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## CHAPTER 1 – INTRODUCTION

### 1.1 Background

Wixon (2009) state that a staycation is : ‘a vacation in which the vacationer stays at home, or near home, while creating the environment of a traditional vacation’. The Covid-19 pandemic outbreak pneumonia has symptoms such as fever, cough, exhaustion, and breathlessness (Wu et al., 2020). The global hotel industry has been attempting to safeguard itself against the pandemic. The untracked coronavirus had put human life as well as economy in danger. It has impacted industries due to continued lockdown, social restriction, and threat of spread. The hospitality industry has taken a large hit due to travel ban, and lockdown situation. Herefore, the hotel industry has had to consider ways of remaining profitable to regain economic situations and thus solutions to cater the re-opening of hotels. In addition, leisure facilities have had to take appropriate measures to retain customer trust. (Kummitha, 2020). The world is not yet free from this virus, however, some countries have announced that they have successfully contained this virus and tried to open up for inbound and local tourists In economics, this situation demonstrates as stagflation, a condition when the economy is stagnant and inflation continues (Blinder, 1979).

According to Ismayanti, every tourist has a buying behaviour concept with unique purchasing decisions because the tour is a tangible return on investment (2010), closely related to income and expenses, not booked instantly (except for business travellers), and involve decision planning. Being aware of tourists' behavioural patterns is of a high practical value for all tourism stakeholders (Pearce, 2005). Sheth (Sheth, 2020) explains

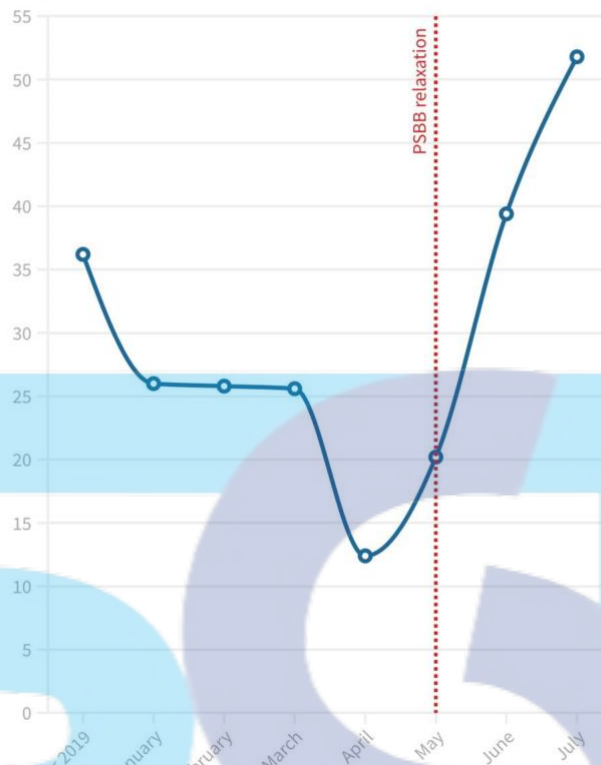
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that if some experts believe that even if this virus's transmission stopped by 2021, the tourism industry will not come back to the normal stage before 2024.

Presently, society is facing hypermobility (Cohen and Gössling, 2015), where travel over long distances is associated with cosmopolitanism but (Cresswell, 2006; Isenhour, 2012). (Andriotis, 2018) counters that argument by stating that mobility at shorter distances, together with minimal consumption are increasingly regarded as lifestyle changes. Therefore, this contradiction suggests that we are departing from prior associations of “underprivileged” often being attributed to immobility. The discussion on holidays at longer/shorter distances hints at another dichotomy of home/abroad. It is also challenging some fundamental tourism “binary distinctions between home/away, work/leisure, host/guest, domestic/international and everyday life and extraordinary holidays” (Cohen, 2015). Therefore, (Wahyuni & Kusumaningrum, 2020) showed their study results if, after the pandemic over, travel and staycation intention is high. While to attract tourists after the Covid-19 pandemic over, every destination should concern about the quality and quantity of medical facilities. After reading some supporting sections from journals and articles about staycation in Indonesia, it can be concluded that there is a change in customer behaviour towards travel and staycation intention. This study also intended to analyze observation markets and intention regarding why people choose to staycation during this pandemic.

### Online searches for "staycation" grow after relaxation of large-scale social restrictions (PSBB)

■ Average monthly popularity



Data processed from [Google Trends](#) • JP/Eisya Elokari

TheJakartaPost

Figure 1.1 Statistics of “Staycation” trend during PSBB

The year 2021 will be the year of the staycation in Indonesia, with domestic holiday deals expanding significantly as a result of the relaxation of travel restrictions and the increased desire for seaside and countryside vacations. Consumers are naturally cautious in their event planning due to fears of seeking hefty refunds or being stuck overseas if a second wave of the illness strikes across the globe. This, paired with governmental warnings against cruise ship vacations, suggests that more people are taking cruise ship vacations, implying that more vacationers will opt for a staycation.

The pandemic has depressed all of the tourism businesses, as individuals have remained at home in the midst of PSBB staycations following with the reopening of some tourist

attractions in Indonesia, interest is projected to increase. With the present travel limitations in place, Inventure expected that local travellers would be the segment that would increase the Indonesian tourism sector, since this would create a demand for hotels with amenities like restaurants and swimming pools for staycations, As there is a need for car-accessible vacations, this creates a need for hotels that offer these amenities. According to the PHRI, domestic tourists have accounted for 96 percent of total visitation since the outbreak began, making it a potentially major market for the tourism industry. People are still avoiding foreign travel due to the fear of COVID-19, preferring to stay in their own country instead seeking local areas that could help the Indonesian economy's tourism sector reawaken (PHRI).



Figure 1.2 The continuous rising in the “Staycation” trends

## 1.2 Research Problem

1. Covid-19 is a pandemic that we have never experienced before that affected global economic systems, supply chain infrastructure and the opportunities to travel (Nicola et al., 2020).

2. Many sectors suffered from quarantines, lockdown, entry bans and border closures (Goodell, 2020); it has created a fundamental shift in demand as consumers focus more

on sanitary items, and as people's behaviour changes and travelling abroad is not a choice there as an alternative staycation became a trend and there is no doubt that it profoundly impacts on tourists' consumption as well (Wen et al., 2020).

3. Meanwhile, as lifestyles and daily behaviour changed during this times (Wen et al., 2020). People will travel less than before to ensure they stay healthy and will consume less to avoid future uncertainty (De Vos, 2020). The prominent tourist attractions will be less visited and the tourists will prioritize remote areas; However regarding how tourists decide to visit a tourism destination lies in the behaviour of the tourists.

### **1.3 Research Question**

Factor Analysis : Covid general impacts, attitude & preference, hygiene & safety

- Does covid general impacts influence staycation intention?
- Do attitude & preference influence staycation intention?
- Do hygiene and safety influence staycation intention?

### **1.4 Research Objectives**

- To measure the influence of covid general impacts towards staycation intention.
- To measure the influence of attitude and preference towards staycation intention.
- To measure the influence of hygiene and safety towards staycation intention.

### **1.5 Significance of Studies**

- This study gives perspectives of the covid general impacts, attitude & preference and hygiene & safety plays in the purpose of giving a better understanding and views of the influence towards staycation intention.
- This study could be beneficial for any tourism students or other related industries. Furthermore, this study could be beneficial for future students of Swiss German University or others as a reference in creating similar topic.
- To investigate the impact of the "Staycation" trend in the midst of covid-19.

## 1.6 Scope and Limitations

This study is only limited itself into such requirements, those are :

- To measure the influence towards covid general impacts, attitude & preference and hygiene & safety towards staycation intention during covid-19 pandemic.
- To test hypothesis, Gather & Form conclusions and recommendations based on findings and research.
- This research time frame consists of four months and Bandung area is the main location of this research.

## 1.7 Thesis Structure

### Chapter 1

Includes background of the topic, brief review of current knowledge, questions and objectives why this research needs be carried out, states aim of the research and what is the purpose of the research. Also includes scope of the problem or issue and limitations for the impact to study the scope details of the research

### Chapter 2

Includes framework of thinking, theoretical fundamental where it attempts to explain all the fundamental interactions of a single interaction, including big theories correlation with the variables, evaluation of previous research on the topic, study differences and similarity and including hypothesis.

### Chapter 3

Includes Type of Research, This chapter outlines which method of analysis and observation you chose, population and sample, type of data collection method with variable operationalization, data processing procedure and includes data analysis .

### Chapter 4