

THE INFLUENCE OF SITUATIONAL INFLUENCE, RISK PERCEPTION AND ADVERTISING APPEAL ON PURCHASE INTENTION DURING COVID-19 ON TOURISM BUSINESS IN EASTERN INDONESIA

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Abstract-The Covid-19 pandemic has made Indonesia's tourism business sluggish and less interested. For example, Bali tourist visits as a popular destination decreased by 99.9% (Central Statistics Agency of Bali Province, 2020). Based on Wonderful Indonesia, foreign tourist visits in April 2019-2020 decreased by 87%. A thorough collapse has bankrupted many tourism businesses. Based on this phenomenon, researchers are interested in researching people's interest in carrying out traveling activities, judging from the variables situational influence (Covid-19), risk perception and an advertising appeal. This research is quantitative with population of people who have carried out traveling activities within the last 2 years. The study sample using Non-Purposive Probability totaled 150 respondents. Analysis of the study using multiple linear regression with SPSS software. The results showed that Situational Influence has a positive and significant influence on Purchase Intention. Risk perception has a negative and significant influence on Purchase Intention. Advertising Appeal has a positive and significant influence on Purchase Intention.

Keywords: *situational influence, risk perception, an advertising appeal, purchase intention*

1. Introduction

The tourism business is a business sector that Indonesia relies on. However, the Covid-19 pandemic has made Indonesia's tourism business sluggish and less interested. The difference in the situation (Situational Influence) and the fear of risk obtained (Risk Perception) made them rethink to carry out tourism activities. For example, Bali tourist visits as a popular destination decreased by 99.9% (Badan Pusat Statistik Provinsi Bali, 2020). Based on Wonderful Indonesia, foreign tourist visits in April 2019-2020 decreased by 87%. Surviving tourism businesses use advertising appeal as a driver. However, the all-round losses bankrupted many tourism businesses. Based on this phenomenon, researchers are interested in researching people's interest in carrying out traveling activities, judging from the variables situational influence (Covid-19), risk perception and an advertising appeal.

2. Literature Review

2.1 Previous Research

Research by Harto & Munir (2021) has results if the perception of risk, trust and security has an influence on buying interest. Research by Jacob *et al.*, (2018) showed that if product image and advertising appeal have a significant effect on purchasing decisions. Research by Muflih (2018) showed that mood and social environment have an influence on purchasing interest. Research by Yongzhong Sha, Zhixin Jiang, Zhihong Li, Xuping Song, Kehu Yang, Kun Z Hao and Qingxia Zhang, (2020) showed that risk perception has a negative relationship with purchasing behavior.

2.2 Theoretical Foundations

2.2.1 Situational Influence

Situational Influence according to Mihic and Kursan (2010) is an external impulse factor that makes individuals make purchases on the desired product. According to Beatty and Ferrel (in Foroughi et. Al, 2013); Srivastava and Kumar (2013); Muruganantham and Shankar Bhakat (2013) there are indicators situational influence namely: (1) Time available; (2) Money available.

2.2.2 Risk Perception

Risk perception is a possibility of loss due to existing uncertainty. Risk according to is an uncertainty that will be avoided by customers (Li et al., 2020). According to Fihartini & Ramelan (2017) risk perception indicators are: (1) Financial Risk; (2) Social Risks; (3) Risk of Information Insecurity; (3) Product Risk; (4) Time Risk.

2.2.3 Advertising Appeal

Advertising appeal is a message that will be presented by the brand and packaged in an attractive manner. The content of the advertisement is usually: fantasies about the product, the message you want to convey, the advantages it has, etc. The ad is considered attractive usually if it is played by a public figure / role model. Indicators of the Advertising Appeal are: (1) Meaningful (Ads must be meaningful); (2) Believable; (3) Distinctive (Characteristic).

2.2.4 Purchase Intention

Buying interest is a desire that exists to buy the desired thing (Martins et al., 2019). According to Schiffman & Kanuk (2010, in Oktaviani & Hasanah, 2020) purchase intention has indicators including: (1) Awareness; (2) Interest; (3) Evaluation; (4) Trial; (5) Adoption.

3. Research Framework

3.1 Analysis Models

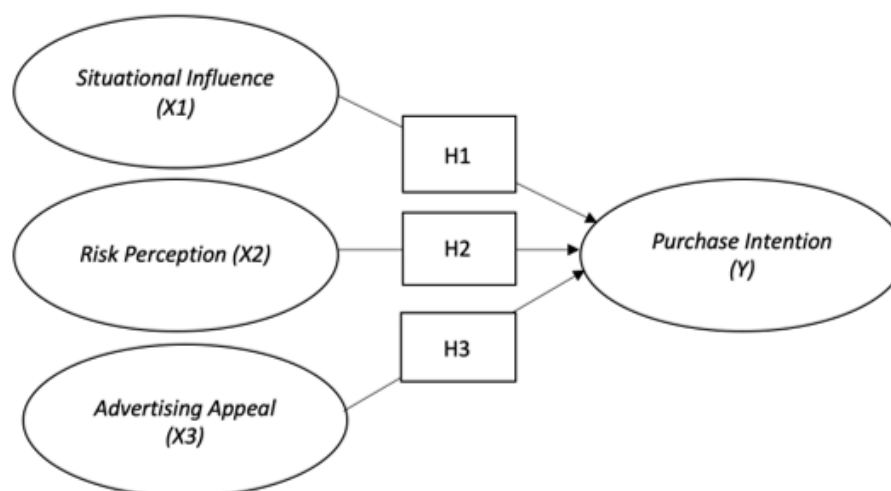


Figure 3.1 Research Model
Source: Researcher concepts (2022)

3.2 Hypothesis

H1: Situational influence has a significant effect on Purchase Intention

H2: Risk Perception has a significant effect on Purchase Intention

H3: Advertising Appeal has a significant effect on Purchase Intention

4. Research Methods

4.1 Types of Research, Samples, and Data Collection

This type of research is quantitative. The study population was people who traveled within the last 2 years.

The sample uses Non-Probability Purposive Sampling with the following criteria:

1. Men as well as women
2. Age range 20-55 years
3. Have traveled at least 1x in the last 2 years
4. Domiciled in East Java

The sample formula, namely the minimum number of indicators used in times 10, so that 15 indicators multiplied by 10 then as many as 150 respondents. Data collection used questionnaires and measured on a Likert scale of 1-5.

4.2 Operational Variables and Definitions

Table 4.1 Operational Definitions of Variables

Variable	Conceptual Definition	Operational Definition	Indicators
Situational Influence	Situational Influence according to Mihic and Kursan (2010) is an external impulse factor that makes individuals make purchases on the desired product.	The existence of a supportive external situation will make people's interest in buying tourism increase.	According to (Beatty and Ferrel in Foroughi et. Al (2012); Srivastava and Kumar (2013); Muruganantham and Shankar Bhakat (2013)), there are 2 indicators of Situational Influence namely: 1. Time available 2. Money available
Risk Perception	Risk perception is a possibility of loss due to existing uncertainty, according to Ko et al., (2004). Risk perception is a triggering factor that will influence	The possible risks that will be obtained by the public make the	According to Yuniarti Fihartini and also Mudji Rahmat Ramelan (2017), the indicators of risk perception variables are as many as 6, namely:

	how the individual makes decisions. According to Bauer, 1960 was an uncertainty to be avoided by customers. (Li et al., 2020).	interest in buying tourism lower.	1. Financial risks, 2. Social Risk 3. Risk of Information Insecurity 4. Product Risk 5. Time Risk
Advertising Appeal	Advertising appeal is a message that will be presented by the brand and packaged in an attractive manner. The content of the advertisement is usually: fantasies about the product, the message you want to convey, the advantages it has, etc. The ad is considered attractive usually if it is played by a public figure / role model.	Attractive advertisements will make people's buying interest in tourist products even higher.	The indicators of the Advertising Appeal according to the research of S. L. H. V. Joyce Lapien, Yunita Mandagie and Aprilia A. Jacob are as follows: 1. Meaningful (Ads must be meaningful). 2. Believable (Ads must be trustworthy) 3. Distinctive
Purchase Intention	Buying interest is a desire that exists to buy the desired thing (Martins et al., 2019).	The desire that people have to buy service products.	According to Schiffman & Kanuk (2010, in Oktaviani & Hasanah, 2020) purchase intention has 5 indicators which include: 1. Awareness 2. Interest 3. Evaluation 4. Trial 5. Adoption

Source: Data processed (2022)

This study used multiple linear regression analysis methods, classical assumption tests, validity tests, and reliability tests with SPSS 25 software.

5. Results and Discussion

5.1 Analysis

5.1.1 Respondent Profile Description

Respondents were dominated by men at 83 or 55.3%. The majority of 20-30 year olds are 116 or 77.3%. The majority of jobs are students at 72 or 48%. The majority of revenue is IDR 2,000,000 – IDR 5,000,000 by 50%. The highest domicile is in Surabaya at 70%.

5.1.2 Description of Research Variables

The variable of Situational Influence has a total mean value of 4.29. The risk perceptions variable has a total mean value of 4.26. The total mean of the Risk Perception variable is 4.44. The Purchase Intention variable has a total mean of 4.38.

5.1.3 Validity Test

Tabel 5. 6 Hasil Uji Validitas

Variabel	<i>Pearson Correlation</i> <i>n</i>	Nilai <i>sig.</i> (2-tailed)	Kesimpulan
<i>Situational Influence (X₁)</i>			
X _{1.1}	0,668	0,000	Valid
X _{1.2}	0,727	0,000	Valid
X _{1.3}	0,659	0,000	Valid
X _{1.4}	0,626	0,000	Valid
X _{1.5}	0,686	0,000	Valid
<i>Risk Perceptions (X₂)</i>			
X _{2.1}	0,523	0,000	Valid
X _{2.2}	0,710	0,000	Valid
X _{2.3}	0,607	0,000	Valid
X _{2.4}	0,756	0,000	Valid
X _{2.5}	0,810	0,000	Valid
<i>Advertising Appeal (X₃)</i>			
X _{3.1}	0,765	0,000	Valid
X _{3.2}	0,759	0,000	Valid
X _{3.3}	0,810	0,000	Valid
<i>Purchase Intention (Y)</i>			
Y.1	0,682	0,000	Valid
Y.2	0,727	0,000	Valid
Y.3	0,692	0,000	Valid
Y.4	0,700	0,000	Valid
Y.5	0,727	0,000	Valid

Sumber: Data diolah penulis, 2022

The test results show that all variables have been valid because the significance value is smaller than the standard which is 5%.

5.1.4 Reliability Test

Tabel 5. 7 Hasil Uji Reliabilitas

Variabel	<i>Cronbach's Alpha</i>	Keterangan
<i>Situational Influence (X₁)</i>	0,687	Reliabel
<i>Risk Perceptions (X₂)</i>	0,718	Reliabel
<i>Advertising Appeal(X₃)</i>	0,669	Reliabel
<i>Purchase Intention (Y)</i>	0,740	Reliabel

Sumber: Data diolah penulis, 2022

The test results show that the four variables have a value of > 0.6 of Cronbach's alpha value, so it can be said to be reliable.

5.1.5 Test Classical Assumptions

1. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.61642300
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.051
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

The test results show that the data is already normally distributed due to the Asymp value. Sig. 2-tailed 0.200 > 0.05.

2. Multicholnearity Test

Coefficients ^a							
	Unstandardized Coefficients		Standardized Coefficients				Collinearity Statistics
Model	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	.722	.463		1.560	.121		
SI	.621	.037	.629	16.740	.000	.275	3.638
RP	-.117	.028	-.122	-4.168	.000	.452	2.210
AA	.775	.052	.486	15.003	.000	.371	2.698

a. Dependent Variable: PI

The test results showed that the free variables studied had a Tolerance value of > 0.10 and a VIF of < 10. It means to be free from the symptoms of multicholnearity.

3. Heteroskedasticity

Tabel 5. 10 Hasil Uji Heteroskedastisitas

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.010	.292		3.459	.001		
SI	-.033	.023	-.219	-1.413	.160	.275	3.638
RP	.003	.018	.019	.159	.874	.452	2.210
AA	.008	.033	.034	.255	.799	.371	2.698

a. Dependent Variable: ABS

The test results showed that the significance value of all free variables was greater than 0.05 so that the research data were free from the symptoms of heteroskedasticity.

5.1.6 Linearity Test

Tabel 5. 11 Hasil Uji Linearitas Situational Influence

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
PI * SI	Between Groups (Combined)	859.299	10	85.930	85.687	.000
	Linearity	851.665	1	851.665	849.253	.000
	Deviation from Linearity	7.634	9	.848	.846	.575
	Within Groups	139.395	139	1.003		
Total		998.693	149			

The results show that the Situational Influence has a linear relationship with the Purchase Intention variable because the significance value is greater than 5% which is 0.575.

Tabel 5. 12 Hasil Uji Linearitas Risk Perception

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
PI * RP	Between Groups (Combined)	418.553	11	38.050	9.051	.000
	Linearity	413.256	1	413.256	98.303	.000
	Deviation from Linearity	5.297	10	.530	.126	.999
	Within Groups	580.140	138	4.204		
Total		998.693	149			

The results show that the Risk Perception variable has a linear relationship with the Purchase Intention variable because it has a significance value of 0.999 which is greater than 5%.

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
PI * AA	Between Groups (Combined)	828.629	5	165.726	140.327	.000
	Linearity	823.039	1	823.039	696.900	.000
	Deviation from Linearity	5.590	4	1.398	1.183	.321
	Within Groups	170.064	144	1.181		
Total		998.693	149			

The results show that the Advertising Appeal variable has a linear relationship with the Purchase Intention variable because the significance value is 0.321, which is greater than 0.05.

5.1.7 Data Analysis Model

1. Multiple Linear Regression Analysis

Tabel 5. 14 Analisis Regresi Linear Berganda

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics
	B	Std. Error	Beta				
1 (Constant)	.722	.463			1.560	.121	
SI	.621	.037	.629	16.740	.000	.275	3.638
RP	-.117	.028	-.122	-4.168	.000	.452	2.210
AA	.775	.052	.486	15.003	.000	.371	2.698

a. Dependent Variable: PI

Based on the test results obtained the equation of multiple linear regression as follows:

$$Y = 0.722 + 0.621X_1 - 0.117X_2 + 0.775X_3$$

If the variables situational influence, risk perception, and advertising appeal are zero, the costal value (α) is 0.722. Situational influence (X1) regression value of 0.621 positive. The Risk Perception (X2) regression value of 0.117 is negative. The Advertising Appeal (X3) regression value of 0.775 is positive.

2. Test F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	942.077	3	314.026	809.793	.000 ^b
Residual	56.617	146	.388		
Total	998.693	149			

a. Dependent Variable: PI

b. Predictors: (Constant), AA, RP, SI

The multiple linear regression model is appropriate to explain the influence of situational influence, risk perceptions, advertising appeal, and purchase intention because the significant level is below 5% or 0.05, which is 0.000.

3. t-test

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.722	.463		1.560	.121		
SI	.621	.037	.629	16.740	.000	.275	3.638
RP	-.117	.028	-.122	-4.168	.000	.452	2.210
AA	.775	.052	.486	15.003	.000	.371	2.698

a. Dependent Variable: PI

The test results stated that the situational influence variable had a partial effect on the purchase intention variable, the risk perceptions variable had a partial effect on the purchase intention variable, and the advertising appeal variable has a partial effect on the purchase intention variable. It is because the obtained significance value of $0.000 < 0.05$.

4. Correlation Coefficient (R) and Coefficient of Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.971 ^a	.943	.942	.62272

a. Predictors: (Constant), AA, RP, SI

The test results show that:

1. The value of R is 0.971 or 97.1% so it can be interpreted as a fairly strong relationship between the dependent and independent variables because the value is not close to 0.

2. The value of R^2 is 0.943 or 94.3% i.e. the independent variable affects the dependent variable by 94.3%.
The rest are influenced by other variables that are not studied.

5.2 Discussion

5.2.1 The Effect of Situational Influence on Purchase Intention

Based on the test, it is concluded that situational influence variables have a positive influence on purchase intention. This shows that time availability is one of the highest triggers for people to carry out tourist activities during Covid-19.

5.2.2 The Effect of Risk Perceptions on Purchase Intention

Based on the test, it was found that risk perception has a negative influence on the purchase intention variable. It shows that there are risks, especially financials it will be obtained when they carry out tourist activities during Covid-19.

5.2.3 Effect of Advertising Appeal On Purchase Intention

Based on the test shows that the coefficient of the advertising appeal variable has a positive influence on purchase intention. It shows that advertising is one of the important factors in people's buying interest because, with attractive and convincing advertisements, people will be more convinced and motivated to buy these services.

5.3 Managerial Implications

A. Before Research

People realize that there are more differences in conditions and times during Covid-19, but do not carry out tourist activities. Society prioritizes money for primary, secondary, and health needs. Tourism activities are not the main thing, so tourism business does not have high intensity during Covid-19 and tries to adjust to the conditions that occur.

B. After Research

The steps that can be taken by tourism businesses people are as follows:

1. Offering holiday now pay later, so that people can pay in installments and have a reserve of money.
2. Create offers during the long holiday season such as attractive trending packages, savings packages for students, and THR packages for employees or civil servants.
3. Make a give away on marketing so as to encourage followers.
4. Provide discounts for people who have been vaccinated to boosters.
5. Creating customer health content while traveling and destination content that has dropped in price due to Covid-19.
6. Opening holiday consultations in locations where visitors are rare.

6. Conclusions and Suggestions

6.1 Conclusion

1. Situational Influence has a positive and significant influence on Purchase Intention.
2. Risk perception has a negative and significant influence on Purchase Intention.
3. Advertising Appeal has a positive and significant influence on Purchase Intention.

6.2 Suggestion

6.2.1 For Tourism Business People in Eastern Indonesia

Tourism business people in Eastern Indonesia can present several services such as consulting, attractive offers such as "Holiday now Pay Later", giveaway, cheap 5-star destinations, and discounts. Make tour packages with hotly discussed themes such as Cappadocia, THR, etc. Delivering exciting experiences like "Dinner underwater with the fish".

6.2.2 For Further Research

The suggestion that can be proposed is to expand the scope of research in different regions such as Central Java, West Java, dll. Researchers can then expand the research by adding other variables beyond this study.

7. Reference

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