuningan, West Java

Data Sampling Technique

Non-probability sampling combined with the purposive sampling approach is the sampling strategy used in this investigation. Purposive sampling is a form of sampling that is used to intentionally and selectively choose samples that possess the desired qualities. Researchers can select a sample that proportionately or in accordance with the intended features represents the population by employing the appropriate selection technique. Because of this ability to apply or generalize study findings from the sample to the entire population, researchers must decide what constitutes a suitable research sample. The following criteria apply to this research sample:

1. Respondents who lives outside of Kuningan, West Java region.
2. Respondents are atleast 18 years old which are fully capable of traveling alone.
3. Respondents did not travel to other cities during the Covid-19 pandemic.



Research Results and Discussion

In this study, the characteristics of the respondents used include age, domicile, and gender.

Table 1 Characteristics of Respondents by Age

	Frequency	Percent
18-25 years	121	53.8
26-34 years	65	28.9
35-44 years	31	13.8
>45 years	8	3.6

Table 2 Characteristics of Respondents by Domicile

	Frequency	Percent
Within the Kuningan region	23	10.2
Outside the Kuningan region	202	89.8

Table 3 Respondents Characteristics by Gender

	Frequency	Percent
Male	113	49.8
Female	112	50.2

Table 4 Cronbach Alpha and Composite Reliability

	Cronbach Alpha	Composite Reliability
Attitude	0.855	0.932
Subjective Norms	0.533	0.781
Perceived Behavioral Control	0.656	0.835
Perceived Travel Risk	0.907	0.942
Behavioral Inttention	0.683	0.863

Table 5 Outer Loading and AVE

Variable	Item	Loading	Extracted (AVE)
Attitude	X1.1	0.933	0.873
	X1.2	0.936	
Subjective Norms	X2.1	0.625	0.651
	X2.2	0.954	
Perceived Behavioral Control	X3.1	0.952	0.721
	X3.2	0.731	
Perceived Travel Risk	X4.1	0.921	0.844
	X4.2	0.923	
	X4.3	0.912	
Behavioral Intention	Y.1	0.876	0.759
	Y.2	0.866	

Table 6 R-Square

	R-Square
Behavioral Intention	0.645

Table 7 Predictive Relevance Test

	Q-Square (=1=SSE/SSO)
Behavioral Intention	0.478

Tabel 8 T-Statistics

Hypothesis	Path	Original Sample	Standard Deviation	T-Statistics	P-Value	Supported
H1	X1->Y	0.722	0.045	16.105	0.000	**YES**
H2	X2->Y	0.104	0.059	1.782	0.075	**NO**
H3	X3->Y	-0.055	0.056	0.969	0.332	**NO**
H4	X4->Y	0.106	0.044	2.424	0.015	**YES**

According to the findings, every variable is deemed dependable if it's composite value is dependable and it's Cronbach's alpha coefficient is greater than 0.7 or greater than 0.6. Subsequently, the values for the Composite Reliability Attitude, Subjective Norms, Perceived Behavioral Control, Perceived Travel Risk, and Behavioral Intention were as follows: 0.932, 0.781, 0.835, and 0.863.

The R-Square Behavioral Intention value is 0.645 or higher based on the table above. The coefficient of determination for this model is 64.5% indicating that it is moderately or quite competent of explaining the variables.

The indoctrination model has strong relevance to endogeneous variables, as indicated by the Q-Square Behavioral Intention value of >0 in the preceding table.

Hypothesis Testing 1

The significant influence was due to the T-Statistics of 16.105 > 1.96 and the P-Value of 0.000 < 0.005. So that Ha is accepted, which means that there is an influence of Attitude on Behavioral Intention towards tourists during the Post Pandemic COVID-19 Pandemic in Kuningan, West Java.

Hypothesis Testing 2

The significant influence is due to the T-Statistics of 1.782 < 1.96 and the P-Value of 0.0.075 > 0.005. So that Ha is rejected, which means that there is no influence of Subjective Norms on Behavioral Intention on tourist during the Post Pandemic COVID-19 Pandemic in Kuningan, West Java.

Hypothesis Testing 3

The significant influence was due to the T-Statistics of 0.969 > 1.96 and the P-Value 0f 0.332 > 0.005. So Ha is rejected, which means that there was no influence of Perceived Behavioral Control on Behavioral Intention on tourist during the Post COVID-19 Pandemic in Kuningan, West Java.

Hypothesis Testing 4

The significant influence is due to the T-Statistics of 2.424 < 1.96 and the P-Value of 0.015 > 0.005. So Ha was accepted, which means that there was an influence of Perceived Travel Risk on Behavioral Intention on tourist during the Post COVID19 Pandemic in Kuningan, West Java.

	Attitude	Subjective Norms	Perceived Behavioral Control	Perceived Travel Risk	Behavioral Intention
AT1	0.933	0.354	0.284	0.358	0.733
AT2	0.936	0.376	0.234	0.407	0.745
SN1	0.215	0.625	0.451	0.221	0.157
SN2	0.384	0.954	0,453	0.315	0.409
PBC1	0.279	0.493	0.952	0.234	0.238
PBC2	0.169	0.396	0.731	0.092	0.106
PTR1	0.383	0.303	0.172	0.921	0.380
PTR2	0.359	0.306	0.213	0.923	0.378
PTR3	0.387	0.313	0.207	0.912	0.412
BI1	0.686	0.370	0.192	0.459	0.876
BI2	0.692	0.314	0.197	0.279	0.866

CONCLUSION

The following conclusions from the study and data processing using Smart-PLS conducted in the preceding chapter, or chapter IV are:

H1: Attitude affects Behavioral Intention towards tourists during the Post COVID-19 Pandemic on Kuningan, West Java

This lends credence to the earlier study by Xiaoyan Chen and Jaratchwahn Jantarat, which found that Behavioral Intention is influenced by Attitude. The more effectively the local government manages and regulates tourism, the more likely it is that visitors will want to return and refer others to these areas.

H2: Subjective Norms has no affects Behavioral Intention towards tourists during the Post COVID-19 Pandemic on Kuningan, West Java

This runs counter to earlier findings by Xiaoyan Chen and Jaratchwahn Jantarat, who claimed that Bevahioral Intention is influenced by Subjective Norms. According to this, travelers' interest in traveling to and visiting tourist attractions in Kuningan, West Java, is not necessarily impacted by their opinions or views regarding the trust of others around them

H3: Perceived Behavioral Control has no affects Behavioral Intention during the COVID-19 Post Pandemic Kuningan, West Java.

This rejected the findings of earlier studies by Jaratchwahn Jantarat, who suggested that Behavioral Intention is influenced by Perceived Behavioral Control. According to this, travelers' perceptions of their capacity to travel and see sights will continue to improve when Covid-19 stopped.

H4: Perceived Travel Risk affects Behavioral Intention during the Post COVID-19 Pandemic in Kuningan, West Java

This validates the earlier study by Xiaoyan Chen and Jaratchwahn Jantarat, which found no relationship between Behavioral Intention and Perceived Travel Risk. This suggests that travelers have probably adjusted to the new environment, changed their understanding of improved health practices, and changed their view of the risks associated with vaccinations.

CLOSING

It is impossible to classify this research as flawless research. Whereas there are certain restrictions on the researchers in this study. The following are some of the study limitations: Most data collection collection methods used by researchers are still done half online, and not every respondents received explanations for every question in the questionnaire, which can lead to respondents making mistakes. These limitations in terms of time make the data collection process less than ideal, making it

impossible for researchers to target areas that are frequently visited by tourists from outside of the Kuningan region at the appropriate time while responding to the questionnaires questions.

Consequently, the researchers conclusions and limitations can be stated. The researcher hopes that this work will be helpful for future research and offers recommendations or input that could be helpful. These recommendaitions include research on tourist destinations that are frequently visited by visitors and not just during specific times of the year, or by being aware of the holiday schedule when visitors will be more likely to find themselves there. In order to answer questions that respondents find unclear, the next study may choose to administer the questionnaire offline or perform a comprehensive face-to-face interview. In order to include more respondents who do not have a close relationship with the researcher should be done in an open and impartial manner.

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