

DETERMINING FACTORS WHICH COULD AFFECT GUESTS' WILLINGNESS TO STAY IN A HOTEL DURING THE PANDEMIC

Nicholas Wilson¹⁾

¹⁾Department of Management, Faculty of Social Sciences and Humanities, Universitas Bunda Mulia

Diajukan: 25 November 2022 / Disetujui: 27 Desember 2022

ABSTRACT

Hotel industry had certainly become one of a few sector which had been affected by the current pandemic situation in a negative way, considering that the travel restriction policies implemented by countries all around the world had significantly reduced the number of tourists visiting and staying in Indonesia. Furthermore, the Community Activities Restrictions Enforcement policy utilized by the Indonesian government had also driven a lot of Indonesians to conduct their work, study and daily activities from inside their own home, thus reducing the number of Indonesians who travel domestically to the other cities or regions in Indonesia, which in turns also reducing the number of domestic guests staying at any hotels in Indonesia. However, many countries' decision to lift their travel restriction policies starting from the beginning of 2022 had allowed many people to resume their travel activities to the other countries, including to Indonesia, which in turns could increase the number of both domestic and foreign guests staying in the hotels all across Indonesia. Therefore, the objective of this study was to determine the effect given by several factors, namely subjective norm and attitude, in determining people's willingness to stay in a hotel in the middle of the pandemic situation. Conducted in Indonesia, this quantitative-survey study used questionnaires to gather all data from the respondents. Respondents were individuals' who've ever stayed in any 4-star or 5-star hotels in Indonesia at least once starting from January 01st 2021. There are a total of 188 respondents who filled the questionnaire, in which, these data will later be analyzed using PLS. Based on the results of the data analyses, authors concluded that subjective norm and attitude play significant and positive role in affecting guests' willingness to stay in the hotels in Indonesia during the pandemic.

Keywords: *attitude; subjective norm; perceived room rate; willingness to stay; Indonesian hotel industry*

ABSTRAK

Tidak dapat dipungkiri bahwa perhotelan merupakan salah satu sektor yang terdampak negatif oleh pandemi COVID-19, yang dimana, berbagai aturan larangan berpergian yang diberlakukan oleh banyak negara di dunia membuat banyak turis asing tidak dapat berkunjung ke Indonesia. Hal ini pun secara otomatis menyebabkan berkurangnya jumlah tamu yang menginap di berbagai hotel di Indonesia. Di Indonesia, kebijakan Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM) yang diterapkan oleh pemerintah Indonesia mendorong warga Indonesia untuk melakukan hampir seluruh kegiatannya dari rumah. Hal ini pun juga secara tidak langsung menyebabkan berkurangnya jumlah turis ataupun wisatawan domestik yang berkunjung ke berbagai lokasi di Indonesia, yang dimana, hal yang sama juga secara tidak langsung berdampak pada berkurangnya jumlah tamu domestik yang menginap di hotel di Indonesia. Namun, sejak awal tahun 2022, banyak negara (termasuk Indonesia) memutuskan untuk mencabut kebijakan larangan berpergian ke negara lain, yang dimana, hal ini pun membuat banyak turis dapat kembali berkunjung ke berbagai negara yang ingin dituju, termasuk Indonesia. Kebijakan ini pun secara tidak langsung dapat memberikan dampak positif terhadap industri perhotelan di Indonesia. Alhasil, maka penelitian ini ditujukan guna mengetahui peranan dari *subjective norm* dan sikap terhadap keinginan turis untuk menginap di hotel di Indonesia di tengah kondisi pandemi yang masih terjadi saat ini. Penelitian ini merupakan penelitian kuantitatif yang menggunakan kuesioner sebagai media utama untuk mengumpulkan data dari para responden. Responden pada studi ini merupakan individu yang pernah menginap di berbagai hotel bintang 4 ataupun 5 di Indonesia minimal 1x sejak 01 Januari 2021.

*Korespondensi

Penulis: Nicholas Wilson

E-mail: nwilson@bundamulia.ac.id

Adapun sebanyak 188 data terkumpul dari survei yang dilakukan, yang dimana, seluruh data ini selanjutnya akan diolah dengan menggunakan metode PLS. Berdasarkan pada hasil pengolahan data, peneliti dapat menyimpulkan bahwa *subjective norm* serta sikap berpengaruh signifikan di dalam membentuk keinginan individu untuk menginap di hotel di Indonesia di tengah kondisi pandemi COVID-19.

Kata Kunci: sikap; *subjective norm*; *perceived room rate*; *willingness to stay*; sektor perhotelan di Indonesia

INTRODUCTION

Hotel industry had undoubtedly become one of the industry which was negatively affected by the current ongoing pandemic situation, since several COVID-prevention policies adopted and implemented by various countries across the globe had limit or restrict people from one country to visit another country, thus inadvertently reducing the number of tourists or visitors visiting certain country (Hao *et al.*, 2020; Yakub & Elhajjar, 2021; Cheng & Kao, 2022; Ongsakul *et al.*, 2022; Kim & Han, 2022). Furthermore, the declining number of individuals visiting a country tend to also negatively affected the hotel sector in that country, considering that such issue or condition caused the occupancy rate of any hotels in that country to fall (considering the decreasing number of individuals staying in these hotels). Such trend was also happening in Indonesia during the pandemic, in which, the decreasing number foreign tourists who were coming to Indonesia, together with the Community Activities Restrictions Enforcement policy implemented by the Indonesian government in order to limit people's social movement outside of their home (and asking people to do their work and study activities from their home), had dramatically reduced the number of people staying in many hotels in Indonesia (Yusuf, 2021). Such facts were supported by the data published by the Indonesian ministry of tourism and creative economy which stated that the occupancy rate of any hotels in Indonesia was dwindling, from 49.71% in February 2020, to around 12,7% in June 2020 (www.kememparekraf.go.id, 2022). Such trend continued till 2021, in which, such data illustrated the dire condition that many hotels

should face and cope during the current pandemic situation. Moreover, Henry (2020) argue that since the pandemic started in Indonesia, there have been around 698 hotels which were closed down due to the lack of revenues and the high amount of costs required to run these hotels, in which, such data or argument further showed and proved that almost all hotels in Indonesia were in a difficult situation for the past 2 years.

However, since the beginning of this year (2022), government officials from many countries realized that several travel restriction or border closure policies which had been implemented since the beginning of the pandemic had severely hurt the tourism, hotel and aviation industry, and since then, had decided to lift all of these restrictions which basically enabled people from one country to travel or visit the other countries as they please (Henderson, 2022). Similarly, in Indonesia itself, during the same period, the government had decided to ease most of the COVID-19 restrictions which had been in effect since 2020 (which is the time when the pandemic started), thus enabling people to resume their normal activities as usual outside of their home, including visiting or traveling to the other places both domestically and abroad to the other countries without being required to undergo various quarantine policies once they returned to Indonesia. Such decision could bring a positive effect toward the Indonesian hotel owners and operators, considering that the increasing number of people travelling to various cities and regions in Indonesia could very well increase the number of guests staying in these hotels, thus enabling and ensuring the revitalization process of the Indonesian hotel industry

which had been suffering from various setbacks since the pandemic started.

In Indonesia itself, most people seem to have a strong intention or willingness to stay in various hotels in Indonesia despite of the current pandemic condition which is currently still ongoing in the country. Based on the results of the preliminary study performed by the author on around 280 random respondents regarding whether or not they're willing to stay in a hotel in Indonesia during the current pandemic situation, a total of 171 argued or stated that they're willing and want to stay in various hotels in Indonesia for various purposes, including staycation within their own city. Such data showed that the strong level of intention, willingness or interest that people had toward staying in a hotel as a guest, despite the fact that the COVID-19 pandemic hasn't been over yet. Therefore, it was interesting and important to conduct a specific study which aim to fully understand people's behavior toward staying in the hotel in the middle of the current COVID situation, along with several factors which might affect their willingness to perform such behavior (stay in a hotel).

In terms of understanding some reasons of why people decided to perform certain action, the Theory of Reasoned Action (TRA) had emerged as one of the most popular framework which had been used by multiple researchers within the field of management and social psychology to thoroughly understand the motivation behind one's intention to engage in a specific behavior. Proposed by Fishbein & Ajzen (1975), the Theory of Reasoned Action argue that people's motivation to perform in a certain behavior tend to be affected by two main factors, which are their attitude toward the behavior and subjective norm (Fisher *et al.*, 2013; Cederbaum *et al.*, 2021). While attitude could be understood as individuals' personal evaluation regarding whether or not a behavior was viewed in a positive manner,

subjective norm refers to the judgement that the others around an individual (such as friends, peers, parents, and so-forth) had toward certain behavior, and whether such judgement would eventually affect the individual's intention to engage in the behavior. Together, both factors were hypothesized to have significant effects on determining one's intention or willingness to perform a specific behavior (Untaru *et al.*, 2016; Jang & Cho, 2022; Zhu *et al.*, 2022).

The main concept or framework of the Theory of Reasoned Action (TRA) itself had been widely used by multiple researchers to study people's intention to perform specific behaviors (Liu *et al.*, 2017; Paul *et al.*, 2016; Sharma & Foropon, 2019; Sukhu & Scharff, 2018; Troudi & Bouyoucef, 2020). However, most of these studies tend to be conducted in order to predict consumers' willingness to buy or use eco-friendly product, while studies which tried to adopt the Theory of Reasoned Action (TRA) to predict people's willingness to stay in a hotel (particularly during the pandemic situation) was still at its infancy. Therefore, current study aims to expand the main framework of the Theory of Reasoned Action (TRA) by adding perceived room rate into the model, in which this expanded version of the Theory of Reasoned Action (TRA) will be used to predict people's willingness to stay in a hotel in the middle of the pandemic.

LITERATURE REVIEW & HYPOTHESES DEVELOPMENT\

The Theory of Reasoned Action (TRA): Attitude, Subjective Norm, and Intention to Perform a Behavior

First created by Fishbein & Ajzen (1975), the Theory of Reasoned Action (TRA) had become one of the most popular theory among marketing academicians and researchers for the past decades, considering the importance and usefulness of TRA in helping academicians to predict some

motivations behind an individual's decision to perform certain behavior. The main concept of TRA itself argue that human or individual's intention to engage in a specific behavior was actually determined by two main aspects, which are attitude and subjective norm (Doane *et al.*, 2014). Attitude itself refers to how individuals judge or view certain behavior, in which, such judgement could either be a positive one, or a negative one (Doswell *et al.*, 2011). In regard with such evaluation, in general, people are willing to perform the behavior only if they're sure that such behavior was deemed positive, and won't cause significant damages or negative impacts toward the others or themselves. In this case, when people thought that the behavior that they want to perform was considered negative which might cause bad consequences when such behavior was actually be performed, then there's a high chance that people won't do it, and vice versa (Fleming *et al.*, 2017).

Furthermore, beside attitude, subjective norm was also proposed as another variable which could eventually affect one's intention to perform a behavior. Subjective norm itself could be understood as the evaluations or assessments created by some people around an individual (such as family members, peers or co-workers) regarding the positivity or the negativity of certain behaviors, and whether such assessments could determine the individual's eventual intention to perform these behaviors in an actual manner (Hagger *et al.*, 2018). In general, people tend to ask the others' opinions concerning the behavior that they want to do, in which, these opinions could eventually change or affect people's intention to engage in the behavior. When people around the individuals argue that a behavior shouldn't be performed due to the fact that it might cause negative effect if such behavior was actually performed, then there's a high probability that such opinions could eventually cause these individuals to cancel

their intention to conduct the behavior (Oni *et al.*, 2017). In the other hand, when people around the individuals argue that a behavior was considered positive, and that such behavior won't cause any bad impacts toward the others while it was performed, then there's a high chance that such opinions could eventually strengthen the individuals' willingness to conduct the action (Raudkivi, 2020; Wu, 2020).

The Impact of Attitude and Subjective Norm toward Willingness to Stay in a Hotel during the Pandemic

Various research had found the significant effect that both attitude and subjective norm had toward people's or consumers' willingness to conduct certain behavior, including buying certain goods or use certain services offered by the companies (D'Souza, 2022; K *et al.*, 2022; Oehman *et al.*, 2022; Tseng *et al.*, 2022). In this case, consumers' willingness to buy certain products or services tend to escalate or strengthen when they think that buying those products or services was deemed as a positive action which tend to not cause any harmful impact toward the others and toward the consumers themselves (Wash *et al.*, 2022). In the contrary, when consumers think and assess such behavior to be negative, then there's a high chance that consumers will eventually diminish their intention to conduct such behavior, thus increasing the chance or probability that consumers will eventually shelve their plan to buy those products or services. Similarly, when the others around the individual (such as peers, colleagues or family members) judge or view certain behavior to be the negative one, then such judgements will serve as the social pressure which could motivate the individual to not engaging in the behavior in an actual manner (Zhou *et al.*, 2022). In the contrary, positive reactions or assessments given by the other people close to the individual regarding the behavior that such individual wants to perform could boost the individual's

confidence and willingness to actually conduct the behavior (Xie *et al.*, 2022). Based on these findings, author would like to posit the following hypotheses:

H1: Attitude toward the Behavior significantly affect Guests' Willingness to Stay in a Hotel during the Pandemic

H2: Subjective Norm significantly affect Guests' Willingness to Stay in a Hotel during the Pandemic

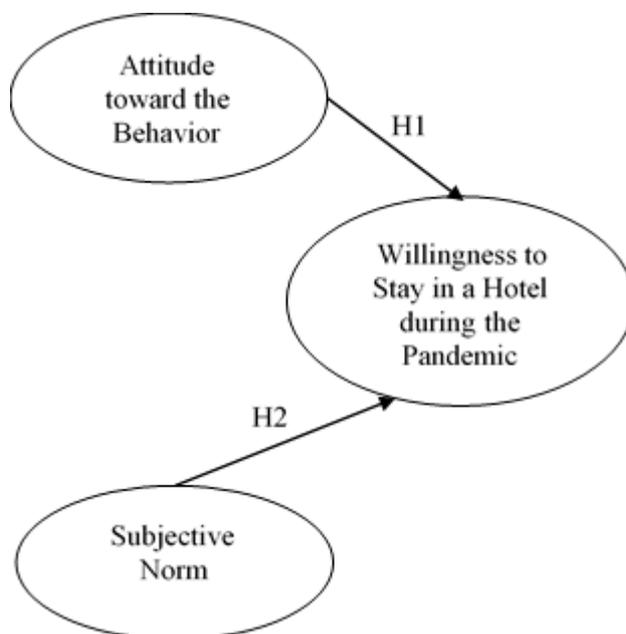


Figure 1. Conceptual Framework

*Corresponding Author:

E-mail: nicholaswilson8989@gmail.com

METHODOLOGY

This is a quantitative study, in which, utilizing survey method, questionnaires were used as the tools to gather all of the required data from the respondents. A purposive sampling method was implemented as the sampling technique in this study. Such decision was taken in order to ensure that all respondents had satisfied all of the

respondents' criteria set in this study. In regard with this criteria, respondents should be individuals who've stayed in any 4-star or 5-star hotels in Indonesia at least once since January 01st 2021. All questionnaires were virtually distributed to 188 respondents, in which, all questionnaires were filled in and returned. All of these data then were analyzed using PLS to obtain the findings required to conclude this study.

Moreover, regarding the indicators or measurements used in this study, there are a total of 12 indicators explaining all variables, in which, each variable was represented by 4 indicators, and that all of these indicators were adopted from (Wilson *et al.*, 2019; Amoako *et al.*, 2020; Bosquez & Bolzmann, 2021; Vu *et al.*, 2021; Wilson *et al.*, 2021; Waris & Ahmed, 2020; Wilson, 2022). In regard with the scale implemented in this study, a 6-points-likert scale was used in, in which, respondents' response toward each indicator included in the questionnaire were ranging from 1 (strongly disagree) to 6 (strongly agree). Furthermore, PLS was used as the main method to assess all data which had been gathered from the respondents, in which, the results generated from this analysis will be used to determine the relationships between variables discussed in this study.

RESULTS AND DISCUSSIONS

All 188 data were further assessed in this study, in which, before moving forward to conduct the PLS analysis on these data, the respondents' profile assessment was first conducted with the purpose of determining and understanding the general profile and characteristics of all respondents participated in this study. In this analysis, author found that most of the respondents are female (54.78%), and that the majority of them had stayed in various 4-star or 5-star hotels across Indonesia between twice to four times since January 01st 2021 (53.72%). Moreover, most of them also stated that staycation was the

reason of why they're staying in these hotels starting from the given timeframe (82.97).

After concluding the respondents' profile assessment, the PLS-SEM analysis was next performed on the data in order to determine the relationships between variables in this study. There are two-step analyses that should be conducted one after another, which are the measurement model assessment and the structural model assessment. While the measurement model assessment was conducted with the purpose of ensuring both the validity and the reliability of the data, the structural model assessment was performed with the purpose of determining the relationships between variables discussed in this study.

In regard to the measurement model assessment, several criteria need to be satisfied by all indicators and variables included in this study, in which, all of these criteria were presented on table 1. Meanwhile, the results of the measurement model assessment performed in this research were presented on table 2, 3, 4 and 5.

Table 1. Various criteria on the Measurement Model Assessment

Validity/Reliability	Criteria	Fulfillment Requirement
Convergent Validity	Factor Loading	The factor loading of each indicator should exceeded 0.70
	Average Variance Extracted (AVE)	The AVE of each variable should exceeded 0.50
Discriminant Validity	HTMT	The HTMT value of each variable should be lower than 0.85
Reliability	Composite Reliability	The composite reliability of each variable should exceeded 0.70
	Cronbach's Alpha	The cronbach's alpha of each variable should exceeded 0.70

Table 2. Measurement Model Assessment – Factor Loading

	Indicators	Variable	Factor Loading
ATT1	I'm favorable toward staying in a hotel during the pandemic	Attitude toward the Behavior	0.778
ATT2	I believe that staying in a hotel during the pandemic is an enjoyable experience		0.796
ATT3	I believe that staying in a hotel during the pandemic is worth while		0.881
ATT4	I believe that staying in a hotel during the pandemic is safe		0.899
SN1	My parents support me to stay in a hotel during the pandemic	Subjective Norm	0.854
SN2	My friends support me to stay in a hotel during the pandemic		0.909
SN3	There is a collective eagerness to stay in a hotel during the pandemic in my community		0.921
SN4	People around me think that staying in a hotel during the pandemic is safe		0.735

WTS1	I'm confident about staying in a hotel during the pandemic		0.776
WTS2	I intend to stay in a hotel during the pandemic	Willingness to Stay in a Hotel during the Pandemic	0.796
WTS3	I want to stay in a hotel during the pandemic		0.915
WTS4	I'll make an effort to stay in a hotel during the pandemic		0.905

Table 3. Measurement Model Assessment – AVE

Variable	AVE
Attitude toward the Behavior	0.706
Subjective Norm	0.737
Willingness to Stay in a Hotel during the Pandemic	0.721

Table 4. Measurement Model Assessment – Reliability

Variable	Cronbach's Alpha	Composite Reliability
Attitude toward the Behavior	0.866	0.905
Subjective Norm	0.878	0.916
Willingness to Stay in a Hotel during the Pandemic	0.869	0.913

Table 5. Discriminant Validity – HTMT

	ATT	SN	WTS
ATT			
SN	0.706		
WTS	0.658	0.669	

According to the results of the measurement model assessment showed on table 2, 3, 4 and 5, it can be seen that all indicators and variables assessed in this study had fulfilled all of the outer model criteria set in this study. In this case, the factor loading of each indicator had exceeded 0.70, the AVE of all variables had been greater than 0.50,

and that the HTMT value of all variables had been lesser than 0.85. Moreover, both the composite reliability and the cronbach's alpha value of all variables had also exceeded 0.70, in which, such results indicate that all indicators and variables discussed in this research had been deemed valid and reliable. Since all criteria had been satisfied, then the structural model assessment could be further conducted with the purpose of assessing the relationships between variables in this study.

Next, the structural model assessment was conducted in order to assess the effect given by each independent variable toward the dependent variable included in the model proposed in this study. Within the structural model assessment itself, three main analyses need to be performed, which comprises of the r-squared analysis, the predictive relevance analysis, and the path coefficient analysis. The results of these inner model analyses were presented on table 6, 7, and 8 respectively

Table 6. R-Squared (R²)

Variable	R-Squared (R ²)
Willingness to Stay in a Hotel during the Pandemic	0.730

Table 7. Predictive Relevance (Q²)

Variable	Predictive Relevance (Q ²)
Willingness to Stay in a Hotel during the Pandemic	0.524

Table 8. Path Coefficient Analysis

Relationship	t-Statistics	p-Value
Attitude toward the Behavior → Willingness to Stay in a Hotel during the Pandemic	2.394	0.004
Subjective Norm → Willingness to Stay in a Hotel during the Pandemic	14.381	0.000

The results of the r-squared analysis, predictive relevance, and the path coefficient analysis were all presented on table 6, 7, and 8 respectively. Based on the result of the r-squared analysis presented on table 6, it was found out that the endogenous variable, which is Willingness to Stay in a Hotel during the Pandemic, has a r-squared value of 0.730. Such result indicated that 73% of change in variable Willingness to Stay in a Hotel during the Pandemic could be explained by both attitude and subjective norm, while the other 27% of change were explained by the other variables which weren't discussed in this study.

Next, the result of the predictive relevance analysis presented on table 7 showed that the endogenous variable, which is Willingness to Stay in a Hotel during the Pandemic, has a predictive relevance value of 0.524. Since the predictive relevance value of the endogenous variable had exceeded 0, it indicated that all of the variables discussed in this study could well-explain and well-predict the model. Moreover, the path coefficient analysis was further performed in order to determine the relationships between variables discussed in this study, while at the same time, the results obtained from the path coefficient analysis will also be used as the basis to determine whether or not to support every hypothesis proposed in this study. Based on the results of the path coefficient analysis presented on table 8, it could be concluded that both attitude and subjective norm had a significant influence toward guests' willingness to stay in a hotel during the pandemic, since the p-value of all

relationships had been lowered than 0.05. Furthermore, these results also imply that all hypotheses proposed in this study were confirmed to be supported. The first hypothesis proposed that attitude toward the behavior significantly affect Guests' Willingness to Stay in a Hotel during the Pandemic. With the p-value of 0.004 ($0.004 < 0.005$), it could be concluded that the first hypothesis (H1) was supported

The second hypothesis proposed that subjective norm significantly affect Guests' Willingness to Stay in a Hotel during the Pandemic. With the p-value of 0.000, it could also be concluded that the second hypothesis was supported, since the p-value of the relationships between subjective norm and Guests' Willingness to Stay in a Hotel during the Pandemic was lower than 0.05 ($0.000 < 0.05$). Therefore, it could be concluded that H2 was supported.

CONCLUSION

This research was performed with the purpose of thoroughly understanding factors which could affect guests' willingness to stay in a hotel during the current pandemic situation using the original framework of the Theory of Reasoned Action (TRA). Based on the results obtained in this study, it was found that both attitude and subjective norm do indeed have significant roles in determining or affecting guests' willingness or intention to stay in a hotel of their choice, despite of the current pandemic situation. Based on these results, author would like to suggest to hotel managers, owners or operators all around in Indonesia to keep promoting and informing the importance of keep maintaining COVID-19 protocol to all guests while they're staying in a hotel, in which, such action or behavior was conducted with the aim to ensure that there won't be any kind of COVID-19 outbreak happening in the hotel which could be caused by the fact that there are guests who were infected with the virus. This is mainly because based on the responses given

by the majority of the respondents, it was found that most of them thought that it was safe and acceptable to stay in a hotel during the current situation, in which, it was feared that such attitude or judgement might increase the probability of these guests to neglect any kind of health protocols that they should keep follow during their time staying in the hotel. Furthermore, in a similar manner, when such judgement was relayed or communicated to the others, there's also a high chance that some individuals around these people might be affected by the assessments or views given by these people, thus motivating these individuals (guests) to also ignore all of the COVID-19 protocols informed and imposed by the Indonesian government. Therefore, it was important for hotel managers or operators to actively informing their guests to keep maintaining their health condition in order to ensure that these guests won't get sick once they arrive in the hotel, while motivating them to keep following all of the COVID-19 prevention protocols in a strict manner in order to ensure that there won't be any case of guests getting infected by the virus during their time staying in the hotel.

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