Research Article

Analysis of Decision Making of Tourists to Choose "Plggoodguide" as a Tour Service in Palembang, Indonesia

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Abstract.

This case study aimed to analyse consumer behaviour, tourist motivation and travel decisions during the COVID-19 pandemic of tourists in the city of Palembang. The need for travel was felt necessary by tourists during the COVID-19 pandemic while still implementing health protocols. Travel innovations were made during this time by identifying behaviour and understanding tourist needs during the pandemic. One is "Plggoodguide", which provides a short city tour experience and education by visiting several historical buildings on foot. This research was conducted using a quantitative approach with 90 respondents. The process of recording tourist behaviour patterns as consumers was carried out using content analysis sourced from several relevant documents. The results obtained that having a good understanding and sensitivity to the motivation of tourist consumers, will make it easier for producers to identify tourist needs as indicated by purchasing decisions.

Keywords: consumer behaviour, travel motivation, decision making, urban tourism, covid-19 pandemic

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1. Introduction

The Covid-19 pandemic has had an impact on various economic, political, social and cultural sectors around the world. The government has loaded regularization-Scale Social Restrictions are provisions that are carried out by limiting the movement of people and or goods and services to control the spread of the virus. The implementation of large-scale social restrictions has caused tourism activities to experience a global decline throughout Indonesia, including the city of Palembang.

Palembang as a tourist city of religious history and old buildings has several historical tourist attractions with unique buildings. Several building positions are in the city center of Palembang and have different distances nearby one another. For example, the Sultan Mahmud Badaruddin 2 Museum is located near the People's Struggle Monument (Monpera), Benteng Kuto Besak (Fort), Jembatan Ampera (Bridge) and Masjid Agung (Grand Mosque) where it is within walking distance.

Plggoodguide introduces the concept of storytelling tourism as an approach to introducing the background of tourist destinations in a fun way. Plggoodguide provide experience city tours to several tourist attractions of historical buildings that are well known and not well known in the city of Palembang with method on foot. Tourists get a new tourism experience in the open, get education about the history of the buildings visited, in a smaller number of people, with continue to carry out health protocols.

In the era of the Covid-19 pandemic, potential tourists make purchasing decisions based on their needs to experience the benefits of traveling both in terms of utility and hedonistic. Based on several studies and articles that are relevant to consumer behavior during the Covid-19 pandemic, the decision to choose travel consumers is based on the motivation to obtain satisfaction from tourism products that are concerned with protecting comfort, namely in the form of cleanliness, health and safety as the main goals in deciding to purchase tourist trips [1].

2. Theory, Literature Review, and Hypothesis

2.1. Consumer behavior

The current Covid-19 pandemic has an impact on traveler behavior, in terms of personal safety, economic spending, their beliefs and attitudes in making travel decisions [2]. The implementation of Large-Scale Social Restrictions and the fear of being exposed to Covid-19, have made domestic tourists ensure that the health protocol rules on tourist trips have been implemented properly and correctly [3–5].

[1] stated that some tourism consumer behavior in making tourism purchasing decisions during the Covid-19 pandemic was based on the following factors:

Tourists demand higher health standards

Tourist destinations with green zone status

Giving discounts

Ease of ordering

Stay cation or domestic travel.

2.2. Travel Motivation

Motivation is related to the attitudes and intentions of tourists when choosing a destination. Motivation has been analyzed as an internal factor that guides and integrates individual behavior. This is a psychological factor that leads people to act in a certain

way to satisfy their desire to take a vacation or visit a certain tourist spot. Tourists like adventure and authentic experiences.

Dann's theory of motivation states that tourists' motivation to travel is influenced by push factors and pull factors. The driving factors include the desire to rest, have recreation, experience adventure, and escape from the contemporary lifestyle. Conversely, pull factors are related to tourist destination facilities, such as service facilities, prices, and physical tourist facilities [6]. [7], states that the motivation of tourists to visit the city of Solo is to take holiday tours, introductory tours and educational tours. Educational tourism with cultural-themed attractions is in demand by tourists who are still in school (elementary, junior high, high school and college students).

The Covid-19 pandemic has changed travel patterns, interests and other things related to travel. This must be understood by tourism actors as a challenge and also as a tourism opportunity during the Covid-19 Pandemic. [8], provides the latest information related to tourist motivation after the Covid-19 Pandemic. A person's motivation to travel is divided into four groups as follows:

Physical or physiological motivation is physical or physiological motivation, for relaxation, health, comfort, participation in sports activities, recreation.

Cultural motivation is the desire to know culture, customs, traditions and other regional arts, including interest in cultural heritage objects.

Social motivation or interpersonal motivation is the desire to socialize, meet other people to talk about new things, visit friends and family, meet partners.

Fantasy motivation is a desire that exists in the mind of a person who wants to get away from the monotonous routine of daily life and is associated with psychological satisfaction.

2.3. Decision Making

The Covid-19 pandemic has had an impact on traveler behavior, in terms of personal safety, economic spending, their beliefs and attitudes in making decisions about traveling [2]. Changes in tourist demand that demand products that are more personal, in small quantities and more customized make tourism actors more creative and innovative.

The decision to choose a tourist trip starts from the needs and desires of tourists to travel. During the Covid-19 Pandemic, health, safety and comfort were the main issues needed by tourists. Then proceed with searching for information on tour service providers from various sources both offline and online. Offline information is obtained by word of mouth, while online information is obtained from social media. Information

related to travel schedules, travel patterns and experiences offered, as well as fees to be paid. Next, evaluate alternatives by cross-referencing several tour operators. And then decide to choose the services of tourism actors that suit the needs and desired standards [9]. The decision-making process according to [10], is as follows:

Problem recognition

Information search

Alternative Evaluation

Buying decision.

Reseach Method

2.4. Research Method

This research is an explanatory research or explanatory research that uses a survey method, in this study the author uses a quantitative research type. According to [11] the Explanatory Research method is a research method that explains the influence between one variable and another and the position of the variables that have been studied.

2.5. Data Types and Sources

The types of data used in this study are quantitative and qualitative data types. Qualitative data is data in the form of words, schemes, and pictures, while quantitative data is data in the form of numbers or qualitative data that is numbered [11]. Research data sources are divided into 2, namely primary data sources and secondary data sources [11]. The source of data used in this study is primary data, namely the results of questionnaires distributed and secondary data is a recap of performance appraisals obtained from the company's management.

2.6. Population and Sample

The population in this study are domestic tourists who use Plggoodguide services on their travels in the city of Palembang. The sampling technique used is probability sampling technique. Population sampling is done randomly without regard to the existing strata in the population (sample random sampling).

The number of samples is determined using the method proposed by Ferdinand (2014), namely in multivariate research, the size of the sample is determined from the number of indicators multiplied by 5-10. This study has 18 indicators, it can be seen that

researchers need 90 -180 samples of respondents. Sampling was carried out for the last 3 months starting from April 2021 to August 2021, totaling 90 people.

2.7. Data collection technique

The data for this study were collected using a questionnaire with a Likert scale. Questionnaires were distributed to plggoodguide tourists who made tourist visits in June – August 2021.

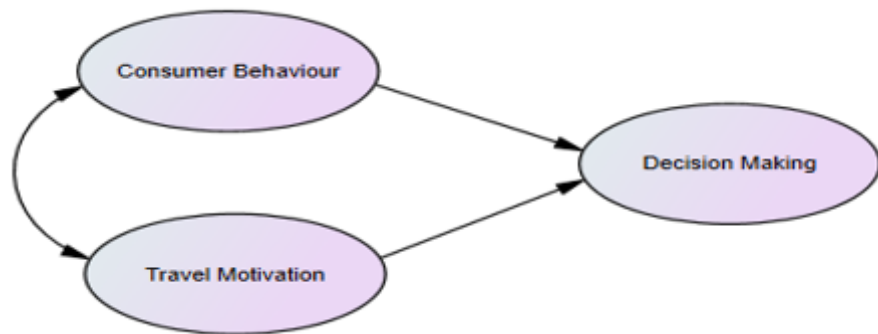## 2.8. Research Framework and Hypotheses

Figure 1: Frame Work.

2.9. Research Hypothesis

Based on the literature review described, the hypotheses used in this study are as follows:

TABLE 1:

H1	:	Consumer Behaviour affect to Decision Making
H2 H3	: :	Tourism Motivation Affects to Decision Making The influence of consumer behaviour and tourism motivation to The Decision Making

2.10. Data analysis

This study uses path analysis and is calculated using IBM SPSS 23 software (Statistical Package for Social Science).

3. Results and Discussion

3.1. Multiple Linear Regression Analysis

Multiple linear regression analysis is a form of linear regression analysis where there is more than one independent variable, and is used with the aim of determining whether or not there is an influence of the independent variable on the dependent variable. The equation formula for this research is:

$$Y = \alpha + \beta 1 X1 + \beta 2\ X1 + \epsilon i$$

Y = Decision Making

α = Constant

$\beta 1$-$\beta 2$ = independent variable regression coefficient

X1 = Consumer Behavior

X2 = Travel Motivation

The summary of the results of data processing using the SPSS program is as follows:

TABLE 2: Summary of Multiple Linear Regression Analysis Results T-test.

Model		Unstandardized Coefficients		t	Sig.
		B	std. Error		
1	(Constant)	1,238	1,348	.919	.361
	TX1	**.242**	061	3,982	**.000**
	TX2	**.304**	083	3,648	**.000**

Source: Processed data, 2021

Based on Table 6 above, it can be seen from the equation as follows:

The Consumer Behavior variable has a coefficient of 0.242 and is positive. This indicates that if the consumer behavior variable increases by one unit, then the decision to choose to travel will increase by 0.242 units assuming the other independent variables are of a fixed value.

The Travel Motivation variable has a coefficient of 0.304 and is positive. This indicates that if the tourist motivation variable increases by one unit, then the decision to choose to travel will increase by 0.304 units assuming the other independent variables have a fixed value.

3.2. Research Hypothesis Testing

First Hypothesis (H1) T-test

Based on Table 6 above, the sig. for the influence of the consumer behavior variable (TX1) on the Choosing Decision (Y) is 0.000 <0.05 and t count 3.982 > 1.991, then there is an influence of the consumer behavior variable (TX1) on the choosing decision variable (Y). The calculated t value is positive, meaning that the influence that occurs is positive. H1 is accepted.

Second Hypothesis (H2) T- test

Based on Table 6 above, the sig. for the influence of the travel motivation variable (TX2) on the Voting Decision (Y) is 0.000 <0.05 and t count 3.648 > 1.991, then there is an influence of the travel motivation variable (TX2) on the choosing decision variable (Y). The calculated t value is positive, meaning that the influence that occurs is positive. H2 is accepted.

The third hypothesis (H3) Test F

TABLE 3: Summary of the Results of Multiple Regression Analysis Test F.

	Model	Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	947,258	2	473,629	103,686	.000b
	residual	397,407	87	4,568		
	Total	1344666	89			

Source: Processed data, 2021

Based on Table 7 above, the sig. for the influence of consumer behavior variables (TX1) and travel motivation (TX2) on the decision to choose (Y) is 0.000 <0.05 and F count 103,686 > 3.10, then there is a simultaneous influence between consumer behavior (TX1) and travel motivation variables (TX2) on the decision variable to choose (Y). The calculated t value is positive, meaning that the influence that occurs is positive. H3 is accepted.

4. Finding and Conclusion

The Covid-19 pandemic has had an impact on tourists' decisions to choose their tour travel services. This decision was influenced by changes in tourist behavior and motivation in connection with the Covid-19 Pandemic.

From the results of the research above, the following conclusions are obtained:

1. Behavior towards fear of being infected with the Covid-19 Virus so that during tourist trips, perpetrators and tourists must continue to carry out the protocol health. Actors and tourists use masks, wash hands, keep their distance. Tourist choose to travel in the open with a small number of groups to be able to meet their tourism needs.

2. The motivation of tourists to travel during the Covid-19 Pandemic was influenced by their physical motivation to be able to have recreation and stay healthy in the face of their boredom during the lock down period. Cultural motivation to be able to get to know the culture in the tourist spots they visit. Social motivation for them can meet with relatives and family during a tour. Fantasy motivation where tourists get new experiences after traveling.

3. Behavior Change and Tourism Motivation during the Covid-19 Pandemic, the behavior of tourism services was able to make changes so that can interesting interrelationship do tour trip together with them. After carrying out the stages of the decision-making process, namely problem identification, information search, evaluation of alternatives and then tourists choose Plggoodguide as a tourism agent service in Palembang. Plggoodguide as one of the tourism service actors in the city of Palembang offers tour trips story telling by telling the background of cultural history and historic buildings by walking healthy while still implementing health protocols. Activity Tour done in the open and in small groups. This makes domestic touristic abroad decided chose Plggoodguide as their tourism service during the Covid-19 Pandemic. The Covid-19 pandemic has made tourism actors to be more creative and innovative in tourism travel products. So that it can survive and compete with other tourism actors.

4. **Implications, Limitations, and Suggestions**

5. Plggoodguide must increase their promotion as one of the actors of tourism services in the city of Palembang. Because there are still many domestic tourists who don't know and know Plggoodguide. From a survey conducted, tourists know Plggoodguide through word of mouth.

6. Plggoodguide as a tourism service actor in the city of Palembang can add several other interesting tourist attractions around the city of Palembang. The offers that have been given so far have only been in the downstream part of the city of Palembang. In the future, it is expected to be able to explore tourism in the upstream part of the city of Palembang. For example, Gelora Sriwijaya Stadium,

which is located in Jakabaring as one of the largest sports stadiums in Indonesia, as a choice of city tourist destinations that can be done by cycling.

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