

THE INFLUENCE OF HEALTH PROTOCOLS (CHSE) ON TOURISTS' MOTIVATION TOWARD VISITING DECISION IN FLOATING MARKET LEMBANG

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Abstract

Ten days after the President of Indonesia announced the first COVID-19 case, WHO declared that COVID-19 is a global pandemic. Since then, the virus has spread rapidly and caused numerous deaths and terrible economic impacts. According to UNWTO, tourism is one of the most effective sectors, due to worldwide restrictions on travel and closed borders. In Indonesia alone, the pandemic decreases around Rp 85 trillion of Indonesia's tourism revenue by 2020. Based on many reports a lot of hotel and food businesses were shut down and many workers were impacted. In an attempt to recover the condition Ministry of Tourism and Creative Economy implemented a program called CHSE certification to ensure tourists' safe travel. Floating Market Lembang is one of the certified CHSE destinations in Bandung. The subject of this study is the visitors of Floating Market Lembang, who visited the destination around December 2020 to June 2021. This study aimed to see the impact of CHSE certification in Floating Market Lembang on tourists' visiting decisions. As destination attributes play a big role in tourists' visiting decisions, this will be seen through tourist motivation, push and pull factors. Quantitative methods used to generate tourists' opinions on the matter then will be analyzed using regression analysis. The result of this study shows that push factors alone have no influence on tourists' motivation, pull factors, on the other hand, have an influence on tourist's motivation. At the same time, both push and pull factors have an influence to visit Floating Marker Lembang under CHSE circumstances.

Keywords: Health Protocols (CHSE); Tourist Motivation

A. INTRODUCTION

Government has constantly tried to slow down the transmission and end the pandemic. Until now, there have been several programs and policy that has been implemented such as Large-Scale Social Restriction, The New Normal Adaptation which started in June 2020, and Implementation Restrictions on Community Activities (PPKM II) Java – Bali. The direct effect on tourism sectors is inevitable all over Indonesia. The pandemic decreased around Rp 85 trillion of Indonesia's tourism revenue in 2020 (*The Jakarta Post*, 2020). In the first quarter of 2020, international tourist arrivals dropped 59.86% from January to June 2020. The same thing happened to domestic tourist arrivals which only reached 19.908.914 per June 2020 which was not even close to the target made by West Java Government Tourism Office.

To recover the tourism sector, there are three programs created by the Ministry of Tourism and Creative Economy. One of them is the CHSE (Clean, Health, Safety & Environment) Certification Program is the process of granting certificates to tourism businesses, other related businesses, or

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facilities, such as hotels, destinations, restaurants, rafting, homestay, diving, and transport issued by the Ministry of Tourism and Creative Economy by recommendations from the World Tourism Organization (UNWTO) and the Health Ministry. This certification serves as a guarantee to tourists and the public that the products and services provided have met the hygiene, health, safety, and environmental sustainability protocols (Ministry of Tourism and Creative Economy, 2020). Furthermore, to increase tourist's confidence to visit a destination that has to meet the criteria of proper health protocol procedures during this pandemic. There are currently over 15,000 tourism businesses that have received the certification all over Indonesia. In West Java, there are 1,583 certified related tourism businesses with 71 in West Bandung Regency, consisting of 16 tourist attractions, one of which is Floating Market Lembang. As domestic travel is slowly reviving and Floating.

Market Lembang is still open with strict health protocols, the application of CHSE, and visiting decisions worth researching. Heretofore, there has not been any similar research with both variables, this also becomes the motive if the theory of destination attributes and motives has a significant relationship that could happen in Floating Market during the pandemic. This research aims to see the influence of health protocols (CHSE) on tourists visiting decisions in Floating Market Lembang.

B. RESEARCH METHOD

This study aims to analyze the influence of health protocols (CHSE) on tourist motivation towards visiting decisions in Floating Market Lembang. Explanatory research is used with the quantitative method. The data collected by questionnaires and observation then will be analyzed by SPSS. The object of this study is Floating Market Lembang with a focus on the tourist who visits Floating Market Lembang. To analyze the collected data MSI is used for transforming ordinal data to the interval for the data to be eligible for multiple regression analysis with the following model:

$$Y = a + b_1 X_1 + b_2 X_2$$

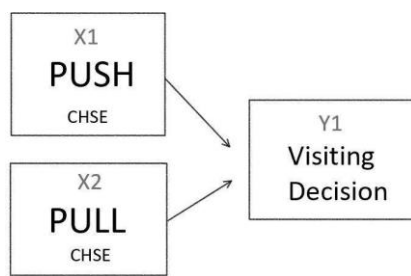
Y : Visiting decision

X1 : *Push factors*

X2 : *Pull factors*

A : Constants

b1, b2 : Each coefficient of variables



Source: Processed by researcher, 2021

- H1: There's an influence of push factors of CHSE on visiting decision to Floating Market Lembang.
H2: There's an influence of pull factors of CHSE on visiting decision to Floating Market Lembang.
H3: There's an influence of push and pull factors simultaneously of CHSE on visiting decision to Floating Market Lembang.

C. RESULTS AND ANALYSIS

1. Area Overview

This research took place at Floating Market Lembang, Lembang district, West Bandung Regency. This destination was established in 2012 by PT. Perisai Group. Before the company developed the area into natural tourism it was home to a natural lake called Situ Umar where the local community went fishing over there. Sometimes, the area turned into a culinary-recreational area above 7 hectares. The main product of Floating Market Lembang is selling various types of food on boats. The sellers come from the community around Floating Market Lembang is a Corporate Social Responsibility program where they shared the revenue by 28% as land rental costs. Today the attractions at Floating Market Lembang consist of the floating market, kota mini, kampung leuit, kyotoku, and miniature kereta api.

2. Implementation of Health Protocols (CHSE) in Floating Market Lembang

Floating Market Lembang commits to implementing health protocols as advised by the Ministry of Tourism and Creative Economy by providing the facilities to support health protocols such as hand washing stations, thermo gun, hand sanitizers, etc. During the pandemic, they raise the ticket for tourists to ensure their safety while visiting Floating Market Lembang to Rp 30.000 which was Rp 25.000 before the pandemic. However, there is a bundling package for Floating Market and Kota mini for Rp 40.000 as a free-pass ticket. According to Mrs. Melani the Marketing Head of Floating Market Lembang, there is no special treatment to the destination to get certified for CHSE as all the requirements are what they did after the pandemic outbreak to prevent the transmission.

a. Cleanliness

There are two entrance gates in Floating Market Lembang, the security calls them the visitors and management. If tourists enter from the visitor's entrance gate they will get it to Kota Mini and Rainbow Garden and if the tourists enter from the management's gate they

will get into the Floating Market area where in the front yard there is a portable hand washing station for visitors. During the operational hours, it can be often seen that the cleaning service staff doing their jobs around the area to maintain the place from any trash scattered all over Floating Market Lembang.

b. Health

In the health aspect, Floating Market Lembang is lacking in maintaining the health of visitors and employees. It is proven that the temperature check is not properly done for visitors and the health facility can't be easily seen. At Floating Market Lembang the ticket selling is still provided by manpower to operate that, in which there is a possibility for transmission since the action still needs direct contact to pass the money and ticket. However, when tourists purchase a ticket at all once, they will get the temperature checked by the security. However, if the worst-case happens during operational hours, injured visitors will be taken to Lembang Community Health Centre. Several signs are easily visible about maintaining the queue and distance for visitors which are mostly placed on the long seat, hand sanitizers on locket stall, odor purifier, and infographic about COVID-19 at the Floating Market Lembang area.

c. Safety

The implementation of the safety aspect by the management in Floating Market Lembang is good and the management is committed to maintaining security and safety for visitors and employees. By CHSE protocols, the management prepares procedures in case of natural disaster, fire, or emergency. The management also provides a clear sign to find a way out to the parking lot where there is a wide space for an assembly point if there is an emergency around the Floating Market Lembang area.

d. Environmental Sustainability

In its ninth year as a destination, Floating Market Lembang still has no waste movement to decrease the waste from Floating Market, although they have changed the packaging from plastic to paper food and beverages containers. However, the management takes a stand to be more environmentally responsible in 2021 by using Eco Enzyme. According to green peace, the eco enzyme is a multi-purpose liquid made from the fermentation of organic waste which consists of brown sugar, fruit or vegetable peels, and water. The idea of this movement was first introduced by Dr. Rosukon Poompavanvong from Thailand and brought to Indonesia by an NPO, Eco Enzyme Nusantara. On March 22nd, 2021 they exhibited an Edu-competition to create 1000kg of the eco enzyme at Floating Market Lembang. Floating Market Lembang claimed to be the first theme park to use eco enzymes for pesticide, water-cleaner, liquid cleansers, and hand sanitizer.

3. Tourist's Motivation to Visited Floating Market Lembang

a. Push Factors

The desired location could be any place they want to be, it is not specified to Floating Market Lembang. There are four dimensions in push factors, re-experience family and

togetherness on safety measurement lead with 76 ballots, following with escape on safety measurement with 74 ballots, and sport on environmental sustainably with 64 ballots. This indicates that tourist wants a safety guarantee from a natural disaster or emergency as well as how the management will handle it.



Source:

Processed by researcher, 2021

To summarize re-experience family and togetherness become the major motivation for tourists to travel, followed by an escape from their daily routine. On the health protocols aspect, the most concern goes to safety in the destination, where tourists' could feel safe from natural disasters, emergency, and be well informed of how to evacuate if those things happen.

b. Pull Factors

To know the tourist's motivation to visit a destination, it's necessary to see how the destination's attributes that represent the place's perceptions. During the pandemic, health protocols (CHSE) must be included in the destination's attributes to be one of the pull factors, tourists consider. As Floating Market Lembang is an integrated tourist destination it could be categorized into the cultural area, landscape, and sports. As can be seen on the diagram below 80 ballots went for no littering around the destination and no air pollution, 82 ballots went for hygiene and clean food and beverages process, 75 ballots went for the availability of an evacuation route, emergency plan in the public area, and 76

ballots went for frequent monitor and evaluation by the management for health protocols (CHSE).



Source: Processed by researcher, 2021

To summarize health aspects become the major concern of what should exist at the destination to secure tourists in visiting the destination. It is necessary to give attention to detail in doing health protocols and do monitoring frequently.

c. Visiting Decision

There are four steps to in tourist's visiting decision in which problem recognition, information search, evaluation of alternatives, and purchase decision. Later, will sum up post-purchase behavior. Each step is composed of health protocols (CHSE) as specified for Floating Market Lembang on pull factors and visiting decision. Cleanliness, get 48 ballots as well become the most voted reason why tourists visit Floating Market Lembang by their personal opinion, 41 ballots went for according to tourist's relatives there is no other destination that is more ecofriendly that Floating Market Lembang, 33 ballots went for tourist's knowledge and information that there is no cleaner destination than Floating Market Lembang, and 30 ballots for there is no one that says no more hygiene destination than Floating Market Lembang to the respondent. On post-purchase behavior, 46 ballots on an agreement that tourists feel safe when they visit Floating Market Lembang.



Source: Processed by researcher, 2021

Multiple linear regression analysis is used to determine whether or not (Y) can be caused by X1 and X2. The formula used is $Y = a + b_1 X_1 + b_2 X_2$. As for making it easier to do calculations, the researcher uses SPSS 25 software. Based on the table above Coefficients it can be seen that the Constant value is .066, the b1 value is .085 and the b2 value is .753. This value can be substituted by the multiple regression equation as follows: Visiting decision (Y) = 0,066 + 0,085X1+0,753X2 The regression equation (X1) coefficient of 0.85 states that each increase 1 unit in X1, then (Y) will increase by 0.85 times from X1. It means that, if the sub-variable of push factors (X1) increases by one unit (1 score) and the other variables are still constant, the visiting decision (Y) will increase by 0.85 times from push factors (X1). Tourists visiting decision does not much rely on the push factors, as traveling is not necessarily their need at the time. However, the needs to go out to breathe fresh air and reside with nature are two primary motives of tourists visiting the destination during the pandemic COVID-19. The regression equation (X2) coefficient of 0.753 states that each increase 1 unit in X2, then (Y) will increase by 0.753 times from X1. It means that, if the sub-variable of pull factors (X2) increases by one unit (1 score) and the other variables are still constant, the visiting decision (Y) will increase by 0.753 times from push factors (X1) (Ghozali, 2011). Destination images play a big role in visiting decisions, especially during the pandemic COVID-19. The existence of certification of health protocol (CHSE) attracts tourists and influences their motivation to travel. Floating Market Lembang has implemented CHSE (Cleanliness, Health, Safety, Environmental Sustainability) certification and it can grow attachment among repeat tourists and generate motive to visit Floating Market Lembang for potential tourists.

D. CONCLUSION

The conclusions obtained are as follows:

1. Tourist motivation could divide into two factors, push and pull. During the pandemic, the major reason for tourists visiting Floating Market Lembang come from pull factors. Meaning that destination attributes, in this case, the health aspect is the driving force for tourists to visit a destination, despite their intention to travel.
2. Among four dimensions of health protocols by the Ministry of Tourism and Creative Economy, Safety becomes the major concern for tourists before visiting a destination to re-experience family and togetherness.

3. Tourist's intention to travel during a pandemic could be for culture, landscape, services, entertainment, relaxation, or sport that is existing in Floating Market Lembang. Regardless of that, the health aspect of a destination become the major consideration for tourist.
4. Push and pull factors altogether influence tourists' visiting decisions by considering how tourists implement health protocol (CHSE) to themselves and the implementation of health protocol (CHSE) in Floating Market Lembang. If those two are aligned, tourists will visit Floating Market Lembang.
5. At the beginning of the pandemic, there is a restriction on mobility which resulted from people staying at home for a long time. This lead to an increasing needs to break their monotonous routine by traveling. Before their visit, tourists look after the current situation whether it is safe for travel or not, then they evaluate which destination they'll visit afterward by health protocols, after that they will visit the most suitable destination with the best implementation of health protocols.

The recommendations given are as follows:

1. Related to tourist's reassurance visit to Floating Market Lembang, call for more guarantees such as all employees are already vaccinated apart from CHSE certification is needed for increasing tourists' confidence.
2. Strict assistance and supervision are needed in maintaining the health protocol (CHSE), especially in the scope of cleanliness, health, and environmental sustainability at Floating Market Lembang. This implies both the management and the relevant government.
3. Management of the Floating Market Lembang should play a more active role in monitoring and evaluating the health protocols (CHSE) carried out by its workers.
4. Related research is needed to find out the push and pull factors that are not included in this study to find out what factors influence tourist motivation in visiting Floating Market Lembang.

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